

RESERVE YOUR EXHIBIT BOOTH TODAY FOR

# Thyroid Exp<sup>®</sup>

# 2018



at the

**88<sup>th</sup> Annual Meeting of the  
American Thyroid Association<sup>®</sup>**

**October 3 – 7, 2018**

**Marriott Marquis**

**Washington, DC**

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



**AMERICAN THYROID ASSOCIATION**  
ATA | *Founded 1923*

*ATA<sup>®</sup> is Dedicated to Scientific Inquiry, Clinical Excellence, Education and Collaboration*

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 88<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.



*Location of the 88<sup>th</sup> Annual Meeting of the American Thyroid Association*

### Past ATA Exhibitors and Partners:

- |   |  |   |
|---|--|---|
| ABBVIE  | FNAPATH                                | ROSETTA GENOMICS                                |
| AKRIMAX PHARMACEUTICALS, LLC.   | GE HEALTHCARE                          | SANOFI GENZYME                                  |
| AMERICAN ASSOCIATION of CLINICAL ENDOCRINOLOGISTS                     | GEMINI LABS                            | SANTA MONICA THYROID ABLATION CENTER            |
| AMERICAN ASSOCIATION OF ENDOCRINE SURGEONS                            | GRAVES' DISEASE AND THYROID FOUNDATION | SHIRE   |
| ASIA OCEANIA THYROID ASSOCIATION AND CHINESE SOCIETY OF ENDOCRINOLOGY | HAIZE MEDICAL                          | SMARTSOUND ULTRASOUND, INC.                     |
| ASTRAZENECA   | HEALTHBREEZE, INC.                     | THANC FOUNDATION                                |
| BAYER HEALTHCARE  | INTERPACE DIAGNOSTICS                  | THE LID LIFE COMMUNITY                          |
| BIOSCIENTIFICA  | INVUITY, INC.                          | THERACLION                                      |
| CBLPATH, INC.   | JUBILANT DRAXIMAGE                     | THERMO FISHER SCIENTIFIC, BRAHMS GmbH           |
| CLIAwaived, INC.  | KARGER PUBLISHERS                      | THYCA: THYROID CANCER SURVIVORS' ASSOCIATION    |
| CONTEXTMEDIA  | LIGHT OF LIFE FOUNDATION               | THYROID CANCER ALLIANCE                         |
| DILON TECHNOLOGIES  | MARY ANN LIEBERT, INC.                 | THYROID CANCER CANADA                           |
| EISAI, INC.   | MAYO CLINIC REFERRING PROVIDER OFFICE  | THYROID CARE COLLABORATIVE                      |
| ENDOCRINE EDUCATION, INC.   | MEDTRONIC SURGICAL TECHNOLOGIES        | THYROID FEDERATION INTERNATIONAL                |
| ENDOCRINE SOCIETY   | NATIONAL DEATH INDEX                   | UBC: AN EXPRESS SCRIPTS COMPANY                 |
| ENDOCRINE WEB   | RCL LABS/NATURE-THROID                 | UNIVERSITY OF TEXAS M.D. ANDERSON CANCER CENTER |
| EXELIXIS, INC.  | PUBLIC HEALTH FOUNDATION OF INDIA      | VERACYTE, INC.                                  |
|   | QUEST DIAGNOSTICS                      | YALE PATHOLOGY LABS                             |
|   | QUIDEL CORPORATION                     |   |

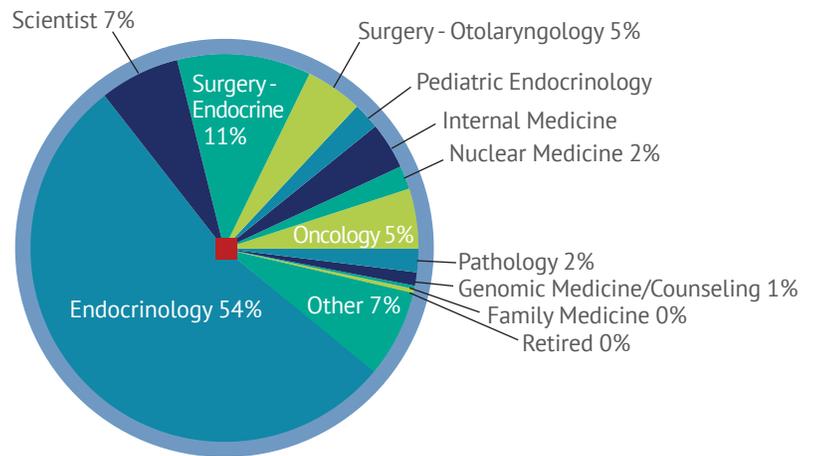
**We look forward to welcoming you to the 88<sup>th</sup> Annual Meeting of the American Thyroid Association (ATA) and THYROID EXPO 2018.**

