

# 2024 ATA Annual Meeting Exhibits and Sponsorships Prospectus

## 2024 AMERICAN THYROID<sup>®</sup> ASSOCIATION ANNUAL MEETING

OCTOBER 30 - NOVEMBER 3, 2024  
SHERATON GRAND CHICAGO RIVERWALK HOTEL | CHICAGO, IL

### ABOUT THE ATA<sup>®</sup> AND WHAT SETS US APART

The American Thyroid Association<sup>®</sup> (ATA) is the premier global organization dedicated to the advancement, understanding, prevention, diagnosis, and treatment of thyroid disorders and thyroid cancer. ATA's membership is made up of 1700+ clinicians, researchers, surgeons, advanced practice providers, and related professionals from 70 countries around the world. We value the opportunity to work together with our members and partners in support of our mutual goals of improving the lives of thyroid patients worldwide.

ATA's 2024 Annual Meeting will bring together healthcare professionals interested in expanding their knowledge of thyroid diseases and disorders. The meeting will draw more than 1,300 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 direct access to more than 1,300 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 the field by partnering with the ATA this year.

### CONTACTS

#### EXHIBIT SALES & MANAGEMENT

Maggie Van Vossen, Manager Strategic Partnerships and Initiatives  
mvanvossen@thyroid.org  
(703) 998-8878

#### GRANTS, SPONSORSHIPS AND CORPORATE PARTNERSHIPS

Kelly Hoff, Director, Strategic Partnerships and Initiatives  
khoff@thyroid.org  
(703) 888-3814

#### EVENT LOGISTICS

Gwynn Breckenridge  
ataevents@thyroid.org  
(703) 998-8890



AMERICAN THYROID ASSOCIATION  
*Optimal Thyroid Health for All*

# REACH THE INFLUENCERS

Sponsoring and exhibiting at the ATA Annual Meeting will provide an unparalleled opportunity for you to reach clinicians and researchers in areas of academia, private practice, group practice, hospitals, military/government, and independent research institutions.

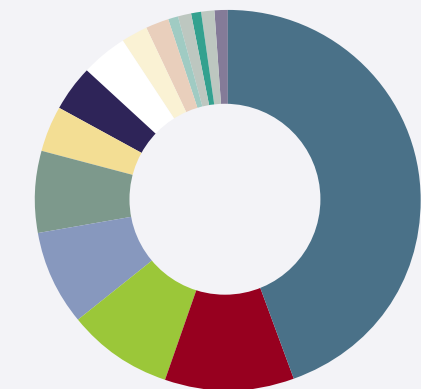
Attendees are looking for the latest breakthroughs and treatment protocols to improve patient outcomes. We have thoughtfully designed this year’s partner prospectus to provide optimal visibility over the course of this year’s meeting at the Sheraton Grand Chicago Riverwalk.

**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

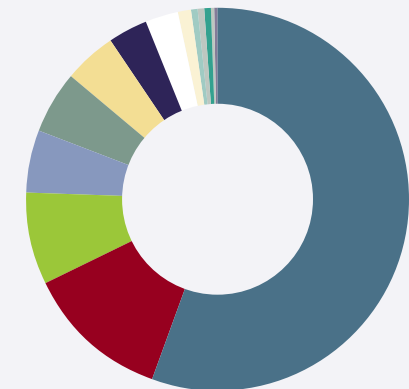
## PAST ATTENDEE STATS

PRIMARY PROFESSIONAL ROLE



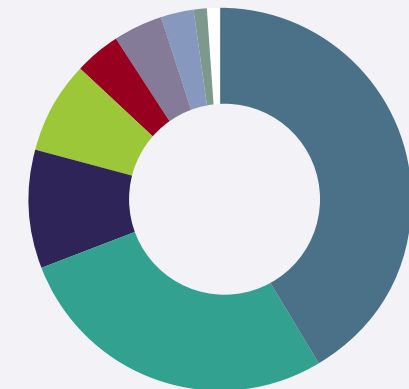
- Clinical Practitioner
- Clinical Researcher
- Fellow
- Basic Science/Lab Investigator
- Resident
- Advanced Practice Provider
- Program Director
- Educator
- Administrator
- Graduate Student
- Hospitalist
- PhD Candidate
- Medical Student
- Other
- Unknown

