

2015 ANNUAL DISTRICT II MEETING

American Congress of Obstetricians & Gynecologists



EXHIBITOR
PROSPECTUS

ACOG
District II

GRAND HYATT HOTEL NYC • OCTOBER 23-25, 2015
REGISTER ONLINE AT ACOGNY.ORG

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IMPORTANT DATES

MARCH 1

Deadline for inclusion to be mentioned in the Preliminary Program (The Preliminary Program is a hard copy program that goes out to 55,000 OB/GYNs)

JUNE 12

Application for Symposia Deadline

SEPTEMBER 10

Application for Exhibit Space/Sponsorship

SEPTEMBER 10

Marketing and Promotions inclusion in Final Program

SEPTEMBER 10

Last Day to Cancel with 10% Fee

SEPTEMBER 19

Raffle submission for District II Approval

SEPTEMBER 25

Exhibit and Final Program Advertising

SEPTEMBER 25

Hotel Cut-off Date (availability applies)

OCTOBER 19

Exhibitor Registration Deadline

OCTOBER 19

Submission of Survey/Questionnaire for District II Approval

OCTOBER 23

Exhibit Installation & Exhibit Hall Opens

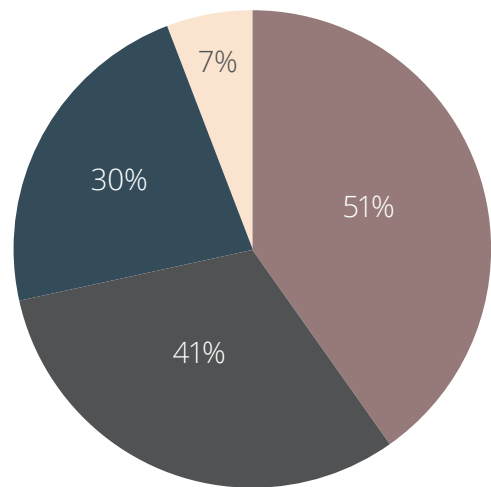
WELCOME

You are invited to join us for the largest meeting of women’s health care professionals in New York State. The participation of industry continues to be a crucial part of our success and for that we thank you!

WHO ATTENDS THE ACOG DISTRICT II ANNUAL MEETING AND WHY?

The American Congress of Obstetricians and Gynecologists is a professional membership organization dedicated to advancing women’s health by building and sustaining the obstetrics and gynecology community and actively supporting its members.

Each year healthcare professionals from across the country, with a focus on women’s health care, are drawn to New York City to attend the District II meeting, more than any other ACOG District in the country.



DISTRICT II'S MEETING SUCCESS IS BUILT ON:

- Quality faculty
- Timely content
- Access to the newest products and services available in the industry
- Networking with the highest caliber professionals in the field of women’s health

WHY SHOULD YOU EXHIBIT?

With 500 attendees, the Annual District II Meeting is worth the investment of both your time and marketing dollar to gain vital face time, in a direct sales environment with influential leaders of women’s health.

As past exhibiting companies from our sold out exhibit hall can attest, this is a great opportunity to:

- Meet new potential customers
- Strengthen relationships with existing customers
- Create recognition for your company brand
- Save time and money, meet with multiple leads in one place

LIST OF EXHIBITOR & SPONSORSHIP OPPORTUNITIES

MAJOR SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR
\$25,000

GOLD SPONSOR
\$15,000

SILVER SPONSOR
\$7,500

BOOTH PACKAGE

- | | |
|---|---------|
| <input type="checkbox"/> Basic Booth Package | \$2,400 |
| <input type="checkbox"/> Plus Booth Package | \$2,650 |
| <input type="checkbox"/> Premium Booth Package | \$2,950 |
| <input type="checkbox"/> Platinum Booth Package | \$3,350 |
| <input type="checkbox"/> VIP Main Foyer Booth Package | \$4,000 |

BOOTH PACKAGE ADD-ONS

- | | |
|---|---------|
| <input type="checkbox"/> Additional Booth | \$2,300 |
| <input type="checkbox"/> Corner Fee | \$150 |
| <input type="checkbox"/> Saturday Exhibit | \$500 |