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 88<sup>th</sup> Annual Meeting of the ATA and THYROID EXPO 2018 should be directed to:

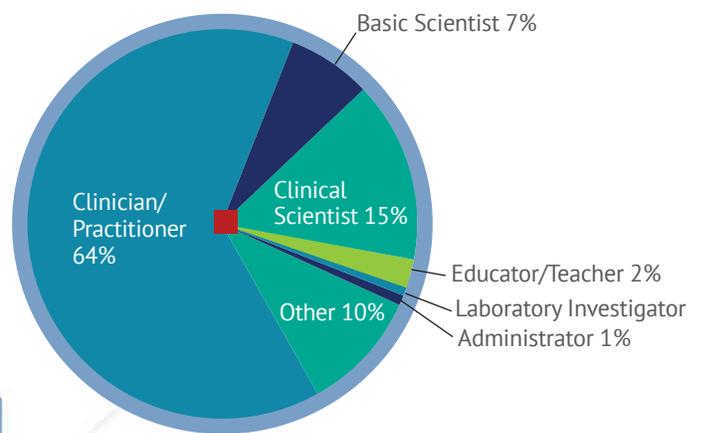
**American Thyroid Association**

6066 Leesburg Pike, Suite 550  
 Falls Church, VA 22041 USA  
 Telephone: 703-998-8890  
 Fax: 703-998-8893  
 Email: [meetings@thyroid.org](mailto:meetings@thyroid.org)

**2017 Attendee Designations**



**2017 Work Descriptions**



**ATA Programs and Services**



**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.”*



### Venue:

The 88<sup>th</sup> Annual Meeting of the ATA and THYROID EXPO 2018 will take place at the Marriott Marquis, 901 Massachusetts Avenue, NW, Washington, DC 20001. THYROID EXPO 2018 will take place in the Liberty Ballroom of the hotel.

### Exhibit Hall Show Schedule:

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.

### Booth Sizes & Rates:

THYROID EXPO 2018 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.

### 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 2018 and the 88<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, 2018 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, 2018, any room reduction or cancellation to an existing or updated room block/**

### Schedule:

Wednesday, October 3, 2018	8:00 AM – 5:30 PM	Exhibitor Move-In/Set Up
Thursday, October 4, 2018	9:30 AM – 4:30 PM	Exhibit Hall Open
	9:50 AM – 10:45 AM	Poster Review and Break
	12:00 PM – 1:00 PM	Poster Review
	3:05 PM – 4:00 PM	Poster Review and Break
Friday, October 5, 2018	9:30 AM – 4:30 PM	Exhibit Hall Open
	9:50 AM – 10:45 AM	Poster Review and Break
	12:00 PM – 1:00 PM	Poster Review
	3:05 PM – 4:00 PM	Poster Review and Break
Saturday, October 6, 2018	9:30 AM – 1:30 PM	Exhibit Hall Open
	9:50 AM – 10:45 AM	Poster Review and Break
	11:30 AM – 12:30 PM	Poster Review
	1:30 PM – 6:00 PM	Exhibitor Move-Out

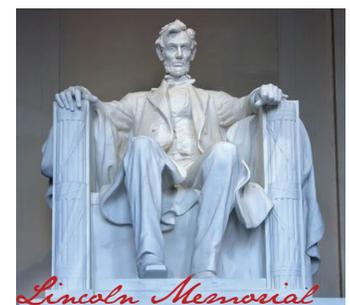
### Thyroid Expo 2018 Booth Size:

### Rates:

### Booth 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 badges & two (2) exhibits-only access badges
Island booth (16' X 20')	\$24,950.00 USD	Pipe and drape, ID sign, four (4) full-access exhibitor badges & four (4) exhibits-only access badges
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, 2018.
Non-profit booths (available to qualified non-profit companies only; proof of non-profit status documentation required with application; non-profit rate honored with proof of hotel reservation in headquarters hotel)	\$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

reservation may be 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 site will be available on the 88<sup>th</sup> Annual Meeting of the ATA website by early to mid-Spring 2018.