SPECIALTY



- Endocrinology
- Surgery - Endocrine
- Basic Science
- Surgery - Otolaryngology/Head & Neck
- Other
- Oncology
- Unknown
- Internal Medicine
- Pathology and Lab Medicine
- Nuclear Medicine
- Ophthalmology
- Radiology
- Allergy / Immunology
- Genomic Counseling
- Family Medicine

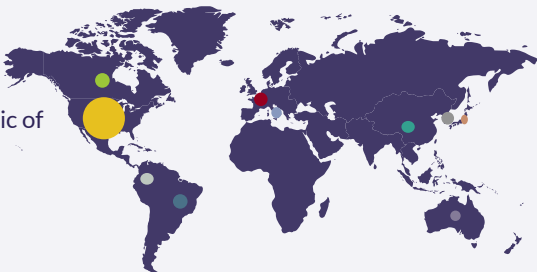
WORKPLACE SETTING



- Academia
- Corporate/Industry
- Government/Military
- Hospital
- Managed Healthcare System
- Single Specialty/Group Practice
- Independent Research Group
- Other
- Unknown

Attendees from more than 60 countries. Top 10 countries represented:

- |                 |                      |
|-----------------|----------------------|
| • United States | • Korea, Republic of |
| • Brazil        | • Italy              |
| • Canada        | • Austrailia         |
| • Columbia      | • France             |
| • China         | • Japan              |



## KEY MEETING DATES AND HIGHLIGHTS

*Dates and times are subject to change. Exhibitors are encouraged to be in their booths during all opening hall hours. Visit [thyroid.org](https://thyroid.org) for updates.*

Wednesday, October 30, 2024		Saturday, November 2, 2024	
7:00 AM – 5:30 PM	Program Hours	8:00 AM – 5:45 PM	Program Hours
		10:15 AM – 2:30 PM	Exhibition Hours
Thursday, October 31, 2024		Sunday, November 3, 2024	
7:00 AM – 5:15 PM	Program Hours	8:15 AM – 11:00 AM	Program Hours
10:15 AM – 6:30 PM	Exhibition Hours		
Friday, November 1, 2024			
7:45 AM – 7:00 PM	Program Hours		
10:15 AM – 4:00 PM	Exhibition Hours		

## PROGRAM HIGHLIGHTS

### SESSION TOPICS

- Decoding Thyroid Cancer: Unraveling the Impact of Epigenetics on Development, Tumor Microenvironment, and Immune Response
- Molecular Testing and its Role in Personalized Management of Thyroid Nodules and Thyroid Cancer
- Navigating Thyroid Eye Disease: Diagnosis, Management and Multidisciplinary Collaborations
- Endocrine Disrupting Chemicals, Disparities, and Thyroid Disease
- Putting new Pathologic Entities into Clinical Care: 2024 Bethesda and 2022 WHO
- Updates on ATA Clinical Practice Guidelines:
  - Thyroid & Pregnancy
  - Thyroid Nodules
  - Differentiated Thyroid Cancer
  - Medullary Thyroid Cancer: Systemic Therapies
- Physiologic basis of using T3 for treatment of hypothyroidism
- Meet the Professor Sessions
- Thyroid Dialogues:
  - Artificial Intelligence in Scientific Publishing
  - Practical Aspects of a Thyroid Cancer Survivorship Clinic

[Visit the website to view the Annual Meeting of the American Thyroid Association® 2024 schedule.](#)

