



American Thyroid Association® (ATA®) Ancillary, Satellite & Expo Theater Events Policies, Rules & Guidelines



NOTE: All requests must be submitted to meetings@thyroid.org for consideration.

The American Thyroid Association® (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 policies, 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 meetings@thyroid.org. All requests for meeting space will need to be approved by ATA staff before space can be confirmed.

Ancillary Meetings and Events

Ancillary or "ICW" (in-conjunction-with) events are any function held adjunct to the American Thyroid Association's Scientific Sessions by an organization (commercial and non-profit) other than ATA. If attendees of your event are also attending the ATA meeting, then you must complete and submit an Ancillary Meetings Request form. All ancillary meetings must be approved by the ATA, whether hosted at an ATA contracted facility or elsewhere. Ancillary events include advisory board meetings, focus group meetings, hospitality room/suite, internal corporate business, investigator meeting, office, press event, social event or staff meeting for less than 50 persons. Ancillary events may be scheduled **ONLY** during the hours approved by the ATA.

The cost for a confirmed ATA exhibitor to schedule an ancillary event is \$2500 USD per event per day dependent upon space requirements and availability of space. The cost for a non-ATA exhibitor, but confirmed sponsor is \$5000 USD per event per day dependent upon space requirements and availability of space. **Non-exhibitors or non-sponsors of the ATA Annual meeting are not permitted to hold ancillary meetings and events.** Organizations that wish to schedule an ancillary meeting or event must submit a form (available on the 89th 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 and assigned space 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 at ATA's discretion.

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.

All cancellations and/or reductions of an ancillary meeting or event 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, 2019, they are entitled to a full refund minus a 10% processing fee. After July 15, 2019, but on or before August 12, 2019, the exhibitor or sponsor is responsible for 50% of the event costs. After August 12, 2019, the exhibitor or sponsor is responsible for the full cost of the event irrespective of the reason for cancellation.

Satellite Programs

Satellite programs are non-ATA sponsored educational events larger than 50 persons held before, during or after the official dates of the 89th Annual Meeting of the ATA when no ATA CME-educational programming is scheduled. Satellite programs take place within the contracted meeting facility or include 89th 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 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. Satellite programs beyond 2.5 hours in length cost \$50,000. 75-minute breakfast satellite programs offered on Friday, November 1, 2019 or Saturday, November 2, 2019 that start and conclude prior to the start of the first ATA scheduled session of the day cost \$85,000. Satellite programs are reserved for confirmed exhibitors and/or sponsors of the 89th Annual Meeting of the ATA. **Non-exhibitors or non-sponsors of the ATA Annual Meeting are not permitted to hold satellite programs.**

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 an ATA event on or before July 15, 2019, they are entitled to a full refund minus a 10% processing fee. After July 15, 2019, but on or before August 12, 2019, the exhibitor or sponsor is responsible for 50% of the event costs. After August 12, 2019, the exhibitor or sponsor is responsible for the full cost of the event irrespective of the reason for cancellation.

Thyroid Expo Theaters

Product theaters are available over the morning break and lunch period each day of THYROID EXPO 2019 and the 89th 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 55-minutes in length. The allotted space is located on the exhibit hall floor 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. Non-exhibitors are not allowed to present expo theaters.**

All cancellations and/or reductions of a thyroid expo theater 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, 2019, they are entitled to a full refund minus a 10% processing fee. After July 15, 2019, but on or before August 12, 2019, the exhibitor or sponsor is responsible for 50% of the event costs. After August 12, 2019, the exhibitor or sponsor is responsible for the full cost of the event irrespective of the reason for cancellation.

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 or non-sponsors are prohibited from advertising, soliciting or otherwise contacting ATA meeting registrants on official ATA meeting space or at ATA contracted-meeting hotels. Sponsors and supporters interested in sponsoring or supporting the ATA Annual Meeting must discuss support desired and award funding to 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 requirements.**

Assignment of Space

All requested ancillary or satellite meetings and 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 appropriate representative. Organizers are responsible for making **all** further arrangements for the event and are responsible for all costs (e.g., food and beverage, audiovisual, internet, marketing, etc.) directly with the hotel/facility. The hotel/facility will be sent the same information. It is up to the organizers to follow-up with the facility 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 room blocks) 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 determine 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.**

Signs/Advertising

Ancillary and satellite event organizers must have authorization from the ATA to display signs or distribute brochures or promotional materials in any public space or registration areas of the meeting facility or hotel. The ATA will display or permit approved signage outside of the assigned 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 exhibit booth during exhibitor hours. Any costs associated with the distribution of authorized promotional materials are the responsibility of the organizers.

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 strictly 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 ATA Meeting Management Office. Inquiries may be directed to meetings@thyroid.org.

Program Book and Expo Guide Listing

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

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.

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.