# National Museum of African American History and Culture

## Exhibitor Visibility Opportunities

### Thyroid Expo Theaters:

Product theaters are available over the lunch break each day of THYROID EXPO 2018 and the 88<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, onsite signage and marketing are the responsibility of each vendor. Expo theaters are available to confirmed meeting exhibitors only.

### Ancillary Meetings & 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 88<sup>th</sup> Annual Meeting of the ATA within the contracted meeting facilities or that include 88<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 88<sup>th</sup> Annual Meeting of the ATA website or by contacting [meetings@thyroid.org](mailto:meetings@thyroid.org)) 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 88<sup>th</sup> Annual Meeting of the ATA. All requests are scheduled at ATA's discretion.

### Satellite Programs:

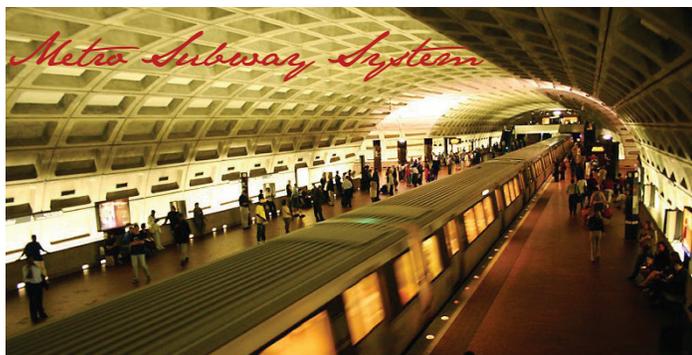
Satellite programs are non-ATA sponsored educational events larger than 50 persons held before or after the official dates of the 88<sup>th</sup> Annual Meeting of the ATA or during the meeting when no ATA CME-educational programming is scheduled. Satellite programs take place within the contracted meeting facility or include 88<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, signage, 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 evening 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, 2017 or Saturday, October 6, 2018 that start and conclude prior to the start of the first ATA scheduled session of the day cost \$85,000. Preference is given to confirmed exhibitors and/or sponsors of the 88<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, 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 event costs. After August 12, 2018, the exhibitor or sponsor is responsible for the full cost of the event irrespective of the reason for cancellation.

### Sponsorship & 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 [meetings@thyroid.org](mailto:meetings@thyroid.org) for pricing and additional ideas you may have for meeting sponsorships, marketing or advertising opportunities not listed.



88<sup>th</sup> Annual Meeting of the American Thyroid Association®  
Meeting Dates: October 3-7, 2018 ✦ Expo Dates: October 3-6, 2018  
Marriott Marquis

## Application & Contract for Exhibit Space

### Company Information

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

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

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

**Products/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 Contacts(s)** (Primary contact(s) within company to receive all details related to THYROID EXPO 2018; up to 2 contacts max allowed)

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

Job Title: \_\_\_\_\_ Job Title: \_\_\_\_\_

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 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 #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

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

### Agreement

We agree to abide by all terms and conditions governing the THYROID EXPO 2018, as stated on this Application and Services for exhibit space for the 88th 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, 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 is responsible for 50% of the contracted space. After August 12, 2018, 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 88<sup>th</sup> Annual Meeting of the ATA and THYROID EXPO 2018 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 Completed Form to:**

88<sup>th</sup> Annual Meeting of the ATA or THYROID EXPO 2018  
6066 Leesburg Pike, Suite 550  
Falls Church, VA 22041, USA

Phone: 703-998-8890; Fax: 703-998-8893  
Email: [meetings@thyroid.org](mailto:meetings@thyroid.org)  
Website: [www.thyroid.org](http://www.thyroid.org)

# Vietnam Veterans Memorial

## Thyroid Expo 2018 Rules & Regulations

### Show Management:

Show management for THYROID EXPO 2018 will be provided by Inclusive Management Services, Inc. (IMS). IMS 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 2018. A detail show manual regarding available services, pricing and deadlines will be provided to all confirmed exhibitors by mid to late Spring 2018. 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 [meetings@thyroid.org](mailto:meetings@thyroid.org).