### DON'T FORGET TO SUBMIT YOUR ABSTRACTS

Abstract Deadline: May 18, 2024

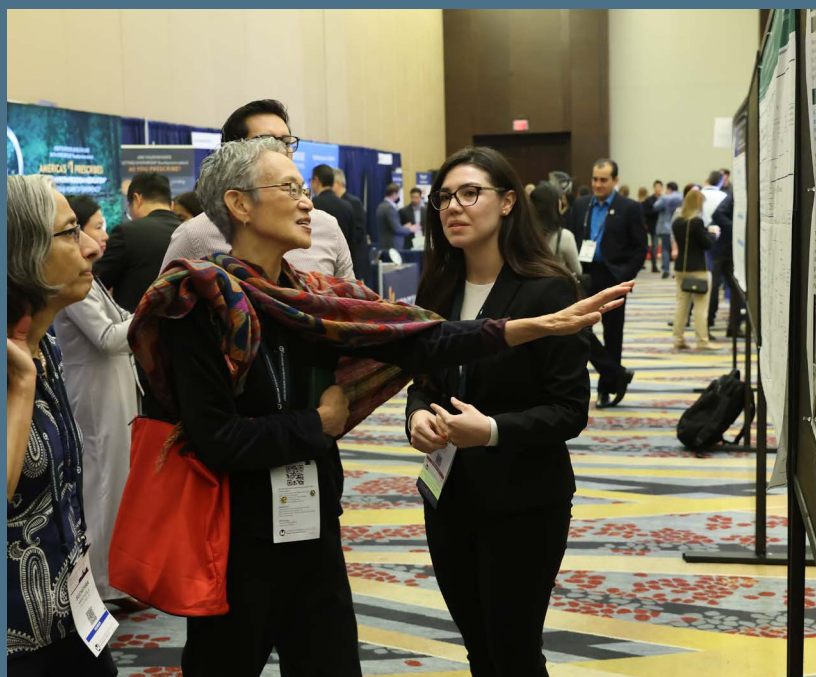
Late Breaking Abstract Submissions Open: June 12, 2024

Late Breaking Abstract Deadline: July 28, 2024

### ABSTRACT CATEGORIES

- Autoimmunity
- Disorders of Thyroid Function
- Health Disparities/Health Equity
- Iodine Uptake and Metabolism
- Pediatrics
- Surgery
- Pregnancy & Development Thyroid Cancer
- Thyroid Hormone Action, Metabolism and Regulation
- Thyroid Imaging
- Thyroid Nodules & Goiter

[View the abstract submission guide.](#)





## PROGRAM SPONSORSHIP OPPORTUNITIES

### E. CHESTER RIDGWAY TRAINEE CONFERENCE - \$15,000

Wednesday, October 30, 2024 | 7:30 AM – 4:30 PM

Support the future of thyroidology as the key sponsor of dedicated trainee programming inspired by the legacy of Dr. Ridgway. Acknowledgment will be provided similar to general event sponsor recognition. CME or non-CME session sponsorships also available on focused topics, please email [khoff@thyroid.org](mailto:khoff@thyroid.org) for more information.

### LEADERSHIP DEVELOPMENT PROGRAM SPONSORSHIP - \$10,000

Wednesday, October 30, 2024 | 7:45 AM - 4:30 PM

Exclusive sponsorship supporting participants as they learn about their leadership style and goal setting as well as discovering opportunities for leadership within the ATA and along their future career path. This a non-CME sponsorship. [Learn more about the course.](#)

### WOMEN IN THYROIDOLOGY (WIT) NETWORKING SESSION (NON-CME) - \$7,500

Saturday, November 1, 2024 | 11:30 AM – 12:45 PM

Exclusive sponsorship opportunity for the session. Sponsor acknowledgement on signage and at the start of the session event, on the 2024 ATA Annual Meeting website, in the Expo Guide, and the meeting mobile app. (1 available)

