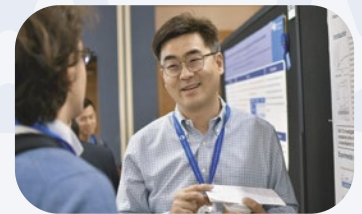


# 2022 Annual Meeting

MONTREAL, QUÉBEC, CANADA  
OCTOBER 19 – 23, 2022



**EXHIBIT & SPONSORSHIP OPPORTUNITIES**



**AMERICAN THYROID ASSOCIATION**  
*Optimal Thyroid Health for All*

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## ABOUT THE ATA® AND WHAT SETS US APART

The American Thyroid Association® (ATA) is the preeminent global organization dedicated to the advancement, understanding, prevention, diagnosis, and treatment of thyroid disorders and thyroid cancer. ATA serves the interests of both professional and patient audiences to provide resources, awareness, and education to the thyroid community. ATA's 1700+ professional members are clinicians, researchers, surgeons, advanced practice providers, and related professionals from 70 countries around the world. More than 14,500 patients and members of the public look to the ATA for resources on thyroid diseases and thyroid cancer. We value the opportunity to work together with our professional members and partners in support of our mutual goals of improving the lives of so many patients impacted worldwide by thyroid disease and thyroid cancer.

ATA delivers its mission through the following initiatives:

- Publishing highly regarded professional journals: *Thyroid*®, *Clinical Thyroidology*®, and *VideoEndocrinology*™
- Creating clinical practice guidelines for managing thyroid diseases and thyroid cancer
- Hosting scientific meetings and research symposia
- Sponsoring and administering research grant programs for early career investigators
- Providing reliable and accessible thyroid resources and educational programs for patients, the public and families

ATA's 2022 Annual Meeting will bring together healthcare professionals interested in expanding their knowledge of thyroid diseases and disorders. We anticipate the meeting will draw more than 1,000 healthcare professionals and researchers with interest and expertise in the fields of endocrinology, oncology, nuclear medicine, internal medicine, surgery, pathology, radiation oncology, cytology, biology, pharmacology, and related areas.

## WHY PARTICIPATE

**NETWORK** – Gain access to more than 1000 clinicians and researchers focused on thyroid-related diseases and thyroid cancer. These thought leaders seek to access and learn the latest technologies and therapies to improve patient treatments and outcomes.

**VISIBILITY** – Strengthen your brand recognition as a leader in the field and supporter of the world's largest community of thyroid professionals. Demonstrate your commitment to improving patient care and advancing science and medicine for a healthier global population.



## REACH THE INFLUENCERS

Reach your target audience this year as a sponsor! There are sponsorship options and packages designed to provide visibility with the leading experts in endocrinology and surgery across all career stages. By sponsoring and exhibiting, you will reach clinicians and researchers who work in a variety of settings, including academia, private practice, group practice, hospitals, military/government, and independent research institutions. Our attendees treat patients and conduct clinical, translational and basic research across the field of thyroidology. From thyroid cancer to hypothyroidism and thyroid eye disease, attendees look for the latest breakthroughs and treatment protocols to improve patient outcomes.

Sponsors benefit from:

- Direct access to the decision-makers in thyroidology
- Unmatched collegiality and sense of community
- Access to contacts to expand your business and team productivity
- Networking with leading global thyroid specialists dedicated to innovation, team-based approaches to treatment and care, excellence in practice and education

We have thoughtfully designed this year's partner prospectus to provide optimal visibility over the course of the ATA's 4 1/2 day annual meeting. We invite you to review the variety of opportunities available and look forward to welcoming you to our event this fall!

## CONTACTS

### Event Management & Exhibits

Josette Paige, Manager, Meetings & Finance  
meetings@thyroid.org  
(703) 998-8890

### Grants, Sponsorships and Corporate Partnerships

Kelly Hoff, Director of Development  
khoff@thyroid.org  
(703) 888-3814

## SCHEDULE AT A GLANCE

*Subject to change.*

Current agenda and faculty are online at [www.thyroid.org/91st-annual-meeting-ata/program](http://www.thyroid.org/91st-annual-meeting-ata/program)

### Wednesday, October 19, 2022

6:00 AM – 5:30 PM	Registration Open
7:00 AM – 4:30 PM	Endocrine Neck Advanced Ultrasound Course
8:00 AM – 4:30 PM	E. Chester Ridgway Trainees' Conference
3:30 PM – 5:15 PM	ATA Committee and Task Force Meetings
5:45 PM – 6:45 PM	ATA Welcome Reception

### Thursday, October 20, 2022

6:00 AM – 5:30 PM	Registration Open
10:30 AM – 4:30 PM	Exhibit Hall Open
8:15 AM – 11:00 AM	Meeting Program
11:00 AM – 12:00 PM	Break & Poster Review
11:00 AM – 12:00 PM	Expo Theater
12:15 PM – 1:30 PM	Meeting Program
1:30 PM – 2:30 PM	Poster Review and Lunch on Your Own
1:30 PM – 2:30 PM	Expo Theater
1:30 PM – 2:30 PM	Diversity, Equity and Inclusion Networking Session
2:45 PM – 3:50 PM	Meeting Program
4:00 PM – 4:30 PM	Networking Break
4:30 PM – 5:45 PM	Meeting Program
6:00 PM – 7:00 PM	ATA Annual Business Meeting (Members Only)
6:00 PM – 7:00 PM	Trainee Poster Presentations (Trainees Only)

### Friday, October 21, 2022

6:30 AM – 5:30 PM	Registration Open
10:30 AM – 4:30 PM	Exhibit Hall Open
8:15 AM – 11:00 AM	Meeting Program
11:00 AM – 12:00 PM	Break & Poster Review
11:00 AM – 12:00 PM	Expo Theater
12:15 PM – 1:30 PM	Meeting Program
1:30 PM – 2:30 PM	Poster Review and Lunch on Your Own
1:30 PM – 2:30 PM	Expo Theater
2:45 PM – 4:00 PM	Meeting Program
4:00 PM – 4:30 PM	Networking Break
4:30 PM – 5:45 PM	Meeting Program
8:00 PM – 10:00 PM	ATA Meeting Attendee Party (separate registration required)

## SCHEDULE AT A GLANCE *(continued)*

*Subject to change*

### Saturday, October 22, 2022

6:30 AM – 5:30 PM	Registration Open
9:30 AM – 12:00 PM	Surgical Symposium
10:30 AM – 2:30 PM	Exhibit Hall Open
8:15 AM – 10:45 AM	Meeting Program
10:45 AM – 11:45 AM	Break & Poster Review
10:45 AM – 11:45 AM	Expo Theater
12:00 PM – 5:30 PM	Meeting Program
1:30 PM – 2:30 PM	Poster Review and Lunch on Your Own
1:30 PM – 2:30 PM	Expo Theater