### Personnel:

The ATA requests that the names of all exhibit personnel be registered online on the 88<sup>th</sup> Annual Meeting of the ATA exhibitor registration site by August 12, 2018. 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, 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 is responsible for 50% of the contracted space. After August 12, 2018, 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 in height 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 88<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 show management 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 2018 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 Marriott Marquis Hotel from any liability whatsoever. Exhibiting companies are required to provide ATA's show management IMS with a certificate of insurance prior to the show noting the dates of 88<sup>th</sup> Annual Meeting of the ATA, October 3-7, 2018, and coverage for the ATA and the Marriott Marquis Hotel. Exhibitor appointed contractor letters will also be required from any exhibitor who uses a vendor other than the official THYROID EXPO 2018 vendor to assemble any special booth layout or plans. Letters may be sent to [meetings@thyroid.org](mailto:meetings@thyroid.org).

### **Hanging Signs and Graphics:**

Hanging signs and graphics are allowed only above standard island booths and with restrictions. If you are interested in utilizing a hanging sign, please contact ATA Meeting management. 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. 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 Marriott Marquis Hotel.

### **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 Marriott Marquis Hotel; and to hold harmless the ATA, its representatives and Marriott Marquis Hotel 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 Marriott Marquis Hotel 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 2018, 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 88<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 Marriott Marquis Hotel.

### **Cancellation of Event:**

It is mutually agreed that in the event of cancellation of the 88<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.