MARKETING OPPORTUNITIES

- | | |
|---|-------------|
| <input type="checkbox"/> Booth Bingo | \$500 |
| <input type="checkbox"/> Charging Station | \$750 ea. |
| <input type="checkbox"/> Snack Break | \$2,500 |
| <input type="checkbox"/> Exhibit Hall Grand Opening Break | \$1,000 |
| <input type="checkbox"/> Afternoon Refreshment Break | \$750 |
| <input type="checkbox"/> Saturday Morning Refreshment Break | \$1,000 |
| <input type="checkbox"/> Saturday Afternoon Refreshment Break | \$750 |
| <input type="checkbox"/> Sunday Morning Coffee Break | \$2,000 |
| <input type="checkbox"/> Drink Tickets Giveaway | \$200/\$500 |
| <input type="checkbox"/> Be the WiFi | \$7,000 |
| <input type="checkbox"/> "Doctor's Bag" | \$650 |
| <input type="checkbox"/> Hotel Room Keycards | \$1,500 |
| <input type="checkbox"/> Registration Bag Logo | \$1,250 |
| <input type="checkbox"/> Newsletter/Email Blast Ad | \$650 |

SPEAKING OPPORTUNITIES

- | | |
|--|----------|
| <input type="checkbox"/> Jr. Fellow/ Medical Student Program Breakfast | \$3,500 |
| <input type="checkbox"/> Advisory Council Dinner | \$7,000 |
| <input type="checkbox"/> Focus Group | \$1,000 |
| <input type="checkbox"/> Product Theater | \$3,500 |
| <input type="checkbox"/> Educational Symposia | \$10,000 |

ADVERTISING/PROMOTIONAL OPPORTUNITIES

- | | |
|---|-------|
| <input type="checkbox"/> 2015 Pre-Attendee List (est. 400) | \$650 |
| <input type="checkbox"/> 2015 Post-Attendee List (est. 500) | \$750 |
| <input type="checkbox"/> Enhanced Company Description | \$150 |

EXHIBIT GUIDE ADVERTISING

- | | |
|---|---------|
| <input type="checkbox"/> 1/8 page (3.75" x 2.56" H) | \$500 |
| <input type="checkbox"/> 1/4 page (3.75" x 5.0875" H) | \$750 |
| <input type="checkbox"/> 1/2 page (7.5" x 5.0875" H) | \$1,250 |
| <input type="checkbox"/> Full page (7.5" x 10.1875" H - no bleed) | \$1,750 |

PRELIMINARY PROGRAM ADVERTISING

- | | |
|---|---------|
| <input type="checkbox"/> 1/8 page (3.75" x 2.56" H) | \$750 |
| <input type="checkbox"/> 1/4 page (3.75" x 5.0875" H) | \$950 |
| <input type="checkbox"/> 1/2 page (7.5" x 5.0875" H) | \$1,500 |
| <input type="checkbox"/> Full page (7.5" x 10.1875" H - no bleed) | \$1,950 |

ANNUAL CELEBRATION SPONSORSHIPS

GOLD	\$5,000
SILVER	\$3,500
BRONZE	\$1,500

IMPORTANT INFORMATION

IMPORTANT INFORMATION

District II Office:

100 Great Oaks Blvd – Suite 109
Albany, NY 12203
518.436.3461 ext. 102
Jessyca Howard
Director of Meetings
jhoward@ny.acog.org

2015 ACOG ANNUAL DISTRICT II MEETING

Meeting Dates:

Friday, October 23–Sunday, October 25

Exhibit Dates:

Friday, October 23
Saturday, October 24 (optional)

Exhibit Times:

Friday, October 23
Move In: 7am-10am
Exhibit Hall open: 10am-4pm (mandatory)
Dismantle: 4pm-6pm (for Friday only exhibitors)

Saturday, October 24 (optional-additional fees apply)
Exhibit Hall open: 8am-4pm
Dismantle: 4pm-5pm

Location:

Grand Hyatt New York
109 E. 42nd Street
New York, NY 10017

Hotel Accommodations:

A block of rooms has been reserved at the Grand Hyatt New York at a negotiated rate of \$369 (plus applicable taxes) for single/double occupancy. Hotel rates are guaranteed through September 30, 2015 unless the room block sells out earlier. We strongly recommend that you reserve at your earliest convenience to avoid availability issues.