### Sunday, October 23, 2022

7:00 AM – 11:30 AM	Registration Open
7:15 AM – 10:15 AM	Pediatric Thyroid Symposium
7:15 AM – 10:15 AM	Updates on Thyroid Testing: Symposium & Workshop
10:30 AM – 12:30 PM	Thyroid Cancer Tumor Board

## PROGRAM HIGHLIGHTS

### Plenary sessions

- Radiation-Related Genomic Profile of Papillary Thyroid Carcinoma After the Chernobyl Accident
- Precision Thyroid Care: Avoiding Over- and Under Treatment of Thyroid Cancer

### New in 2022

- Diversity, Equity, and Inclusion Networking Session
- Poster tracks – pediatrics and surgical
- Women in Thyroidology Plenary & Networking
- Interesting Clinical Cases (Non-Cancer)
- Updates on Thyroid Testing: Symposium & Workshop

### Highlighted Symposia

- Highlighting Disparities in Access to Care for Patients with Thyroid Disease and Cancer
- Molecular Landscape of Pediatric Thyroid Cancer
- Thyroid Disease in Women: Understanding Sex-based Differences
- Living Beyond Thyroid Cancer: Improving Thyroid Cancer Survivorship
- Surgical Approach to Thyroid Cancer Informed by Molecular Testing
- Universal Screening for Thyroid Dysfunction
- Management of Graves' Ophthalmopathy and New Monoclonal Treatments
- Thyroid Disease, Endocrine Disruptors, Nutrition and Health



## EVENT SPONSORSHIP

We invite your company to bring your portfolio of the 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.

### Conference Sponsor Acknowledgement & Visibility

- Acknowledgement on Onsite Signage
- Acknowledgement on Entryway to Exhibit Hall
- Listing on General Session Slides
- Listing on Event Website
- Listing in Onsite Event Program / Expo Guide
- Highlighted in ATA meeting mobile APP
- Acknowledgement in Select Attendee Emails

#### Platinum - \$65,000

- (1) 10x10 Exhibit Booth (Includes 1 full event and 1 exhibits-only badge)
- (1) Mobile App Banner Ad (Rotating)
- (1) ATA Venue Free-Standing Sign (one-sided)
- (1) Bag Insert
- (1) Full page color Thyroid Expo Guide 2022 Ad
- (1) Direct Marketing Attendee Message (sent by ATA)
- (3) Full Event Registrations
- (3) Priority Points for 2023 ATA Annual Meeting Exhibit Space Selection

#### Gold - \$50,000

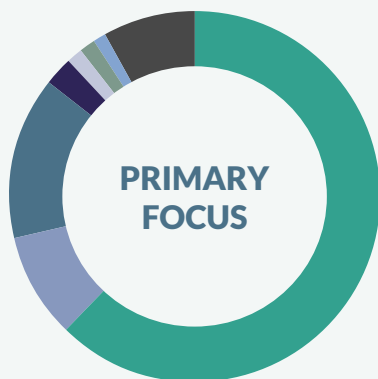
- (1) 10x10 Exhibit Booth
- (1) Mobile App Banner Ad (Rotating)
- (1) Bag Insert
- (1) Half page color THYROID EXPO Guide 2022 Ad
- (1) Direct Marketing Attendee Message
- (2) Full Event Registrations
- (2) Priority Points for 2023 ATA Annual Meeting Exhibit Space Selection

#### Silver - \$25,000

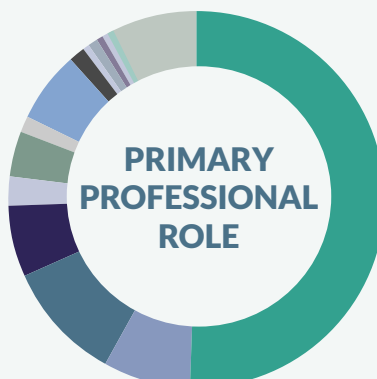
- 10x10 Exhibit Booth
- (1) Mobile App Banner Ad (Rotating) OR
- (1) Full page b&w or (1) Half page color THYROID EXPO Guide 2022 Ad
- (1) Full Event Registration
- (1) Priority Point for 2023 ATA Annual Meeting Exhibit Space Selection



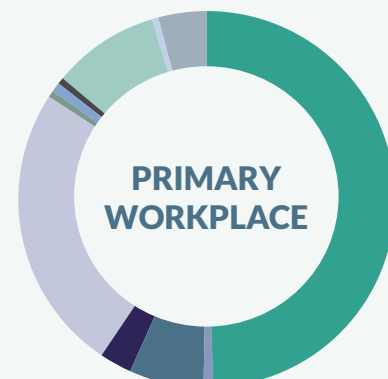
# ATA 2019 ANNUAL MEETING ATTENDEE DEMOGRAPHICS



- Clinician/Practitioner
- Basic Scientist
- Clinical Scientist
- Educator/Teacher
- Laboratory Investigator
- Administrator
- Registered Nurse/Nurse Practitioner/Physician Assistant
- Other



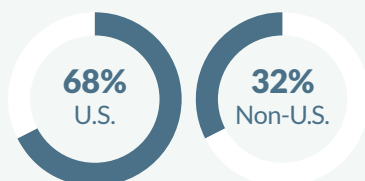
- Endocrinology
- Scientist
- Surgery- Endocrine
- Surgery-Otolaryngology
- Pediatric Endocrinology
- Internal Medicine
- Nuclear Medicine
- Oncology
- Pathology
- Genomic Medicine/Counseling
- Family Medicine
- Allergist-Immunologist
- Retired
- Other



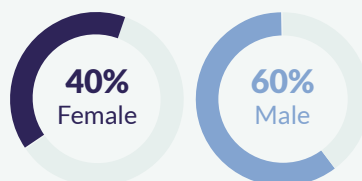
- Academic
- Administration
- Corporate/Industry
- Government
- Hospital
- Military
- Managed Care
- Pediatrics
- Private Practice
- Retired
- Other