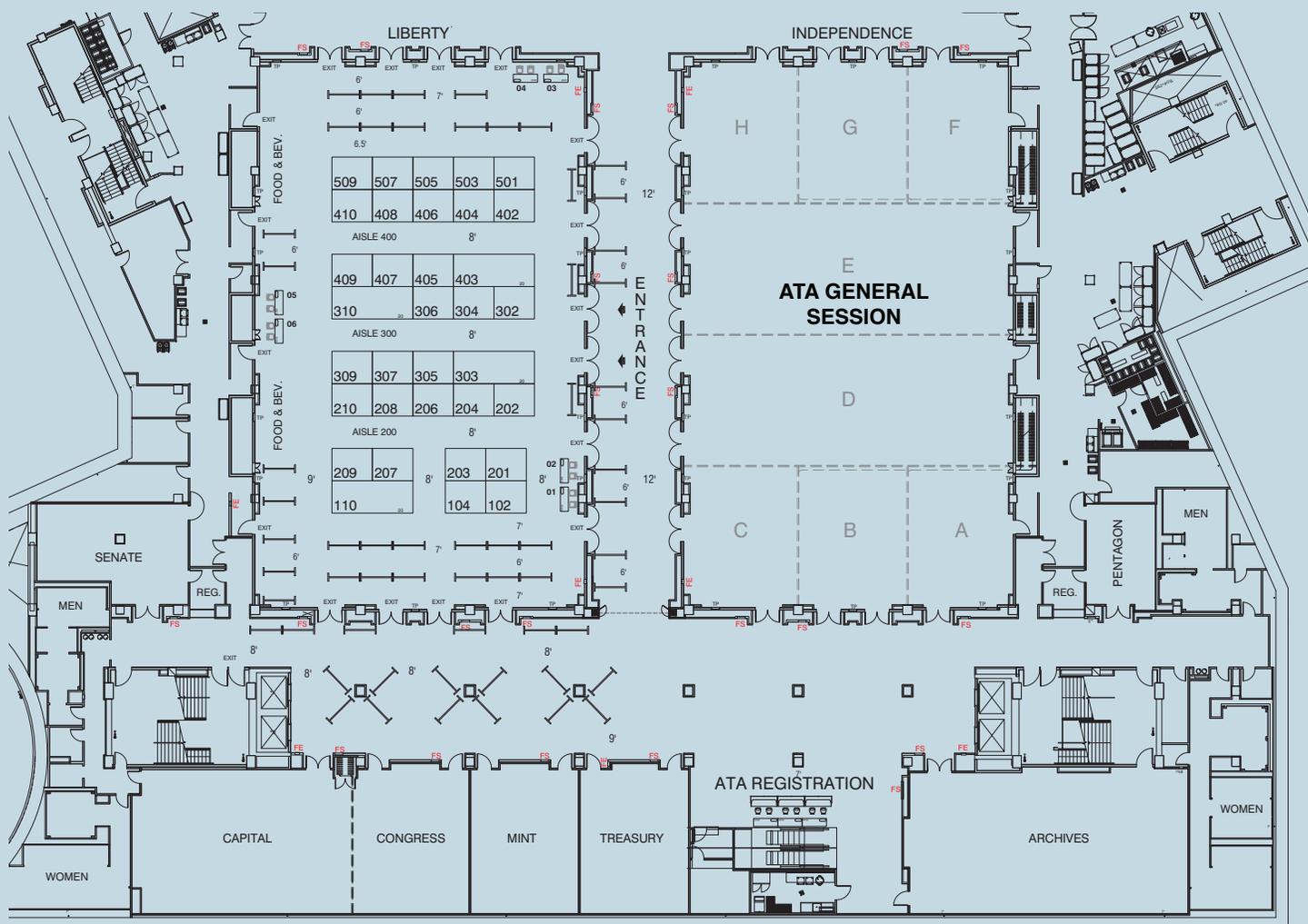


*Marriott Marquis*

## ATA Thyroid Expo 2018 Exhibit Hall Layout

October 3-6, 2018

Marriott Marquis, Washington, DC



# National Museum of Natural History

## Support Opportunities

88<sup>th</sup> Annual Meeting of the ATA  
October 3-7, 2018

*We invite your company to bring your portfolio of latest insights and innovations to enhance and expand attendee knowledge and resources. Your company's increased visibility and recognition will bring benefit throughout the year ahead. Put your company in the limelight of leadership and focus by engaging in one or more of our ATA 2018 support and marketing offerings:*

### 88<sup>th</sup> Annual Meeting Exclusive Breakfast Satellite Symposium

**\$85,000 EXCLUSIVE OPPORTUNITY (Available to Confirmed Exhibit or Sponsor Partners)**

Breakfast symposium host, two opportunities available – Details and dates:

- Friday, October 5, 2018 or Saturday, October 6, 2018
- Meeting room located in meeting facility provided by the ATA
- Standard audiovisual equipment included (screen, LCD projector, laser pointer, sound system, podium with microphone, two head table microphones, and one standing aisle microphone)
- Company Listing in printed ATA Expo Guide Ancillary/Satellite Meetings Page
- Company Listing on Annual Meeting Ancillary and Satellite Events webpage
- Inclusion in ATA meeting mobile APP schedule

*\* See 88th ATA Ancillary-Satellite Events Policy and the ATA Ancillary-Satellite Events Request Form for policy and guidelines. Presentation topic and content subject to ATA review/approval.*

### 88<sup>th</sup> Annual Meeting Satellite Event

**\$25,000 (Available to Confirmed Exhibit or Sponsor Partners)**

Opportunity to host educational programs (CME or non-CME) during evening open program time(s) during the ATA Annual Meeting.

- Meeting room located in meeting facility provided by the ATA
- Duration of meeting up to 2.5 hours
- Target audience size 50 or more participants
- Standard audiovisual equipment included (screen, LCD projector, laser pointer, sound system, podium with microphone, two head table microphones, and one standing aisle microphone)
- Company Listing in printed ATA Expo Guide Ancillary/Satellite Meetings Page
- Company Listing on Annual Meeting Ancillary and Satellite Events webpage
- Inclusion in ATA meeting mobile APP schedule.