Reservations can be made through our meeting webpage or by calling: 402.592.6464 or 888.421.1442
Please refer to ACOG District II.

THANK YOU TO OUR 2014 EXHIBITORS!

AbbVie Inc
Actavis Pharma, Inc
Advanstar Healthcare Group
Applied Medical
Ariosa Diagnostics
Associated Medical, Inc.
Bayer Healthcare
Bundle Organics
Cancer Genetics, Inc
ClearPath Diagnostics
Cook Medical
Cord Blood Registry
Covidien
Diastasis Rehab
Duchesnay USA
Exact Sciences
Fresenius Vascular Care
Fujirebio Diagnostics, Inc
Gaubert Scientific
GenPath Women's Health
Grifols
Gynecor, A Division of Bostwick Laboratories
Hologic
Illumina
Laclede Inc
LiLa Enterprise
Lone Oak Medical
Technologies, LLC
Lumara Health
Medical Diagnostic Laboratories, L.L.C
Medical Liability Mutual Insurance Company (MLMIC)
Merck & Co., Inc
Myriad Genetic Laboratories, Inc
Natera, Inc
New York-Presbyterian & Columbia Doctors
Nine Naturals LLC
NYS Association of Licensed Midwives (NYSALM)
OB Hospitalist Group
Pfizer
Roche Diagnostics
Salus Global Corporation
Sanofi Biosurgery
Sea-Band Ltd
Sequenom Laboratories
Smith & Nephew Gynecology
Vermillion, Inc
VitaMedMD

NEW! ACOG DII SPONSORSHIP PACKAGES

SPONSORSHIP DETAILS	PLATINUM \$25,000	GOLD \$15,000	SILVER \$7,500
Symposia Slot	X		
Premium Booth Space (Fri. & Sat.)	X	X	X
Online Visibility	X	X	X
Main Backdrop	X	X	X
Registration Bag Insert	X	X	X
"Thank you" Signage	X	X	X
Digital Signage	X	X	
General Session Slide Recognition	X	X	X
Conference Program Ad	X <i>Full Pg</i>	X <i>Half Pg</i>	X <i>1/4 Pg</i>
Meeting Room	X		
Tickets to the Welcome Reception	X <i>3 Tickets</i>	X <i>2 Tickets</i>	X <i>1 Ticket</i>
Tickets to the ADM Annual Celebration	X <i>3 Tickets</i>	X <i>2 Tickets</i>	X <i>1 Ticket</i>
Pre & Post Attendee List	X	X	X

- See below for detailed description of packages
- All are subject to change
- Deadline for Sponsorship materials September 1st, 2015

PLATINUM - \$25,000

- **Symposia Slot** – Gives you exclusive access to OB/GYNs for a specified one hour session. (F&B/AV not included)
- **Premium Booth Space** – A booth space for Friday and Saturday exhibiting, with first or second choice of position within the designated exhibition space. (Note: Exact dimensions of booth space may vary slightly depending on the booth location)
- **Online Visibility** – Acknowledgement of your company's sponsorship, with your logo and a link to your website, will be prominently displayed on every page of the official website for the sponsored event.
- **Main Backdrop** – Your company logo will be prominently featured on the main backdrop banner behind the registration desk in the Ballroom Foyer.
- **Registration Bag Insert** – Get the attention of all attendees by placing your company's promotional items on the official meeting bag table.

- **"Thank You" Signage** – Your company logo will be featured on sponsor appreciation signage throughout the conference, with all sponsoring companies logos listed.
- **Digital Signage** – Inclusion of your logo in video loops and all informational displays around the conference venue.
- **General Session Slide Recognition** – On-screen logo recognition in the general session room (shown between sessions)
- **Conference Program Ad** – Your full-page advertisement will receive prominent placement in the official Annual Meeting program guide.
- **Company Meeting Room** – A meeting room within the venue will be available for your use throughout the meeting.

NEW! ACOG DII SPONSORSHIP PACKAGES (CONT.)

PLATINUM - \$25,000 (CONT.)