## OUR MEMBERSHIP

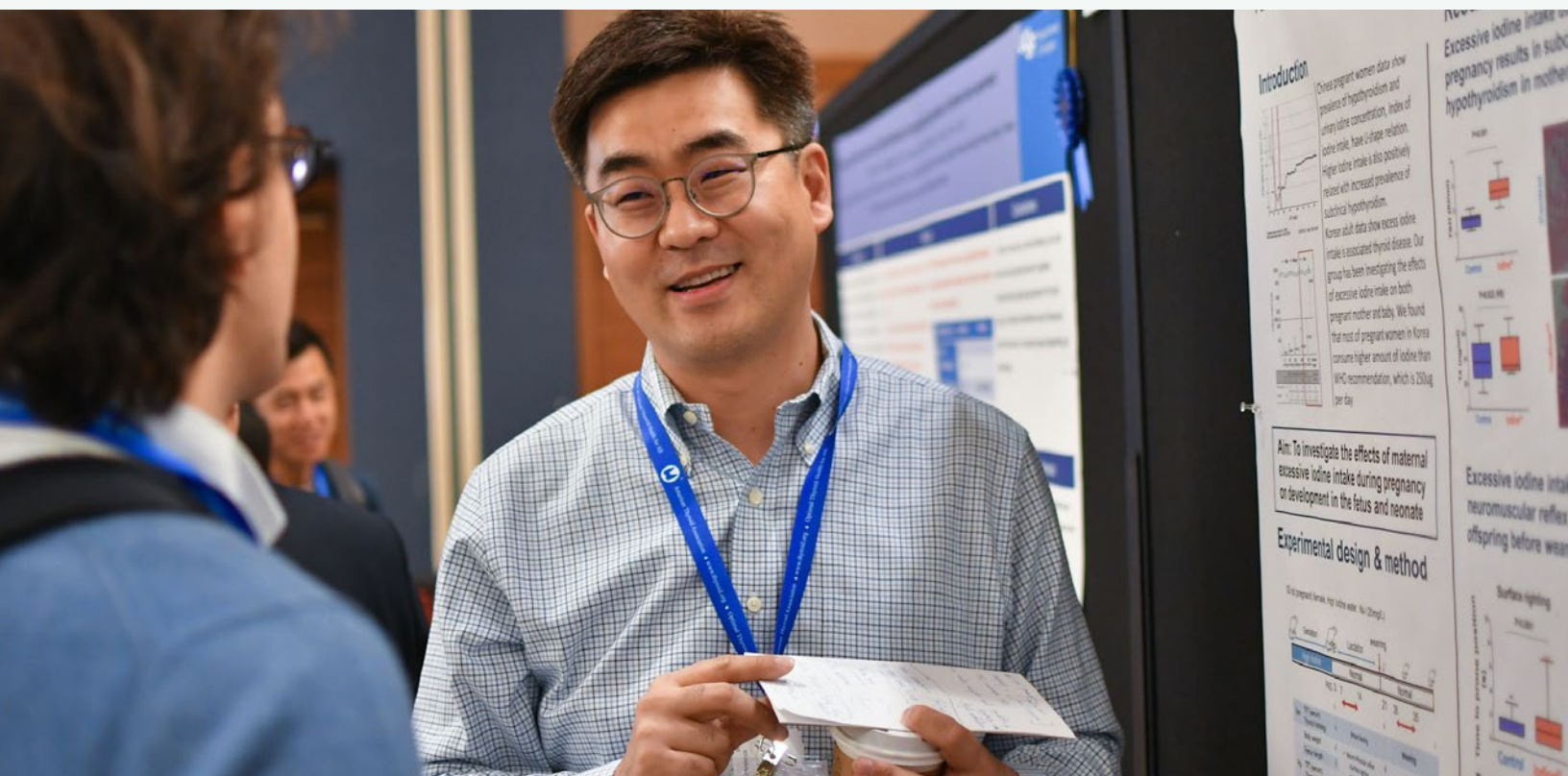
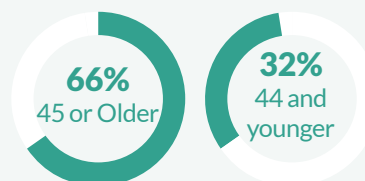
### LOCATION



### GENDER



### AGE



## THYROID EXPO 2022: EXHIBIT BOOTH

Opportunity to purchase a booth in the ATA THYROID EXPO 2022 Exhibit Hall

- Booth space in ATA THYROID EXPO 2022 Exhibit Hall
- Logo, company description and primary company 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
- Exhibitor listing on the 2022 Annual Meeting web page as a confirmed exhibitor
- Complimentary meeting registrations (see specifics below)

Booths include:

- Pipe and drape for the side and back walls of booth
- ID Sign that includes the company's name

All interior booth furniture, equipment and supplies are at cost to each exhibitor. The exhibit hall floor is fully carpeted.

*Booth opportunities available until hall fills.*

Booth Size	Rates	Booth Rate Includes
10' X 10' Standard booth	\$5,750	Pipe and drape, ID sign, one (1) full-access exhibitor badge & one (1) exhibits-only access badge
10' X 10' Ultrasound vendor booth	\$4,000	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 July 31, 2022.
10' X 20' Double booth	\$12,700	Pipe and drape, ID sign, two (2) full-access exhibitor badge & two (2) exhibits-only access badge
20' X 20' Island booth	\$38,400	Pipe and drape, ID sign, four (4) full-access exhibitor badge & four (4) exhibits-only access badge
Non-Profit Organization **	\$825	One (1) 6-foot table with two chairs, ID Sign, one (1) full- access exhibitor badge and one (1) exhibits-only access badge

*\* Qualified 501(c)3 non-profit organizations are eligible for the non-profit booth rate. Proof of non-profit status documentation is required with application; non-profit rate honored with proof of hotel reservation in headquarters hotel.*

### Exhibition dates and times:

Times are subject to change. Exhibitors are encouraged to be in their booths during all opening hall hours.