*\* See 88th ATA Ancillary-Satellite Events Policy and the ATA Ancillary-Satellite Events Request Form for policy and guidelines. Presentation topic and content subject to ATA review/approval.*

## 88<sup>th</sup> Annual Meeting Ancillary Event

**\$2,000 for Confirmed Exhibit and Sponsor Partners; \$5,000 for Ancillary-Only Partners**

Opportunity to host 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.

- Meeting room located in meeting facility provided by the ATA. *NOTE: Space obtained outside of the ATA official meeting venue is also subject to ATA approval and relevant fees.*
- Company Listing in printed ATA Expo Guide and ATA website Ancillary/Satellite Meetings Pages
- Inclusion in ATA meeting mobile APP schedule

*\*See 88th ATA Ancillary-Satellite Events Policy and the ATA Ancillary-Satellite Events Request Form for policy and guidelines. Presentation topic and content subject to ATA review/approval.*

## Thyroid Expo 2018: Expo Theater

**\$18,000 PER OPPORTUNITY**

Opportunity to present your research, product or services to meeting attendees for up to 60 minutes. Five opportunities available over the lunch period/poster review and break – Details and dates:

- **Thursday, Oct. 4, 2018, Friday, Oct. 5, 2018 and Saturday, Oct. 6, 2018**
- Preset Expo Theater space provided in meeting facility to seat up to 125 attendees
- Standard audiovisual equipment included (screen, LCD projector, laser pointer, sound system, podium with microphone, two head table microphones, and one standing aisle microphone).
- Company Listing in printed ATA Expo Guide Ancillary/Satellite Meetings Page.
- Company Listing on Annual Meeting Ancillary and Satellite Events webpage
- Inclusion in ATA meeting mobile APP schedule.

## Thyroid Expo 2018: Exhibit Booth

*See Exhibitor Prospectus And Booth Application For Available Booth Sizes And Pricing*

**Opportunity to purchase a booth in the ATA THYROID EXPO 2018 Exhibit Hall**

- Booth space in ATA THYROID EXPO 2018 Exhibit Hall
- Logo, company description and website address listed in printed ATA Expo Guide
- Inclusion on the ATA Exhibitor Passport Program
- Inclusion in ATA meeting mobile app exhibitor listing and exhibit map
- Listing on the 88<sup>th</sup> Annual Meeting of the ATA Exhibits section webpage as a confirmed exhibitor
- Complimentary meeting registrations as outlined in the exhibitor prospectus per booth space purchase
- Reserved space/description on the online ATA Virtual Exhibit Hall for one-year post-conference

*Booth opportunities available until hall fills*



## Headquarters Hotel Key Cards

~~\$15,000 EXCLUSIVE OPPORTUNITY~~

**SOLD OUT**

Opportunity to have your company's logo/branding on the headquarters hotel key cards distributed to all attendees staying at the meeting hotel.

- *Key Card productions is scheduled for July 2018 therefore, graphics will be requested in June/July for specs, review, formatting.*

## ATA Event Mobile App Logo

**\$7,500 (SHARED OPPORTUNITY)**

Opportunity to have your meeting logo appear on the ATA meeting Mobile APP downloaded by over 60% of meeting attendees.

- Recognition by way of rotating banner ad in the ATA meeting mobile APP
- Inclusion in onsite signage as Mobile App supporter





## Attendee 'Power-Up' Charging Stations/Attendee Gathering Spots

**\$6,000 PER STATION**

Opportunity to have your company logo on one or more 'power-up areas' positioned throughout the event venue.

- Acknowledgment on Power-Up Station signage as event supporter.



AMERICAN THYROID SOCIATION ATA 86th Annual Meeting September 2016 | Denver, Colorado Free Downloads at LaughShots

## Laugh Shots Photo Sponsorship

**\$3,500 PER EVENT or \$6,000 exclusive offer for TWO AVAILABLE EVENTS**

Always popular, Laughshots offer an opportunity to have your logo included on border of printed pictures provided to participants during designated events. Two opportunities available, dates and details:

- ATA Welcome Reception: Wednesday, October 3, 6:30 PM – 7:30 PM
- ATA Annual Dinner Banquet: Friday, October 5, 7:30 PM – 10:00 PM
- Recognition in Expo Guide Schedule

## Thyroid Expo Guide 2018 Ad

Opportunity to have an ad placed in the ATA Expo Guide is distributed to all meeting attendees at registration. The ATA Expo Guide includes information such as exhibitor listings with logos and brief descriptions, an expo hall map, expo theater listings, the ATA meeting at-a-glance, ancillary and satellite program listings.