### DIVERSITY, EQUITY, AND INCLUSION (DEI) NETWORKING SESSION SPONSOR (NON-CME) - \$6,000 - **SOLD**

Thursday October 31, 2024 | 3:00 PM – 4:00 PM

Show your commitment to the ATA and diversity, equity, and inclusion by sponsoring this year's exclusive networking session. Sponsor acknowledgement on signage and at the start of the session, on the 2024 ATA Annual Meeting website, in the Program & Expo Guide, in the meeting mobile app. (1 available)

### EDUCATION PARTNERSHIPS (CME) - VARIABLE

To explore continuing medication education (CME) session opportunities, ATA clinical management guidelines pocket card sponsorships or other opportunities to support scientific symposia, workshops or other programming at the annual meeting, please contact Kelly Hoff at [khoff@thyroid.org](mailto:khoff@thyroid.org).

### ANCILLARY PARTNER MEETING - \$3,000

*(Available to Confirmed Exhibit and Sponsor Partners Only)*

Meeting room located in meeting facility provided by the ATA. Cost of A/V and food and beverage is not included.

NOTE: Space obtained outside of the ATA official meeting venue is subject to ATA approval and relevant fees and, ancillary events cannot be scheduled during ATA scheduled scientific program times Wednesday through Sunday.

These sessions are not designed to be educational sessions. *\*Presentation topic and content subject to ATA review/approval.*

[Click here for the Ancillary Events Request Form](#)



## CONFERENCE SPONSORSHIP PACKAGES

We invite your company to bring your portfolio of the latest insights and innovations to enhance and expand attendee knowledge and resources! Participation in ATA's 2024 Meeting will increase your company's visibility and recognition well beyond the on-site event!

We are pleased to offer the following sponsorship packages to showcase your company! Please note - partners must be confirmed THYROID EXPO 2024 Exhibitors or Sponsor Package Supporters to be eligible for additional partner event opportunities including Expo Theaters.

Complete the 2024 ATA Annual Meeting [Sponsor / Exhibitor Application](#)

Sponsorship Benefits	Platinum \$55K	Gold \$40K	Silver \$25K
8' wide x 10' deep Exhibit Booth	✓	✓	✓
Color Program / Expo Guide Ad	Full Page	Full Page	+
Mobile App Banner Ad	Entire Meeting	3-day	2-day
Full Event Registrations + Booth Allocations if applicable (see below)	3	2	1
Exhibit Hall Aisle Sticker	✓	✓	+
Direct Marketing Attendee Message (sent by ATA)	✓	+ \$4.5k	+ \$6.5k
Digital Collateral in Mobile App	✓	✓	✓
Recognition in On-site Signage	✓	✓	✓
Recognition in Program & Expo Guide	✓	✓	✓
Acknowledgement on Event Website	✓	✓	✓
Acknowledgement in Select Attendee Emails	✓	✓	✓

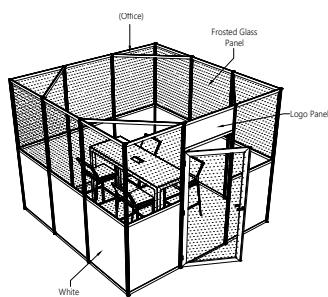
## THYROID EXPO 2024: Expo Theaters - \$30,000 Each

This year's Expo Theaters will be located in the Exhibit Hall I. There are 8 Expo Theater opportunities planned.

Thursday, October 31, 2024  
10:15 AM - 11:15 AM  
12:40 PM - 1:40 PM  
3:00 PM - 4:00 PM

Friday, November 1, 2024  
10:15 AM - 11:15 AM  
12:45 PM - 1:45 PM  
3:00 PM - 4:00 PM

Saturday, November 2, 2024  
10:25 AM - 11:25 AM  
11:45 AM - 12:45 PM



### Business Suite - \$8,000

Thursday – Saturday

Meeting suite, table and 4 chairs included. Food and beverage not included but may be ordered by partners separately through hotel. Limited availability on the exhibit hall floor.

## THYROID EXPO 2024

Exhibitor Booth package includes:

- Booth space in THYROID EXPO 2024 Exhibit Hall
- Company name listed in printed Program & Expo Guide
- Inclusion in ATA meeting mobile app exhibitor listing and exhibit map
- Exhibitor listing on the 2024 Annual Meeting web page
- Complimentary meeting registrations (see specifics below)

Complete the 2024 ATA Annual Meeting [Sponsor / Exhibitor Application](#)

Booth Size	Rates	Booth Rate Includes
8' X 10' Standard booth	\$6,500	Pipe and drape, ID sign, one (1) 6' skirted table, two (2) side chairs, one (1) recyclable wastebasket, one (1) full-access exhibitor badge & one (1) exhibits-only access badge
8' X 10' Ultrasound vendor booth	\$5,750	Pipe and drape, ID sign, one (1) 6' skirted table, two (2) side chairs, one (1) recyclable wastebasket, one (1) full-access exhibitor badge & one (1) exhibits-only access badge; participation in ATA ultrasound course(s) guaranteed if confirmed by May 31, 2024.
8' X 20' Double booth	\$13,000	Pipe and drape, ID sign, one (1) 6' skirted table, two (2) side chairs, one (1) recyclable wastebasket, two (2) full-access exhibitor badge & two (2) exhibits-only access badge
16' X 20' Island booth	\$29,500	Pipe and drape, ID sign, one (1) 6' skirted table, two (2) side chairs, one (1) recyclable wastebasket, four (4) full-access exhibitor badge & four (4) exhibits-only access badge
Non-Profit Organization **	\$750	Pipe and drape, ID sign, one (1) 6' skirted table, two (2) side chairs, one (1) recyclable wastebasket, one (1) full-access exhibitor badge

Booth opportunities are available until hall fills. Booth assignment requests will be considered, but cannot be guaranteed. All interior booth furniture, equipment, food and beverage, cleaning and supplies are at cost to each exhibitor. The hotel ballroom floor is fully carpeted.

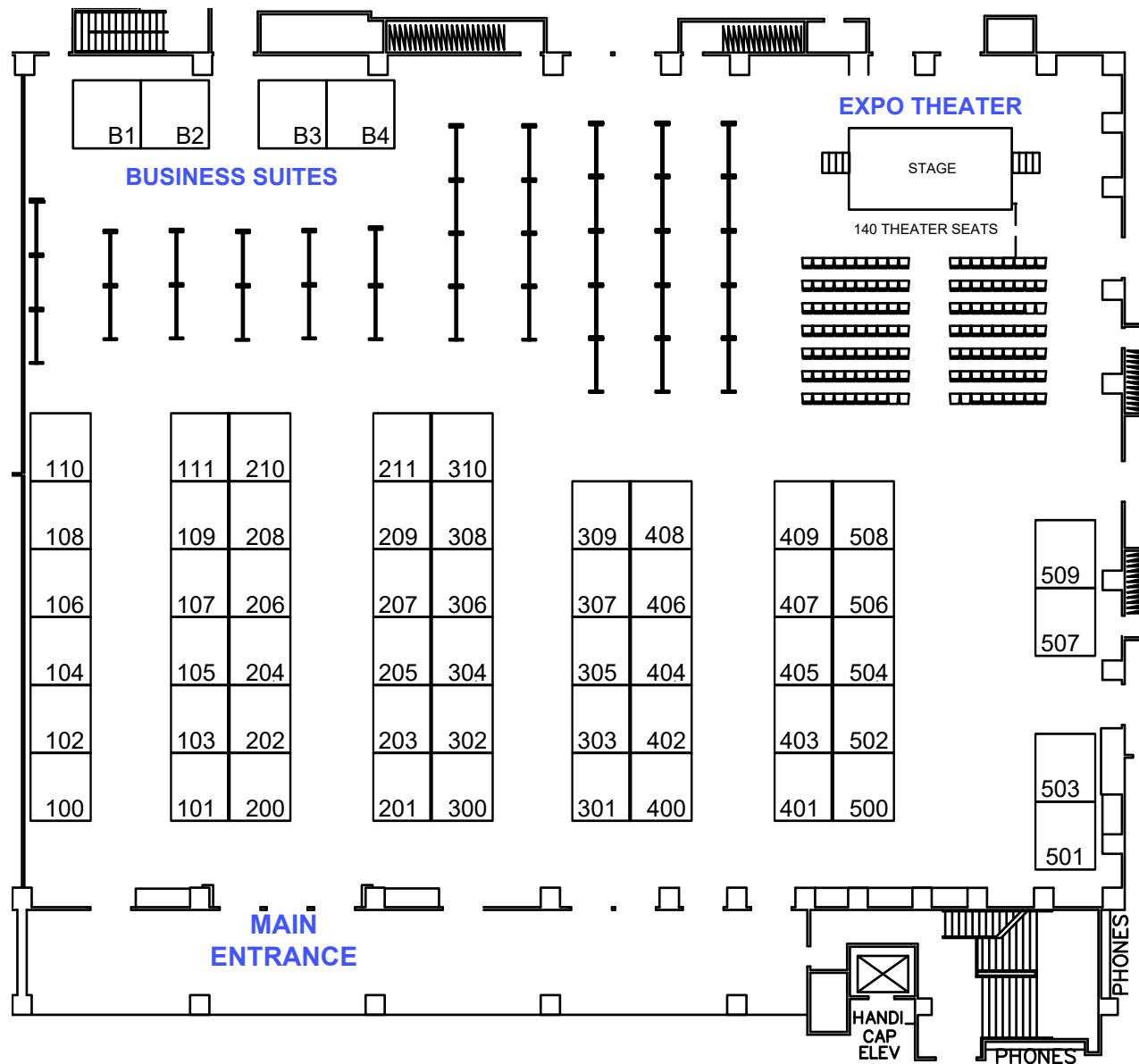
\* Qualified 501(c)3 non-profit organizations are eligible for the non-profit booth rate. Proof of non-profit status documentation is required with application; non-profit rate honored with proof of hotel reservation in headquarters hotel. ATA will assign non-profit booth space based on space/availability. Booth assignment requests will be considered, but cannot be guaranteed.





## EXHIBIT HALL FLOOR PLAN

[Click here to see live floor plan and current booth availability.](#)



## ADDITIONAL SPONSORSHIP OPPORTUNITIES

We invite you to consider the variety of opportunities for marketing and visibility throughout the conference. Please note: Partners must be confirmed THYROID EXPO 2024 Exhibitors or Event Sponsors to be eligible for additional support/sponsorship opportunities. Returning, priority point partners are eligible for a 10% discount on these additional sponsorship opportunities through May 15, 2024. Please indicate your priority point partner status on your application. Complete the [2024 ATA Annual Meeting Sponsor / Exhibitor Application](#)

### EXHIBIT HALL ENTRANCE FLOOR TILE - \$7,500

Highlight your logo/message on a 4 ft x 6 ft floor tile placed inside the exhibit hall entrance. Final placement is determined by ATA based on venue specifications. (1 available)

### EXHIBIT HALL BRANDED AISLE CARPET STICKER - \$3,500

Gain visibility in the exhibit hall with your company's branded aisle carpet sticker. Placement will be optimized as best possible for partners and final locations determined by ATA. Size is 2 ft x 2 ft (6 available)

### ELEVATOR DOOR WRAPS - \$25,000 (EXCLUSIVE OPPORTUNITY)

Opportunity to provide visibility for your organization on two elevator banks on the main level of the conference outside the exhibit hall and plenary session room. Additional fees may apply.



### SINGLE-SIDED PILLAR BANNER - \$4,500 (6 PILLARS AVAILABLE)

Opportunity to provide visibility for your organization on a pillar outside of the exhibit hall and plenary session room.

### CONFERENCE WI-FI PARTNER - \$15,000 (EXCLUSIVE OPPORTUNITY)

Support meeting attendee Wi-Fi access throughout the conference. Acknowledgment on signage and within the mobile app.

### 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.

### EXHIBIT HALL NETWORKING BREAK SPONSOR - \$25,000 PER BREAK

Sponsor a networking break in the exhibit hall while attendees visit booths and view the poster presentations. Sponsor can supply branded cups/napkins. Benefits include branded table tents and logo on signage.

### SATURDAY EVENING ENTERTAINMENT SPONSOR - \$25,000

Exclusive sponsorship opportunity for the Saturday evening Celebration Sponsorship supports 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.

### ATA ANNUAL MEETING BAG SPONSOR - \$27,500 (EXCLUSIVE OPPORTUNITY)

Your company's logo printed on the official event meeting bag distributed to all meeting attendees.

### HEADQUARTERS HOTEL KEY CARDS - \$17,500 (EXCLUSIVE OPPORTUNITY)

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

### DOUGHNUT WALL SPONSOR - \$7,500 EACH

Available on Friday, Saturday

Sponsor a special morning breakfast treat for attendees. Company acknowledgement on signage.

### MORNING SPECIALTY COFFEE SPONSOR INCLUDING BRANDED COFFEE CUFF/SLEEVE - \$7,500 EACH

Available on Thursday, Friday, Saturday, Sunday.

Sponsor the day's morning coffee service. Company may provide pre-printed coffee sleeves and ship them to show management.

### MORNING YOGA/STRETCH - \$2,500 PER DAILY SESSION (SHARED OPPORTUNITY)

Available on Thursday, Friday, Saturday. Add branded bottled water + \$1,000.



### MOBILE APP PARTNER - \$15,000

Show your support as the exclusive sponsor for the go-to event resource for ATA Meeting Attendees, which was accessed last year by more than 90% of attendees. Your logo will be presented on the first launch of mobile app and you will receive one push notification during the meeting, subject to ATA approval. New for 2024 - gamification with prizes will be added this year!

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

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

### MOBILE APP BANNER AD - \$5,500

Opportunity to have your company logo appear on the ATA meeting mobile app downloaded by over 70% of meeting attendees. Rotating banner ads, shared opportunity, metrics available post-meeting

### BANNER AD ON REGISTRATION WEBSITE - \$6,500

Be seen by all attendees at the start of their journey to the 2024 ATA Annual Meeting. Shared opportunity is limited to 3 sponsors.

### PROGRAM & EXPO GUIDE ADS

Opportunity to have an ad placed in the ATA Program & Expo Guide distributed to all meeting attendees at registration Expo Guide ads should be submitted to ATA for review and approval to prepare for printing by July 1, 2024.

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

### DIGITAL COLLATERAL IN MOBILE APP - \$2,500

One pdf document included in the ATA mobile app under company profile. Subject to ATA review/approval before uploading.

### TAKE ONE COUNTER HANDOUT \$2,500 (SHARED OPPORTUNITY)

One handout per company/institution. Suggested quantity is 500. Subject to ATA review and all pieces must be approved and distributed by ATA. No on site additions allowed.

### CHARGING STATIONS - \$7,500 EACH

Stations available Thursday - Saturday

Sponsor dedicated areas for charging phones and devices during the event. Acknowledgement/logo on signage at the station.



### PERSONAL PORTABLE PHONE CHARGER SPONSOR - \$15,000 - (EXCLUSIVE OPPORTUNITY) -

**SOLD** Help attendees keep their phones charged with a personal power bank branded with your company name/logo.



## SPONSOR & EXHIBITOR RULES AND REGULATIONS

**HEALTH & SAFETY:** The health and wellness of attendees, sponsors, exhibitors, staff, and vendors is of utmost importance. American Thyroid Association (ATA) may require 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 2024 will be provided by Alliance Nationwide Exposition. Alliance Nationwide Exposition 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 2024. A detailed show manual regarding available services, pricing and deadlines will be provided to all confirmed exhibitors in May 2024. 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. Confirmation of participation and acknowledgement in event materials contingent upon full receipt of payment. Payments methods are by way of ACH/ electronic transfer or check, currently, payment by credit card is not accepted. Checks should be made payable in US 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 [thyroid@thyroid.org](mailto:thyroid@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 by **August 15, 2024** 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 8' X 10' exhibit space payment. Additional exhibitor-only badges are available at a discounted rate. 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 [mvanvossen@thyroid.org](mailto:mvanvossen@thyroid.org). Cancellations or changes to agreements covered by these Sponsor & Exhibitor Rules and Regulations on or before **August 15, 2024** will be refunded at 50%. No refunds will be extended after **August 15, 2024** 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 2024 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 2024 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 2025 Annual Meeting. A vaccine requirement for the 2024 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 8 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 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 approximately 12 weeks prior to the show. The ATA will provide the exhibit management company and registration company with the sponsor/exhibitor's primary contact and secondary contact information for the purposes of communicating information about the exhibitor services kit, registration links/information and any other essential information for the purposes of the sponsorship/exhibit. By signing the contract, the exhibitor/sponsor gives permission for the contact information to be shared as described.

**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 2024 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 American Thyroid Association, Inc., its contractors, and the Sheraton, Chicago, IL, Marriott International, Inc., Sheraton Operating Corporation LLC, The Sheraton LLC and Cityfront Hotel Associates Limited Partnership from any liability whatsoever. Exhibiting companies are required to provide ATA's Event Logistics team with their Certificate of Insurance (COI) prior to the show noting the dates of the 2024 American Thyroid Association, Inc Annual Meeting, October 31 - November 3, 2024. Coverage should be applicable to the following parties: American Thyroid Association, Inc, the Sheraton, Chicago, IL, Marriott International, Inc., Sheraton Operating Corporation LLC, The Sheraton LLC and Cityfront Hotel Associates Limited Partnership. Exhibitor/sponsor appointed contractor letters will also be required from any exhibitor who uses a vendor other than the official THYROID EXPO 2024 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 Event Logistics. 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 Sheraton Chicago, IL, Marriott International, Inc., Sheraton Operating Corporation LLC, The Sheraton LLC and Cityfront Hotel Associates Limited Partnership and to hold harmless the ATA, its representatives and the Sheraton Chicago, IL, Marriott International, Inc., Sheraton Operating Corporation LLC, The Sheraton LLC and Cityfront Hotel Associates Limited Partnership; 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 Sheraton, Chicago, IL, Marriott International, Inc., Sheraton Operating Corporation LLC, The Sheraton LLC and Cityfront Hotel Associates Limited Partnership 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/sponsoring at THYROID EXPO 2024, 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.

**EXPO THEATERS:** Companies sponsoring Expo Theaters may not refuse entry to the Expo Theater.

**REGULATION ENFORCEMENT:** ATA has full power to interpret and enforce all regulations for the 2024 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/](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 Sheraton, Chicago, IL, Marriott International, Inc., Sheraton Operating Corporation LLC, The Sheraton LLC and Cityfront Hotel Associates Limited Partnership.

**MEETING CODE OF CONDUCT & SOCIAL MEDIA POLICY:**

This is an in person meeting and the in person meeting code of conduct applies. Link to this [thyroid.org/professionals/code-of-conduct](http://thyroid.org/professionals/code-of-conduct).

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**  
*Optimal Thyroid Health for All*