Wednesday, October 19, 2022 : 5:30PM – 7:00PM

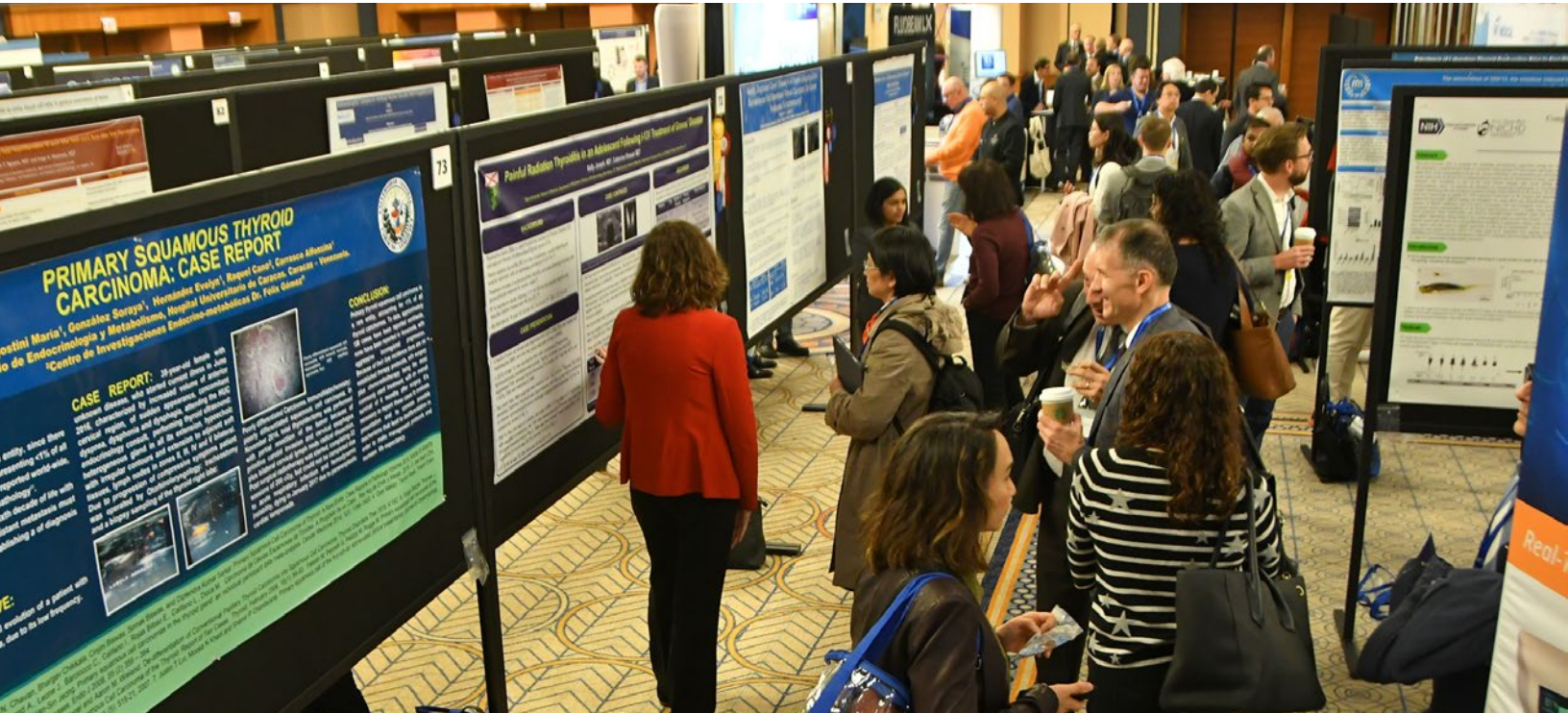
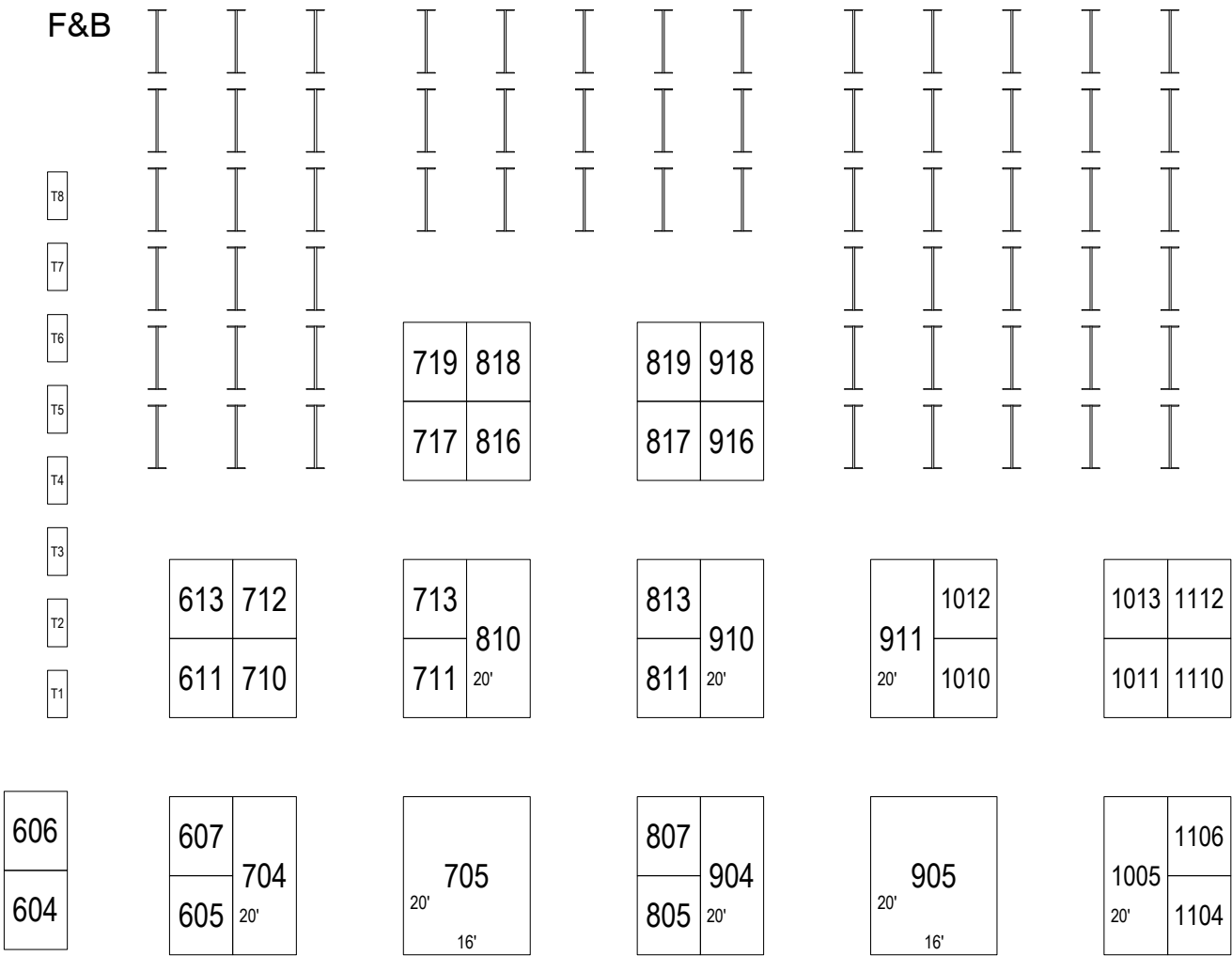
Thursday, October 20, 2022: 10:30AM – 4:30 PM

Friday, October 21, 2022: 10:30AM – 4:30 PM

Saturday, October 22, 2022: 10:30AM – 2:30 PM



# EXHIBIT HALL FLOORPLAN



## SPONSORSHIP ADD-ON OPPORTUNITIES

Put your company front and center by taking advantage of one or more of the additional sponsorship opportunities. Please note - partners must be confirmed THYROID EXPO 2022 Exhibitors to be eligible for additional support/sponsorship opportunities.

### Early Riser Symposium Grant (CME/Non-CME)

\$75,000

#### 75-minute Early Riser Symposium Host

Presentation topic and content subject to ATA review/approval.

**Dates Available:** Thursday, October 20, Friday, October 21, and Saturday, October 22.

**Time:** Breakfast at 6:45 AM; Program from 7:00 – 8:00 AM

- 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)
- Marketing & Visibility:
  - Listed on ATA Annual Meeting Event Website and Digital Platforms
  - Listed in Onsite Event Program and Expo Guide
  - Listed in ATA Meeting Mobile APP Schedule
  - Highlighted in Pre-meeting Attendee Messaging

### Expo Theaters

\$25,000

Opportunity to present your research, product or services to meeting attendees for up to 60 minutes. Six opportunities available over the morning poster break period and lunch period/poster review and break. Assigned on a first-come, first-served basis. Presentation topic and content subject to ATA review/approval.

- Available dates and times (6 total opportunities):
  - Thursday, October 20: 11:00 AM – 12:00 PM and 1:30 – 2:30 PM
  - Friday, October 21: 11:00 AM – 12:00 PM and 1:30 – 2:30 PM
  - Saturday, October 22: 10:45AM – 11:45AM and 1:30 – 2:30 PM
- Preset Expo Theater space provided on the exhibit hall floor for a minimum of 120 attendees
- Standard audiovisual equipment included (screen, LCD projector, laser pointer, sound system, podium with microphone, two head table microphones, and one standing aisle microphone).
- Food Service Not Included. Coffee break or lunch service can be contracted by partners directly with the Convention Center.
- Marketing & Visibility:
  - Onsite Signage with Program and Sponsor Logo
  - Listed on ATA Annual Meeting Event Website and Digital Platforms
  - Listed in Onsite Event Program and Expo Guide
  - Listed in ATA Meeting Mobile APP Schedule
  - Highlighted in Pre-meeting Attendee Messaging
  - Announcement Prior to the Presentation Start Time in the THYROID EXPO Hall



## ADVERTISING AND MARKETING OPPORTUNITIES

### BANNER AD ON 2022 ATA ANNUAL MEETING REGISTRATION WEBSITE - \$7,500

Be seen by all attendees at the start of their journey to the 2022 ATA Annual Meeting. Shared opportunity is limited to 3 sponsors.

### THYROID EXPO GUIDE 2022 ADS

Inside Front Cover Ad: 4-color - \$7,500

Back Exterior Cover Ad: 4-color - \$7,500

Half Page Ad: 4-color – \$2,000 | Full Page Ad: 4-color – \$4,000

Half Page Ad: Black & White – \$1,500 | Full Page Ad: Black & White – \$2,500

Opportunity to have an ad placed in the ATA Expo Guide that is distributed to all meeting attendees at registration. The ATA Expo Guide includes information such as: meeting schedule-at-a-glance, exhibitor listings with logos and brief descriptions, an expo hall map, expo theater listings, ancillary and satellite program listings. \*Expo Guide ads should be submitted to ATA for review and approval to prepare for printing by: August 1, 2022



(Banner ad display example)

### MOBILE APP BANNER AD - \$5,000

Opportunity to have your meeting logo appear on the ATA meeting mobile app downloaded by over 60% of meeting attendees. Rotating banner ads, shared opportunity, metrics available post-meeting.

### MOBILE APP SPLASH SCREEN - \$15,000

Have your brand visible for attendees every time the app is launched. Attendees use the meeting app to access the schedule, abstracts, and more!

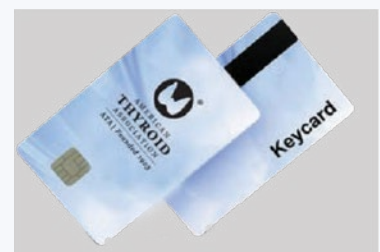
### MOBILE APP PUSH NOTIFICATION - \$5,000

Drive traffic to your booth or Expo Theater through a push notification on our mobile app. Only two sponsored push notifications will be sent daily.

### HEADQUARTERS HOTEL KEY CARDS - \$15,000

Exclusive 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 sleeves/holders for an additional \$5,000.



### ATA Annual Meeting Bag Sponsor - \$20,000

Exclusive Opportunity. Have your company's logo on the official event meeting bag distributed to all meeting attendees.



**ATA Annual Meeting Bag Insert - \$5,000**

Shared opportunity, one bag insert is available for purchase per exhibit company or sponsor. 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 Wednesday, October 12, 2022. Suggested order number #1000. Insert subject to ATA review/approval before printing.

**Direct Marketing E-mail Communication - \$10,000 (Limited Availability)**

Opportunity to reach attendees with a targeted, customized e-mail either pre-or post-event. Creation of message is responsibility of sponsor and subject to ATA review and approval. Message sent on your behalf from the society to all attendees who have agreed to receive third-party messages and who are not restricted by GDPR regulations. Aggregate analytics available post-event. Limit one per partner.

**Power Bank Phone Charger Sponsor - \$10,000 – Exclusive Opportunity**

Help attendees keep their phones charged with a personal power bank. Laser engraved imprint of sponsor name will be applied on one side.

## VENUE VISIBILITY OPPORTUNITIES

**Venue Free-Standing Signs - \$4,500 for one-sided display; \$7,500 for double-sided display**

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.

**Video Wall - \$5,000**

90 SQ. FT. VIDEO WALL Broadcast Opportunity! Strategically located in the nerve centre of the Palais. Shared opportunity to broadcast your company during one day of the meeting incorporated with the welcome message from the Palais. Limit one digital asset, .jpg format, 4096 x 922 pixels.

**Exhibit Hall Floor Tile - \$7,500**

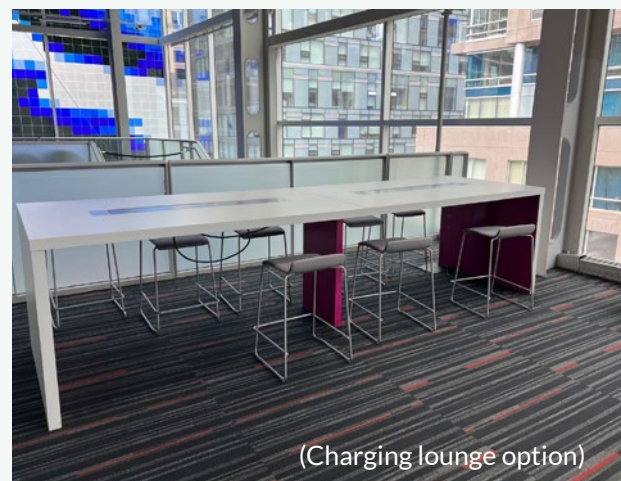
Emphasize your brand in the entrance to the THYROID EXPO 2022. Highlight your logo/message on a 10x20 floor tile placed at the inside the entrance of the exhibit hall. (One available)

**Charging Stations - \$5,000****Charging Lounge - \$7,500**

Display your branding on these essential charging areas that will be displayed in key locations around the convention center. Each charging station charges multiple handheld devices.

**Elevator / Escalator Clings**

Opportunity for placement of company or product branded elevator/escalator runners and clings in a prominent area within the convention center. Clings available as one per elevator/escalator for a max of (2) total. Subject to ATA approval, sponsor supplies art for all images. Contact [meetings@thyroid.org](mailto:meetings@thyroid.org) for pricing.



(Charging lounge option)



## SESSION AND EVENT SPONSOR OPPORTUNITIES

### **ATA Attendee Party Entertainment Sponsor - \$20,000**

Exclusive sponsorship opportunity for Friday evening attendee party to support (non-food and beverage) entertainment components only. Sponsor will be acknowledged on signage at the party, on the meeting event website, in the Expo Guide, in the meeting mobile app, and at the start of the party.

### **Coffee Breaks - \$7,500 (6 available)**

Sponsor a coffee break and highlight your organization during these networking breaks. Sponsor can supply branded cups/napkins. Benefits include branded table tents and logo on signage.

### **Women In Thyroidology (WIT) Session Sponsor (Non-CME) - \$10,000**

Exclusive sponsorship opportunity for the session and 30-minute reception following session. Sponsor acknowledgement on signage for the WIT event, on the 2022 ATA Annual Meeting website, in the Expo Guide, in the meeting mobile app, and at the start of the WIT session.

### **Diversity, Equity and Inclusion Networking Session Sponsor (Non-CME) - \$5,000**

Show your commitment to the ATA and Diversity, Equity, and Inclusion by sponsoring this year's networking session. Sponsor acknowledgement on signage for the DEI event, on the 2022 ATA Annual Meeting website, in the Expo Guide, in the meeting mobile app, and at the start of the DEI session.

### **Wellness Sponsor**

Please contact Kelly Hoff, [khoff@thyroid.org](mailto:khoff@thyroid.org) at ATA if you are interested in supporting a wellness package at the event!

### **2022 ATA Annual Meeting Ancillary Event - \$2,500 per event (Available to Confirmed Exhibit and Sponsor Partners Only)**

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. Event listed on the 2022 ATA Annual Meeting website, in the Expo Guide, and the meeting mobile app.\*

*\*Presentation topic and content subject to ATA review/approval. Medical education partners should contact the ATA if they would like to conduct an on-site session during the meeting.*

### **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 2022 Annual Meeting of the ATA or the ATA in general, please contact Kelly Hoff at [khoff@thyroid.org](mailto:khoff@thyroid.org).



## American Thyroid Association (ATA) 2022 Annual Meeting SPONSORSHIP & EXHIBIT APPLICATION AND CONTRACT

### COMPANY INFORMATION

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

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

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

Country: \_\_\_\_\_

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

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

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

**CONTACT(s)** (Primary contact(s) within company to receive all details related to this sponsorship; up to 2 contacts max allowed)

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

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

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

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

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

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

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

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

### PRODUCTS/SERVICE

Please check the most accurate description of your products and services; chose only one response:

☐ Pharmaceutical

☐ Diagnostics/testing

☐ Thyroid treatments

☐ Ultrasound

☐ Association/non-profit

☐ Publisher/educational materials

☐ Research

☐ Patient support

☐ Food/nutrition

☐ Medical software/equipment

☐ Other (please explain): \_\_\_\_\_

### EVENT SPONSORSHIP:

☐ Platinum (\$65,000) ☐ Gold (\$50,000) ☐ Silver (\$25,000)

\$ \_\_\_\_\_

Sponsor Booth Location Preference

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ 4th \_\_\_\_\_ 5th \_\_\_\_\_

Special requirements/competitors (please do not assign my space near the following companies):

## EXPO THEATERS - \$25,000 EACH

Thursday, October 20, 2022

☐ 11:00 AM – 12:00 PM

\$ \_\_\_\_\_

☐ 1:30 – 2:30 PM

\$ \_\_\_\_\_

Friday, October 21, 2022

☐ 11:00 AM – 12:00 PM

\$ \_\_\_\_\_

☐ 1:30 – 2:30 PM

\$ \_\_\_\_\_

Saturday, October 22, 2022

☐ 10:45AM – 11:45AM

\$ \_\_\_\_\_

☐ 1:30 – 2:30 PM

\$ \_\_\_\_\_

Please indicate 2nd and 3rd choice date and time in case your 1st choice is already reserved.