- Half Page Ad: Black & White – \$1,500
- Half Page Ad: 4-color – \$2,000
- Full Page Ad: Black & White – \$2,500
- Full Page Ad: 4-color – \$4,000

*\*Expo Guide ads should be submitted to ATA for review and approval to prepare for printing by August 15, 2018.*



## ATA Venue Free-Standing Signs

**\$3,500 FOR ONE-SIDED DISPLAYS; \$6,000 FOR DOUBLE-SIDED DISPLAYS**

Opportunity for a single, freestanding sign placed in high traffic area of event venue

- 1 free-standing available for purchase per company
- ATA will review and advise on sign design, content, and placement in venue
- All signage requests and graphics must be received and approved by Friday, September 21, 2018 to ensure acceptance.

## ATA Annual Meeting Bag Insert

**\$4,000 PER INSERT (Submit early to ensure inclusion!)**

Handout/insert included in the ATA meeting bag distributed to every attendee at meeting registration.

- One-pager and up-to 6-page brochure/pamphlet; partner responsible for printed copies and delivery to venue by Friday, September 28, 2018
- Suggested order numbers = 1200 copies
- 1 bag insert available for purchase per exhibit company or sponsor

## CME and Other Sponsorship/Support Opportunities

To inquire about continuing medication education (CME) educational grants, ATA clinical management guidelines pocket card sponsorships or other opportunities to support scientific symposia, workshops or other programming at the 88<sup>th</sup> Annual Meeting of the ATA or the ATA in general, please contact the ATA at [meetings@thyroid.org](mailto:meetings@thyroid.org).

