

# EXHIBIT FEES & POLICIES

## ACOG DISTRICT II RELATIONSHIP WITH INDUSTRY

ACOG District II takes every possible measure to ensure that Annual Meeting exhibitors follow the ethical standards and guidelines set forth by ACOG, PhRMA, AMA, and AdvaMed, and other regulatory organizations. ACOG is committed to ensuring that its education mission is evidence-based and free from bias from all outside influence. In this effort, the ACOG Committee on Ethics has established a Committee Opinion which can be viewed on the College's publication portion of the website.

It is the responsibility of exhibitors to ensure adherence to Food and Drug Administration (FDA) regulations, policies, practices and guidelines, and all other applicable industry guideline (including but not limited to, those listed above), concerning the demonstration, discussion, use and/or display of products, technologies, and/or services at the 2018 Annual District II Meeting.

## MOVE-IN POLICY

Exhibitors may enter the Exhibit Hall beginning at 6:00 AM on Friday, October 19. All exhibit installation must be completed by 9:45 AM on Friday, October 19. The exhibit company is responsible for notifying Jessica Haertel onsite if they are unable to have their booth ready by this time.

Dismantling of exhibits begins at 5:00 PM on Friday, October 19, unless exhibiting Saturday as well, then the exhibiting company can leave their booth up. No dismantling is permitted prior to these times. Dismantling on Saturday begins at 1:00pm

## PAYMENTS

Payment in full is requested at the time of application for exhibit space. Applications submitted without the required payment will not be processed until payment is received. Only company checks/money orders will be accepted. All checks/money orders must be in U.S. funds, made payable to "ACOG District II" and sent to:

### ACOG DISTRICT II

**Attn: Jessica Haertel**  
100 Great Oaks Blvd  
Suite 109  
Albany, NY 12203

Letters of Agreement (LOA) will not be accepted in lieu of payment. Receipt of application without payment does not guarantee assignment of exhibit space requested. District II reserves the right to reject any application for exhibit space.

## REGISTRATION/BADGES

All individuals representing an exhibiting company must register as an exhibitor and wear the appropriate badge. This policy applies to personnel staffing a particular exhibit for the duration of the exhibition as well as those who will be visiting for a short period of time.

Each exhibiting company will receive four (4) complimentary badges for each exhibit space purchased. There will be a \$30 fee assessed for each badge produced over the complimentary allotment. An exhibitor's badge is valid for admission to the exhibit hall only. Staff names should be submitted in writing to Jessica Haertel at [jhaertel@ny.acog.org](mailto:jhaertel@ny.acog.org) by September 25, 2018.

All company representatives must produce a business card for the exhibiting company they represent in order to pick up their badge. The card must have their name printed on it, and if requested, they must be prepared to present a positive ID (e.g., driver's license, military ID) to obtain a badge.

# UNIQUE SPECIALTY OPPORTUNITIES

## RULES AND REGULATIONS GOVERNING SPONSORED SYMPOSIA, FOCUS GROUPS, AND PRODUCT THEATER

All applications and fees must be received by August 13, 2018. Applications received after this time will be accepted on a case-by-case basis.

No request for events will be processed unless the Product Theater Application and the appropriate fees have been received by ACOG District II. Applications will be processed on a first-come, first serve basis. ACOG District II does not offer CME accreditation for industry-sponsored product theaters.

## PROMOTIONAL BROCHURES AND INVITATIONS

All announcements and invitations should clearly indicate on the cover the name(s) of both the educational (or social) organization sponsoring the event and the source of financial support for the event. The materials in no manner may imply, either directly or indirectly, that the program is a part of, or an official activity of, ACOG District II. No symposia/event material may use language or terms such as “presented during” or “presented in conjunction with”, “preceding”, “prior to”, “following”, “live from,” or statements similar in nature. Use of the ACOG logo or name is not permitted. Co-sponsorship of activities by ACOG is not permitted.

All marketing and promotional materials for all events must display on the cover the disclaimer “This event is neither sponsored nor endorsed by ACOG District II and is not part of the official program.” Promotional and distribution schemes or products that create or potentially create financial conflicts of interest for physicians or are of potential physical, emotional or financial harm to patients are prohibited. Likewise, exhibits that are actually or potentially discriminatory or demeaning to women or any other groups are prohibited.

## SIGNAGE/FLYER DISTRIBUTION

ACOG District II must approve, prior to printing, all advertisements, promotional announcements, invitations, and any materials intended for distribution. All materials must be distributed through one of the ACOG District II marketing opportunities (i.e., mailing labels, “Doctor’s Bag,” Final Program Guide advertising). Independent distribution of materials at the Fairmont is prohibited.



# DISTRICT II GUIDELINES FOR ASSIGNING EXHIBIT SPACE

To exhibit at the Annual Meeting, all organizations must be approved by District II. All organizations participating in the exhibition must have a product or service that is related to the field of obstetrics and gynecology, women's health or wellness.

By applying for exhibit space, an exhibitor agrees to adhere to all conditions and regulations outlined in this prospectus, and of the hotel and all local and federal laws as well as any official addendum(s) to this prospectus. Deposit or receipt of an exhibitor's funds does not guarantee placement as an exhibitor. Booth assignments will be made only after booth payment is received by ACOG. If ACOG is unable to assign an exhibitor booth space, ACOG will refund the entire exhibit fee paid.

## USAGE OF EXHIBIT SPACE

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

## SURVEY AND QUESTIONNAIRES

These guidelines are for exhibiting companies that are asking meeting registrants to complete a survey/questionnaire for marketing research or analysis purposes. If you are only asking several questions to 'qualify' the registrant, approval is not needed.

- Written approval from District II is necessary if an exhibitor wishes to have meeting attendees complete surveys or questionnaires. Submission of sample survey/questionnaire must be received by September 25, 2018.
- A copy of the survey/questionnaire must be submitted with a written statement of the purpose, specific identification of who will have access to the information provided by the survey/questionnaire, and whether the information will be used in ads, publications, or statements to any news or media source.
- All meeting participants must be allowed to complete a survey if they so desire.
- An exhibitor may not deny an attendee from participating in a survey/questionnaire based on age, sex, race, or any other reason.

## 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

# DISTRICT II GUIDELINES

## FOR ASSIGNING EXHIBIT SPACE (CONT.)

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. Specialty Opportunity 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 & 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. Details on shipping cost will be provided in the Exhibitor Services e-mail.

### CANCELLATION/EXHIBIT SPACE REDUCTION

Cancellation or reduction of exhibit space will be accepted in writing to Jessica Haertel at [jhaertel@ny.acog.org](mailto:jhaertel@ny.acog.org) or faxed to (518) 426-4728.

### NO SHOWS

Exhibiting companies that reserve exhibit space and do not provide District II with written notice of their inability to exhibit by October 1, 2018 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

### 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. Exhibitor shall not allow any children in the Exhibit Hall during installation or dismantling of exhibits.



# DISTRICT II GUIDELINES

## FOR ASSIGNING EXHIBIT SPACE (CONT.)

### 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 ACOG 2014 Exhibitor Rules and Regulations 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, & 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 acts are strictly prohibited. District II reserves the right to determine what is appropriate regarding music, music volume, videos, and posters / pictures.

# 2018 Annual District II Meeting

*American Congress of Obstetricians & Gynecologists*



**ACOG**  
District II