**Total Expo Theatres**

\$ \_\_\_\_\_

## ADVERTISING & MARKETING OPPORTUNITIES

☐ Banner ad on 2022 ATA Annual Meeting Registration Website - \$7,500

\$ \_\_\_\_\_

### THYROID EXPO Guide 2022 Ads

☐ Inside Front Cover Ad: 4-color - \$7,500

\$ \_\_\_\_\_

☐ Back Exterior Cover Ad: 4-color - \$7,500

\$ \_\_\_\_\_

☐ Full Page Ad: 4-color -- \$4,000

\$ \_\_\_\_\_

☐ Half Page Ad: 4-color -- \$2,000

\$ \_\_\_\_\_

☐ Full Page Ad: Black & White - \$2,500

\$ \_\_\_\_\_

☐ Half Page Ad: Black & White - \$1,500

\$ \_\_\_\_\_

☐ Mobile App Banner Ad - \$5,000

\$ \_\_\_\_\_

☐ Mobile App Splash Screen - \$15,000

\$ \_\_\_\_\_

☐ Mobile App Push Notification - \$5,000

\$ \_\_\_\_\_

☐ Headquarters Hotel Key Cards - \$15,000

\$ \_\_\_\_\_

☐ Headquarters Hotel Key Card Sleeves - \$5,000 (must purchase card keys)

\$ \_\_\_\_\_

☐ Annual Meeting Bag Sponsor - \$20,000

\$ \_\_\_\_\_

☐ ATA Annual Meeting Bag Insert - \$5,000

\$ \_\_\_\_\_

☐ Direct Marketing E-mail Communication - \$10,000

\$ \_\_\_\_\_

☐ Power Bank Phone Charger Sponsor - \$10,000

\$ \_\_\_\_\_

**Total Advertising & Marketing Options**

\$ \_\_\_\_\_

## VENUE VISIBILITY OPPORTUNITIES

### Venue Free-Standing Signs

- ☐ One-sided display - \$4,500 \$ \_\_\_\_\_
- ☐ Double-sided display - \$7,500 \$ \_\_\_\_\_

Video wall - \$5,000 (daily)

- ☐ Thursday ☐ Friday ☐ Saturday \$ \_\_\_\_\_

- ☐ Exhibit Hall Floor Tile - \$7,500 \$ \_\_\_\_\_

- ☐ Charging Stations - \$5,000 (per charging station) \$ \_\_\_\_\_

- ☐ Charging Lounge - \$7,500 \$ \_\_\_\_\_

- ☐ Elevator Clings (contact meetings@thyroid.org for pricing)

- ☐ Escalator Clings' (contact meetings@thyroid.org for pricing)

**Total Venu Visibility Options** \$ \_\_\_\_\_

## SESSION & EVENT OPPORTUNITIES

- ☐ ATA Attendee Party Entertainment Sponsor - \$20,000 \$ \_\_\_\_\_

### COFFEE BREAKS - \$7,500 each (6 available)

Thursday, October 20, 2022 \$ \_\_\_\_\_

- ☐ AM ☐ PM

Friday, October 21, 2022 \$ \_\_\_\_\_

- ☐ AM ☐ PM

Saturday, October 22, 2022 \$ \_\_\_\_\_

- ☐ AM ☐ PM

- ☐ Women In Thyroidology (WIT) Session Sponsor - \$10,000 \$ \_\_\_\_\_

- ☐ Diversity, Equity and Inclusion Networking Session Sponsor - \$5,000 \$ \_\_\_\_\_

- ☐ Wellness Sponsor (Contact khoff@thyroid.org for options) \$ \_\_\_\_\_

- ☐ 2022 ATA Annual Meeting Ancillary Event - \$2,500 \$ \_\_\_\_\_

**Total Session & Event Options** \$ \_\_\_\_\_

## EXHIBIT BOOTHS

- ☐ 10' X 10' Standard booth - \$5,750 USD (# of booths: \_\_\_\_\_) \$ \_\_\_\_\_

- ☐ 10' X 10' Ultrasound vendor booth - \$4,000 USD \$ \_\_\_\_\_

- ☐ 10' X 20' Double booth - \$12,700 USD (# of booths: \_\_\_\_\_) \$ \_\_\_\_\_

- ☐ 12' X 20' Island booth - \$38,400 USD (#of booths: \_\_\_\_\_) \$ \_\_\_\_\_

- ☐ Non-profit organizaton (1 table-top space only) - \$825 \$ \_\_\_\_\_

(full 10' X 10' booths for non-profits available at the full 10' X 10' booth rate) \$ \_\_\_\_\_

Booth location preference: 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ 4th \_\_\_\_\_ 5th \_\_\_\_\_

Special requirements/competitors (please do not assign my space near the following companies):

\_\_\_\_\_  
\_\_\_\_\_



## CONTINUING MEDICAL EDUCATION OPPORTUNITIES

If your organization is interested in supporting overall CME activities and/or supporting an educational grant for other programming, grants please contact Kelly Hoff at [khoff@thyroid.org](mailto:khoff@thyroid.org).

## PAYMENT INFORMATION

☐ **Check #\_\_\_\_\_ made payable to the American Thyroid Association**

Please send the check to ATA, 2000 Duke Street, Suite 300, Alexandria, VA 22314 (NOTE: Check must be in U.S. currency drawn on a U.S. bank.)

☐ **ACH Payment**

Please email your signed contract to Josette Paige at [meetings@thyroid.org](mailto:meetings@thyroid.org). Once your signed application is received, we will follow up to provide ACH transfer details. Questions regarding ACH payments and invoices can also be directed to Josette Paige at [meetings@thyroid.org](mailto:meetings@thyroid.org).

## AGREEMENT and AUTHORIZATION

- ☐ We agree to abide by all terms and conditions governing ATA's Annual Meeting Partner Engagement Opportunities as stated in this application and contract. We further agree to abide by the Rules and Regulations and ATA Code of Conduct applicable to these partner opportunities. Submit application by email to: [meetings@thyroid.org](mailto:meetings@thyroid.org) or by regular mail to: American Thyroid Association (ATA), 2000 Duke Street, Suite 300, Alexandria, VA 22314 USA

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

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

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

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

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

Thank you for your interest and partnership, we look forward to welcoming you to 2022 ATA Annual Meeting!

## GENERAL INFORMATION

To confirm your participation in the 2022 ATA Annual Meeting, complete a copy of the Sponsorship & Engagement Application and Contract in this brochure and email or mail to:

**American Thyroid Association**

2000 Duke Street, Suite 300

Alexandria, VA 22314 USA

Telephone: 703-998-8890

Email: [meetings@thyroid.org](mailto:meetings@thyroid.org)

## SPONSOR & EXHIBITOR RULES AND REGULATIONS

**HEALTH & SAFETY:** The American Thyroid Association (ATA) requires that all attendees, sponsors, exhibitors, staff and vendors have up to date COVID-19 vaccines. ATA reserves the right to require negative COVID-19 tests and/or masks during the event.

**SHOW MANAGEMENT:** Show management for THYROID EXPO 2022 will be provided by GES. GES 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 2022. A detailed show manual regarding available services, pricing and deadlines will be provided to all confirmed exhibitors in July 2022. 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 & CONFIRMATION OF SPONSORSHIPS/EXPO THEATERS:** Space, sponsorships, and Expo Theaters are assigned based on priority points for past sponsors, and then on a first-come, first-served basis. ATA will try to honor choice of space/sponsorship/expo theaters as noted on the contract in the order requested. In the event that preferred space/date/time are not available, ATA reserves the right to assign alternative space/date/time. 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) nonprofit organizations must attach IRS documentation with contract and payment. Nonprofits 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 & SPONSORSHIP PAYMENT:** Payment in full is due when the contract is signed. 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 and sponsorship with the application/contract signed and sent to the American Thyroid Association, Inc., 2000 Duke Street, Suite 300, Alexandria, VA 22314. Please email [thyroidfinance@thyroid.org](mailto:thyroidfinance@thyroid.org) to request a copy of the ATA's W-9. Contracts received from companies that have any outstanding balances due to ATA will not be processed until delinquent accounts are paid in full. Sponsors & exhibitors that are not paid in full will not be permitted to exhibit or receive sponsorship benefits.

**PERSONNEL:** The ATA requests that the names of all company representatives (exhibit and sponsor personnel) be registered online. One (1) complimentary exhibitor full-access badge and one (1) exhibits-only access badge is available per each 10' X 10' exhibit space payment. Additional exhibitor-only badges are available at the discounted rate of \$199 per badge. All additional full-access exhibitor badges (beyond the total stated herein) are available at the prevailing individual meeting registration rate.

**CANCELLATION & REDUCTION POLICY:** All cancellations and/or reductions must be submitted in writing to [meetings@thyroid.org](mailto:meetings@thyroid.org). Cancellations or changes to agreements covered by these Sponsor & Exhibitor Rules and Regulations on or before July 15, 2022 will be refunded at 50%. No refunds will be extended after July 15, 2022 and sponsors and exhibitors will be responsible for the full cost of the agreement. Withdrawal from sponsor or exhibitor agreements does not automatically eliminate financial responsibility for sponsorship or virtual engagement commitments. If ATA should be prevented or materially affected from conducting the 2022 ATA Annual Meeting or from providing any sponsorship benefits due to circumstances beyond its control, including but not limited to, acts of God; war; curtailment or interruption of transportation facilities; strikes or imminent threat thereof; threats of acts of terrorism or similar acts; disease; any restrictions; resolutions and regulations (Including, but not limited to, those regarding travel, self-quarantine and gathering size) imposed by any state within the United States of America

or Canada; state department or other governmental or international agency travel advisory; full or partial government closure; prohibition or limitation of travel by any government employees; corporate and educational institution travel restrictions; civil disturbance; or any other cause beyond the parties' control, or if ATA determines not to offer the Event at its sole discretion, ATA will move your exhibit or sponsorship into the ATA 2022 Annual Meeting virtual platform, or if ATA is unable to provide the sponsorship benefits for a virtual convention, ATA will move your sponsorship or exhibitor investment to the ATA 2023 Annual Meeting. A vaccine requirement for the 2022 Annual Meeting will not be a cause for cancellation.

**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 10 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.

**LITERATURE DISTRIBUTION:** Exhibitors and sponsors may distribute materials only from the assigned booth.

NO materials may be placed on seats, attached to walls, ceilings or woodwork in the facility, left in public places or distributed in the aisles of the exhibit hall or public spaces. Samples, catalogues, pamphlets, souvenirs, etc. may be distributed by exhibitors and their representatives (including models) only within their own booths. ATA may reject any or all materials in its sole discretion. Distribution of any printed material, showing of equipment or product presentations to ATA registrants or guests by exhibitors, other than in the exhibitors' assigned booth space during the official dates of the meeting are prohibited.

**SELLING OF PRODUCTS OR SERVICES:** Selling of any products or services without prior approval from the ATA is strictly prohibited. Any violation will result in eviction from the exhibit floor with no refund of payment. No warnings will be given. It is the responsibility of individual exhibitors to obtain necessary city, province or state sales permits where required. It is further the responsibility of individual exhibitors to file all necessary city, province or state tax forms where required. The ATA shall not be responsible for obtaining or issuing sellers permits or the filing or collection of taxes on sales. The ATA shall not be liable for individual exhibitors who do not have the required documentation on file with appropriate agencies.

**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 \$1,500.00 USD and loss of priority points 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.

**SPONSOR & EXHIBITOR INFORMATION AND**

**DOCUMENTS:** The primary contact provided on the exhibitor application will receive all of the meeting/ sponsor/exhibitor updates and information unless another designee is provided and authorized by the exhibitor. Each 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/sponsor, its services and/or products, the exhibitor/sponsor 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. ATA reserves the right to edit exhibitor/sponsor descriptions if necessary due to space limitations and style guidelines. 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 2022 shall be at the expense of the exhibitor/sponsor.

**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 Palais des Congres de Montreal from any liability whatsoever. Exhibiting companies are required to provide ATA's show management GES with a certificate of insurance prior to the show noting the dates of the 2022 ATA Annual Meeting, October 19 – October 23, 2022, and coverage for the ATA and the Palais des congrès de Montreal. Exhibitor/sponsor appointed contractor letters will also be required from any exhibitor who uses a vendor

other than the official THYROID EXPO 2022 vendor to assemble any special booth layout or plans.

**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. The costs associated with hanging signs and graphics are the exhibitor's responsibility.

**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.

**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 Palais des congrès de Montreal and to hold harmless the ATA, its representatives.

**LISTING AND PROMOTIONAL MATERIALS:** By exhibiting/sponsoring at THYROID EXPO 2022, exhibitors/sponsors grant ATA a fully paid, perpetual, non-exclusive license to use, display and reproduce the name or logo of the exhibitor/sponsor in any directory or listing of the meeting exhibitors/sponsors 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. Nothing in the exhibit or sponsor packages imply ATA's endorsement or approval of any sponsors, exhibitors or their products and services. The sponsor/exhibitor may not, therefore,



state or imply either verbally or in printed literature, that their product or service is approved, endorsed, or recommended by ATA.

**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 2022 ATA Annual Meeting 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 Palais des congrès de Montreal.

#### **MEETING CODE OF CONDUCT & SOCIAL MEDIA**

**POLICY:** All exhibitors, sponsors and attendees agree to follow [ATA's Virtual Meeting Code of Conduct & Social Media Policy](#).

The American Thyroid Association has the full authority to interpret or amend these rules, and its decision is final. Exhibitors and sponsors agree to abide by any rules and regulations that may hereafter be adopted. Any issues not addressed in these rules are subject to the decision of the American Thyroid Association. The exhibitor waives any rights or claims of damages arising out of enforcement of any rules contained herein.



AMERICAN **THYROID** ASSOCIATION

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*Optimal Thyroid Health for All*