## Meeting-At-A-Glance

88<sup>th</sup> Annual Meeting of the ATA  
October 3-7, 2018

TIME	WEDNESDAY 10/3/2018	THURSDAY 10/4/2018	FRIDAY 10/5/2018	SATURDAY 10/6/2018	SUNDAY 10/7/2018
6:00	Registration Opens 6:00 AM - 7:30 PM	Registration Open 6:00 AM - 5:15 PM	Early Riser Satellite 6:00 AM - 7:45 AM	Early Riser Satellite 6:00 AM - 7:45 AM	Registration Open 7:45 AM - 11:15 AM
7:00			Registration Open 6:00 AM - 5:15 PM	Registration Open 6:00 AM - 5:15 PM	
8:00	Endocrine Neck Advanced Ultrasound Course 6:30 AM - 4:30 PM (Separate registration required)	Welcome to the 88 <sup>th</sup> Annual Meeting 8:00 AM - 8:05 AM	Morning Announcements 8:00 - 8:05 AM	Morning Announcements 8:00 - 8:05 AM	Closing Announcements 8:00 - 8:05 AM
			Plenary Lecture 8:05 AM - 8:50 AM	Plenary Lecture 8:05 AM - 8:50 AM	Symposium 8:05 AM - 9:20 AM
9:00	Exhibitor Move In 8:00 AM - 5:30 PM	Van Meter Lecture 8:05 AM - 8:50 AM	Oral Abstracts (4 Clinical/4 Basic) 8:50 AM - 9:50 AM	Pediatric Satellite Symposium 8:00 AM - 12:15 PM	Thyroid Cancer Tumor Board 9:20 AM - 11:00 AM
	Ridgway Trainees' Conference Clinical Pre-Day Program 8:00 AM - 4:00 PM (Separate registration required)	Highlighted Oral Abstracts (4 total) 8:50 AM - 9:50 AM		Short Call Oral Abstracts (4 Clinical/4 Basic) 8:50 AM - 9:50 AM	
10:00		Exhibit Hall Open 9:30 AM-4:30 PM	Exhibit Hall Open 9:30 AM-4:30 PM	Exhibit Hall Open 9:30 AM-1:30 PM	
11:00	ATA Board of Directors Meeting 8:30 AM - 2:00 PM	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	88 <sup>th</sup> ANNUAL MEETING CONCLUDES AT 11:00 AM
12:00		Symposia (Clinical/ Basic) 10:45 AM - 12:00 PM	Symposia (Clinical/ Basic) 10:45 AM - 12:00 PM	Lewis E. Braverman Award Lecture 10:45 AM - 11:30 AM	Agenda subject to change.
1:00	ATA Latin American Satellite Symposium 1:00 PM - 4:00 PM (Separate registration required)	Expo Theater/ Poster Review (Lunch on Your Own) 12:00 PM - 1:00 PM	Expo Theater/ Poster Review (Lunch on Your Own) 12:00 PM - 1:00 PM	Expo Theater/ Poster Review 11:30 AM - 12:30 PM Exhibit Hall Closes at 1:30 PM	
	Ridgway Trainees' Conference Basic Pre-Day Program 1:00 PM - 4:00 PM (Separate registration required)	Paul Starr Award Lecture 1:00 PM - 1:45 PM	Sidney H. Ingbar Award Lecture 1:00 PM - 1:45 PM	Symposia (Clinical/Basic) 12:30 PM - 1:45 PM	
2:00		Oral Abstracts (5 Clinical/5 Basic) 1:50 PM - 3:05 PM	Symposia (Clinical/ Basic) 1:50 PM - 3:05 PM	ATA Advanced Practice Providers (APP) Satellite Symposium 1:00 PM - 5:45 PM	
3:00	ATA Committee and Task Force Meetings 2:45 PM - 4:00 PM	Poster Review/Break 3:05 PM-4:00 PM Expo Theater 3:05 PM-4:00 PM	Poster Review/Break 3:05 PM-4:00 PM	Oral Abstracts (6 Clinical/6 Basic) 1:50 PM - 3:20 PM	
4:00		Presentation of ATA DSA and Stanbury Awards 4:00 PM - 4:10 PM	Expo Theater 3:05 PM - 4:00 PM	ATA Free Patient Forum 2:00 PM - 4:00 PM	
				Coffee Break 3:20 PM - 3:30 PM	
5:00	Welcome Remarks and Opening Session 5:00 PM - 6:30 PM	Clark T. Sawin Historical Vignette 4:10 PM - 4:55 PM	ATA Research Grant Recipients 4:00 PM - 4:45 PM	Symposia (Clinical/Basic) 3:30 PM - 4:45 PM	
6:00		Discussion-Debates/ MTP Workshops (6) 5:00 PM - 5:55 PM	Discussion-Debates/ MTP Workshops (6) 4:50 PM - 5:45 PM	Discussion-Debates/ MTP Workshops (6) 4:55 PM - 5:50 PM	
7:00	ATA Welcome Reception 6:30 PM - 7:30 PM	ATA Annual Business Meeting 6:00 PM - 7:00 PM	ATA Networking Dinner/Event 7:30 PM - 9:30 PM	DINNER/ NETWORKING ON YOUR OWN	
	WIT Networking Meeting 6:30 PM - 7:30 PM		ATA Leadership Social TBD 9:30 PM - 11:00 PM		
7:30	DINNER/ NETWORKING ON YOUR OWN	DINNER/ NETWORKING ON YOUR OWN			



AMERICAN  
**THYROID**  
ASSOCIATION

ATA | *Founded 1923*

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

**American Thyroid Association**  
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AMERICAN  
**THYROID**  
ASSOCIATION  
ATA | *Founded 1923*

## Save the Date for these Upcoming ATA® Meetings!

### Spring Satellite Symposium of the American Thyroid Association®

March 5, 2019

New Orleans, LA *(prior to the start of the Endocrine Society Annual Meeting)*

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

October 30-November 3, 2019

Sheraton Grande Chicago, Chicago, IL

### Spring Symposium of the American Thyroid Association®

May 28-30, 2020

Westin New York at Times Square, New York, NY

### 16<sup>th</sup> International Thyroid Congress (ITC)

September 8-13, 2020

*Hosted by the Asia & Oceania Thyroid Association (AOTA) Xi'an, China*

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View and purchase available educational content from past ATA events  
at <https://sessions.thyroid.org>

Follow the ATA on:

