

Exhibitor Kit

ACOG District II



Upstate Meeting

April 28 & 29, 2017

Turning Stone Resort & Casino
Verona, New York

Dear Exhibitor:

Thank you for choosing to exhibit at the 2017 Upstate District II Meeting on Friday, April 28, 2017 at the Turning Stone Resort & Casino in Verona, NY. District II is committed to making your experience as profitable and enjoyable as possible.

This Exhibitor Kit includes information to help you plan- and to help us promote- your company. Included in this kit are forms that need your attention. **You may be without services should you fail to meet deadline requirements - (see page 6)**

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If you need further assistance, please contact me at 518.436.3461 or via email at: jhoward@ny.acog.org

I look forward to seeing you next month!!

Sincerely,

Jessyca Howard

Director of Meetings, ACOG District II

Tips to Enhance Your Exhibiting Experience:

- ✓ Send out personal invitations, make phone calls and be sure your website is up to date regarding your participation in the Annual Upstate Meeting (AUM). By doing so, you will alert current and prospective customers to your booth. Be sure to tell them you will be located in the Cypress Foyer in the Convention Center at the Turning Stone and what products/services you will be featuring.
- ✓ Issue press releases to appropriate newspapers, media outlets and trade publications. Take this opportunity to announce any new product launch or news about your company. Public relations efforts are an inexpensive way to market your exhibiting presence - and can pay off handsomely.
- ✓ In order to achieve a successful exhibiting experience, booth staff *MUST* engage show floor traffic.
- ✓ Arrange your area so it is readily accessible from the aisle; always allow space for customers to enter the booth and for booth staff to exit and greet passers-by.
- ✓ Booth staff should remain near the aisle to easily speak to potential customers; if possible, they should hand something to attendees to make them stop, look and listen.
- ✓ During dedicated exhibiting times, never leave your booth unstaffed. It is imperative for staff to always be available to speak with prospective customers.
- ✓ Register to attend the Friday evening Welcome Reception to network and engage with attendees outside of the exhibit hall. This can be a wonderful time to meet new prospects and strengthen relationships with existing clients.
- ✓ Smile! Your staff could be featured in pictures or a video for use on the ACOG District II Website, Facebook, and YouTube pages.

Exhibit Time Agenda

FRIDAY, APRIL 28

8:00am-12:00pm	Registration
8:00am- 10:00am	Exhibitor Move-in
10:00am- 5:30pm	Exhibit Hall Open (Mandatory)
12:45pm- 1:45pm	Lunch
3:00pm- 3:45pm	Break in Exhibit Hall
5:30pm- 6:30pm	Welcome Reception (in Exhibit Hall)
6:00pm- 8:00pm	Exhibitor Move-out

Set-Up and Dismantle

Exhibitor Set-Up

Exhibitor registration begins at 8am on Friday, April 28th in the Cypress Foyer, located on the Event Center Level of the hotel.

All booth installation should be complete **by 10:00am**. All individuals representing an exhibiting company must be registered as an exhibitor. All exhibit staff must check in and pick up Conference materials at the Exhibitor Registration table *prior* to unpacking and setting up. Staff must produce a business card for the exhibiting company they represent. The card must have their name printed on it, and if requested, they must be prepared to present a positive ID to obtain a badge.

SHIPPING , ELECTRICAL AND AV INFORMATION

Should you need to ship packages, order electrical or AV services you must arrange these services directly through the Turning Stone in advance of the Meeting. Please review **pages 6 & 11** for complete details.

*Please note there is not a general service contractor associated with this event. As such we do not have a vendor to provide lead retrieval services.

100 Great Oaks Blvd, Suite 109, Albany NY 12203 - Phone (518) 436-3461 Fax (518) 426-4728

<http://www.acogny.org/> info@ny.acog.org

Exhibitor Move-out

The Welcome Reception Friday, April 28 5:30pm-6:30pm will take place in the Exhibit Hall. Companies are encouraged to stay exhibiting during this time and are invited to attend the welcome reception. Move-out will take place any time between 5:30pm-8pm.

We would prefer no dismantling prior to these times.

Print Specifications

Logos and Ads

Ads must be submitted by April 6th. All logos for booth bingo card, sample signage and artwork must be submitted to Jessyca Howard via email at: jhoward@ny.acog.org by April 15, 2017.

Ads must be:

- ✓ PDF, JPEG or TIF
- ✓ Images- CMYK at 300 dpi
- ✓ Fonts- embedded or converted to outline
- ✓ No Microsoft Word documents will be accepted

Full Page: 7.5" x 10" H (*no bleed*)

1/2 Page: 7.5" x 4.75" H

1/4 Page: 3.675" x 4.75" H

1/8 Page*: 3.675" x 2.25" H

"Doctor's Bag" -

If you have purchased the option to place a promotional piece into the registration bag attendees will receive, please note the following. Pieces must be submitted for approval via email to Jessyca Howard at: jhoward@ny.acog.org by April 15, 2017.

- ✓ Piece may only promote your company's product, service or pre-approved event to be held during the AUM
- ✓ Piece can be no larger than 8.5" x 11", Item may be double-sided
- ✓ Number of pieces required: 150
- ✓ Must be mailed to hotel, Attn: Jessyca Howard, Reg. Bag

Materials should ***arrive no earlier than April 26th*** to:

Exhibitor: Company Name

ACOG District II Upstate Meeting

Turning Stone Resort Casino

5218 Patrick Road

Verona, NY 13478

HOTEL CONTACT: Gretchen Ponzer

*Receiving fees may apply

Important Deadlines

April 7, 2017	Proofs for advertising, pre-event mailing and logo for booth bingo due to District II
April 10, 2017	Final payment due for acknowledgment in Final Program
April 10, 2017	Last Day to cancel with a refund (less 10% fee)
April 15, 2017	Ads Due to be included in Program
April 28, 2017	Exhibit Hall Opens at 10:30am

Travel Information

Turning Stone Resort & Casino

5218 Patrick Rd

Verona, NY 13478

Reservations: 1-800-771-7711 and mentioning ACOG District II Upstate Meeting

For additional information about the Turning Stone or transportation options and directions visit: <https://www.turningstone.com>

Booth Staff & Guest Registration

Please email Jessyca Howard: jhoward@ny.acog.org by **Monday April 18, 2017** to inform of the representatives that will be responsible for the booth the day of. You may register up to (4) booth staff. There will be a \$30 processing fee assessed for each staff over the allotment. Participation in Scientific Sessions, as well as breakfast and lunch functions, **is restricted to registered meeting participants only.** ***NOTE: Name Badges will not be provided, please bring your own, or we will have blank ones to use.**

Exhibitor Rules & Regulations

Subletting of Exhibit Space

The sharing or subleasing of booth space is not permitted. There may only be one approved exhibitor/company represented in an assigned exhibit space. All signs, advertisements, publications, materials, products, and representatives' badges must reflect the name of the contracted exhibiting company. Any violation of these regulations may result in an immediate shutdown and removal of the exhibit and materials in violation. Additionally, organizations found to be in violation of these regulations risk denial of participation in future Annual District II Meetings and removal from the District's approved exhibitors list.

Product/Service Displays

The exhibitor is permitted to demonstrate devices, instruments, equipment, or services, to make presentations and to distribute printed materials related to those products or services that are listed on the Exhibitor Application and Contract.

Please be aware that only those products or services that are related to the practice of obstetrics and gynecology or primary care for women are permitted. If your organization has products or provides services that may not be related to the profession of obstetrics and gynecology or women's health and they have not been approved by District II, they may not be displayed. If such products or services are displayed, District II will require you to remove the unrelated product or service from your exhibit. We reserve the right to decide the appropriateness of any service, product, device, videotape, or audiotape.

Selling

To assist companies with maximizing their exhibiting opportunity, exhibitors will be allowed to sell their products/ services in the exhibition hall. The exchange of checks and credit cards for a product or service is allowed. Every transaction must be accompanied by a receipt for the purchaser. For security reasons, cash transactions are discouraged. It is the exhibitor's responsibility to acquire any

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necessary licenses, permits, and/or identification numbers required by the local government to sell their products/services.

Codes and Regulations

Exhibitor shall adhere to and be bound by 1) all applicable fire, utility, and building codes and regulations; 2) any and all rules or regulations of the facility where the ADM is held; 3) applicable terms of all leases and agreements between ACOG and the managers or owners of the facility; 4) the terms of any and all leases and agreements between ACOG and any other party relating to the exhibit. Exhibitors shall not, nor permit others to do anything to the exhibit or do anything in the facility that will in any way void the policies or increase the insurance premiums payable by ACOG or the owners or manager of the facility.

Space Assignments

Exhibitors may use the Exhibit Application and Contract to designate their desire not to be located adjacent or opposite designated companies. These requests will be honored to the greatest extent possible in conjunction with assignment priorities and requests for specific locations on the exhibit floor.

Organizations which participate in certain sponsorship opportunities may receive priority booth assignment. If at the time of making an assignment for a particular organization, the requested spaces are no longer available, ACOG will assign the best space available that is closest to the location of the first choice. Please keep in mind that there are many organizations

applying for the same exhibit space. When making your selections, try not to concentrate all of your choices in one area.

Unofficial Social and Educational Activities

Unofficial activities are defined as any activity or event that is not sponsored by ACOG. This includes, but is not limited to, CME symposia, combination CME symposia/social functions, press releases, press conferences, media events, social events, product announcements and unveiling, focus groups for physician registrants, and educational functions. Exhibiting organizations may apply for permission to hold their activities during unrestricted times and dates. If the application is approved, it will be assigned (pending space availability) by ACOG.

In this regard, the education provided should be consistent with the scientific evidence available, promote the professionalism, compassion and trust inherent in the physician/patient relationship and should not conflict with the mission of ACOG.

Third Party Medical Education Provider

Sponsors who choose to use a third-party planner must submit a letter on company letterhead notifying ACOG of the company name, address, phone number, and company contact information. No direct requests from third-party planners will be considered. Symposium Applications received from third-party planners without the appropriate sponsor contact information listed will be denied. The sponsoring

organization will be responsible for forwarding all pertinent information to the vendor. ACOG will assume no responsibility for furnishing information to a sponsor's vendor. The sponsoring organization will be held responsible for all actions of the vendor/third party, and any accident(s) or suit(s) arising from or in connection with the event.

Handling and Storage

Exhibitor shall make its own arrangements of shipment, delivery, receipt and storage of display materials with the Grand Hyatt. All shipments and deliveries to the ADM must be prepaid.

Cancellation/Exhibit Space Reduction

Cancellation or reduction of exhibit space will be accepted in writing to Jessyca Howard at jhoward@ny.acog.org or faxed to (518) 426-4728.

A refund, less a 10% processing fee will be possible only if the cancellation notice is received on or before April 10, 2017. No refunds will be made for cancellation/reduction after April 10, 2017. There are no exceptions to this rule. District II reserves the right to resell any cancelled exhibit space without notification to the canceling party, or without refunding any fee paid by the exhibitor.

No Shows

Exhibiting companies that reserve exhibit space and do not provide District II with

written notice of their inability to exhibit by April 10, 2017 will automatically be charged an additional lounge fee of \$500, and may not be allowed to participate in future exhibitions sponsored by ACOG District II.

CME

The granting of CME credits to meeting participants, in any category, from an exhibit space is prohibited.

ACOG Cancellation

In the event ACOG cancels the meeting and/or the exhibits for any reason, the exhibiting company may receive a full refund. ACOG will not be responsible for, nor pay any other penalties, fees, damages, liquid damages, expenses, salaries/vendor or employee compensation that the exhibiting company may suffer.

After Hours Admission to Exhibit Hall

- Exhibitors may enter the exhibit hall three hours before the opening of the exhibition on Friday, April 28, 2017 and remain for two hours after to dismantle.

Liability

Exhibitor shall indemnify ACOG, its officers, directors, agents, employees, and members against any and all liability, loss, claims or actions, and the defense thereof (including reasonable attorney's fees and costs), based upon or arising out of damages or injury (including death and environmental damage) to persons or property caused by or related to any act or omission of exhibitors, its employees, agents,

subcontractors, or vendors. Exhibitor further agrees that ACOG, and its respective agents and employees shall not be responsible in any way for 1) damage, loss or destruction of any property of exhibitor or 2) injury to exhibitor or its representatives, agents, employees, licensees or invitees. Exhibitors shall not allow any children in the Exhibit Hall during installation or dismantling of exhibits.

Insurance

It is the responsibility of each exhibitor to maintain insurance against injury, property damage, theft, fire, and any other forms of property loss. Exhibitor shall maintain at a minimum the following insurance: Worker's Compensation insurance — statutory requirements; Employer's Liability insurance — \$100,000 each accident, \$500,000 policy limits and \$100,000 each employee; Commercial General Liability insurance — \$1,000,000 each occurrence; Personal Injury Liability insurance — \$1,000,000 each occurrence; Business Automobile Liability Insurance — \$1,000,000 each accident; Umbrella Liability Insurance — limit of not less than \$1,000,000. If requested by ACOG, exhibitor shall provide ACOG with certificates evidencing the required coverage before the Annual District II Meeting.

Security

ACOG and the Grand Hyatt New York assume no responsibility for the safety of the property or the occupant of the booth, their officers, agents or employees from theft, damage by fire, accident or other causes.

Music, Videotapes, and Posters/Pictures

At no time should music or videos be played at a level that interferes with a neighboring exhibitor's booth activities. Music, videos, or posters/pictures containing sexually explicit or vulgar language or act are strictly prohibited. District II reserves the right to determine what is appropriate regarding music, music volume, videos, and posters / pictures.

Turning Stone®

RESORT | CASINO

Vendor Order Form

Please return to Turning Stone Resort & Casino
 5218 Patrick Road
 Verona, NY 13478
 General Sales Office (315) 361-7824
 Fax (315) 361-8500

Name of Event: _____ Date(s) of Event: _____ Booth #: _____

On-site contact: _____ Firm Name: _____

Address: _____ Phone #: _____ Fax: _____

Payment: Check (Payable to Turning Stone Resort LLC) / Credit Card (VISA, MasterCard, Amex, Discover)

Name on Card: _____ Credit Card Number: _____ Exp: _____

Authorized by: _____ Title: _____ Date: _____

PAYMENT MUST ACCOMPANY ORDER
ALL ITEMS SUBJECT TO AVAILABILITY
NO GUARANTEED SERVICE FOR ON SITE ORDERS
ON SITE ORDERS WILL INCUR A 15% SURCHARGE
ALL ITEMS ARE SUBJECT TO 20% SERVICE CHARGE AND 8.75% SALES TAX

Item	Quantity	Preorder Pricing	Day of Event Pricing	Dates Needed	Total
27" Color TV Monitor		\$75.00	\$86.25		
43" Plasma TV with floor stand		\$200.00	\$230.00		
Analog Phone Line		\$135.00	\$155.25		
Extension Cord		\$5.00	\$5.75		
Flipchart & Markers		\$20.00	\$23.00		
LCD Projector (25 people or less)		\$200.00	\$230.00		
Network Cable/VGA Cable		\$10.00	\$11.50		
Poster Easel		\$10.00	\$11.50		
Power Strip		\$5.00	\$5.75		
Screen – 6' x 6' tripod		\$30.00	\$34.50		
Screen – 8' x 8' tripod		\$40.00	\$46.00		
Whiteboard		\$40.00	\$46.00		
Wired Internet Connection with Cable		\$60.00	\$69.00		
Wired Microphone		\$25.00	\$28.75		
Wireless Handheld Microphone with Mixer		\$100.00	\$115.00		

OTHER ITEMS AVAILABLE UPON REQUEST – PLEASE CONTACT YOUR CONVENTION SERVICES MANAGER