- **3 Tickets to Welcome Reception** – Relax, unwind and network with ADM attendees and leadership during the welcome reception.
- **3 Tickets to ADM Annual Celebration** – Join Faculty, ACOG leaders, and their colleagues for a night of dinner and live music.
- **Pre & Post Attendee List** – Peak attendees interest before they arrive on site by sending them a direct mail piece, gain exposure among attendees before the event. This list is for single use only.

GOLD SPONSOR – \$15,000

- **Premium Booth Space** – A booth space for Friday and Saturday exhibiting, with first or second choice of position within the designated exhibition space. (Note: Exact dimensions of booth space may vary slightly depending on the booth location)
- **Online Visibility** – Acknowledgement of your company's sponsorship, with your logo and a link to your website, will be prominently displayed on the sponsor page of the official website for the sponsored event.
- **Main Backdrop** – Your company logo will be prominently featured on the main backdrop banner behind the registration desk in the Ballroom Foyer.
- **Registration Bag Insert** – Get the attention of all attendees by placing your company's promotional items on the official meeting bag table.
- **"Thank You" Signage** – Your company logo will be featured on sponsor appreciation signage throughout the conference, with all sponsoring companies logos listed.
- **Digital Signage** – Inclusion of your logo in video loops and all informational displays around the conference venue.
- **General Session Slide Recognition** – On-screen logo recognition in the general session room (shown between sessions)
- **Conference Program Ad** – Your half-page advertisement will receive prominent placement in the official Annual Meeting program guide.

• **2 Tickets to Welcome Reception** – Relax, unwind and network with ADM attendees and leadership during the welcome reception.

• **2 Tickets to ADM Annual Celebration** – Join Faculty, ACOG leaders, and their colleagues for a night of dinner and live music.

• **Pre & Post Attendee List** – Peak attendees interest before they arrive on site by sending them a direct mail piece, gain exposure among attendees before the event. This list is for single use only.

SILVER SPONSOR - \$7,500

- **Premium Booth Space** – A booth space for Friday and Saturday exhibiting, with first or second choice of position within the designated exhibition space. (Note: Exact dimensions of booth space may vary slightly depending on the booth location)
- **Online Visibility** – Acknowledgement of your company's sponsorship, with your logo will be prominently displayed on the sponsor page of the official website for the sponsored event.
- **Registration Bag Insert** – Get the attention of all attendees by placing your company's promotional items on the official meeting bag table.
- **"Thank You" Signage** – Your company logo will be featured on sponsor appreciation signage throughout the conference, with all sponsoring companies logos listed.
- **General Session Slide Recognition** – On-screen logo recognition in the general session room (shown between sessions)
- **Conference Program Ad** – Your quarter-page advertisement will receive prominent placement in the official Annual Meeting program guide.
- **1 Ticket to Welcome Reception** – Relax, unwind and network with ADM attendees during the welcome reception.
- **1 Ticket to ADM Annual Celebration** – Join Faculty, ACOG leaders, and their colleagues for a night of dinner and live music.
- **Pre & Post Attendee List** – Peak attendees interest before they arrive on site by sending them a direct mail piece, gain exposure among attendees before the event. This list is for single use only.

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 2015 Annual District II Meeting.

BOOTH PACKAGES

All booth packages include*:

- Friday Exhibiting
- Exhibit Guide listing to include company name, phone number, e-mail, and URL
- 1 - 6" x 30" clothed table
- 2 - Chairs
- 4 - Staff badges for each space purchased
- 3 - Exhibit Hall guest passes (upon request to be used for local customers, potential clients or VIPs)

NEW!

VIP Main Foyer Booth Package **\$4,000**

This year we are offering 5 VIP Booth locations in the Ballroom Foyer where you can receive all day exposure. You will share the foyer with the Main Registration Desk and will be located right across from the General Session Lecture Hall. First Come-First Serve - Includes all benefits of the Platinum Booth Package.

(All Day Friday Exhibiting in Foyer, Saturday in foyer but may be subject to be moved into Ballroom if foyer is needed)

Basic Booth Package **\$2,400**

Includes all of the above

Plus Booth Package **\$2,650**

Includes basic booth package

Includes 1/8 page Exhibit Guide Advertisement

Premium Booth Package **\$2,950**

Includes basic booth package

Includes 1/8 page Exhibit Guide Advertisement

Includes pre-registered attendee

mailing list (approx. 425)

Platinum Booth Package **\$3,350**

Includes basic booth package

Includes 1/8 page Exhibit Guide Advertisement

Includes pre-registered attendee

mailing labels (approx. 425)

Includes Saturday Exhibiting

**Additional requirements including, but not limited to, electrical, telecommunications, presentation, additional furniture and/ or accessories, and cleaning of exhibit space are the responsibility of the exhibitor.*

BOOTH PACKAGE ADD-ONS

Additional Booth	\$2,300
Corner Fee	\$150
Saturday Exhibit*	\$500
NEW! Enhanced Company Description	\$150

Enhance your presence in the exhibit guide with a 50 word description of your company, products and/or services.

**Saturday exhibiting is optional and requires an additional fee unless purchasing the Platinum Booth Package.*

**Booth pricing is held at 2013 prices*

EXHIBIT FEES & POLICIES (CONT.)

MOVE-IN POLICY

Exhibitors may enter the Exhibit Hall beginning at 7:00 AM on Friday, October 23. All exhibit installation must be completed by 10:00 AM on Friday, October 23. The exhibit company is responsible for notifying Jessyca Howard onsite if they are unable to have their booth ready by this time.

Dismantling of exhibits begins at 4:00 PM for those displaying on Friday only, or 4:00 PM for those displaying on both Friday and Saturday. No dismantling is permitted prior to these times.

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: Jessyca Howard

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.

It is against District II policy for exhibitors to lend their badges to anyone. In addition, it is against District II policy for an exhibitor to assist an ineligible individual in obtaining a badge or gaining access to the exhibit hall. Anyone who violates this policy will be barred from further participation in this and future meetings.

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 Jessyca Howard at jhoward@ny.acog.org by October 5, 2015.

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.

GUEST PASSES

By request each exhibiting company will receive three (3) complimentary guest passes for Friday, October 23. These passes will allow the guest access to the exhibit hall during regular exhibit hours. Complimentary exhibit hall guest passes may be used on Friday, October 23 and may be given to local customers, potential clients, or VIPs. Guest pass requests should be made in writing to Jessyca Howard at jhoward@ny.acog.org by October 5, 2015. Guest passes should not be used by exhibitor's representatives, personnel, or individuals that should buy exhibit space. Individuals that are not in compliance with this rule will be asked to leave the exhibit hall. The exhibiting company is responsible for all of its guests and may be penalized if their guests are found to be in violation of this rule. Guest passes cannot be used for advanced registration of visitors.

UNIQUE SPECIALTY OPPORTUNITIES



BECOME A SPONSOR OF DII'S ANNUAL CELEBRATION!!

District II Annual Celebration Sponsor*

Every year we hold a private dinner for the faculty and ACOG leadership, (estimated attendance 150) open to all attendees and sponsoring exhibitors... This year we are taking it up a notch with new entertainment, possible celebrity appearance, and a night of fun, dancing, networking and CELEBRATING! Help us sponsor this new and exciting night celebrating and recognizing our faculty and all that District II and our Industry sponsors do to support Women's Health. More details to follow.

Gold - \$5,000

- Table of 10 (Invite attendees and clients to the dinner, and network with them one on one while they sit at your table)
- Logo on invitation
- Logo on all marketing materials
- Logo at registration desk
- Logo on backdrop banner
- Company Named Table

Silver - \$3,500

- 5 tickets to event (Invite attendees and clients to the dinner, and network with them one on one while they sit at your table)
- Logo on invitation
- Logo on marketing materials
- Logo at registration desk
- Logo on backdrop banner

Bronze - \$1,500

- 3 tickets to event
- Logo on marketing materials
- Logo at registration desk

If you are interested in sponsoring this event exclusively please contact Jessyca Howard at jhoward@ny.acog.org

**Sponsorship must be purchased in order to attend Annual Celebration Dinner*


**Extra tickets available for purchase at the attendee rate of \$150.*



UNIQUE SPECIALTY OPPORTUNITIES

(CONT.)

If you are scheduling any event involving ACOG meeting attendees or faculty in New York City, from October 23-25, 2015, you must complete the appropriate application for ACOG approval and pay corresponding fees.

New this year! Look for this icon  for Hot Spot Items.

If you commit to these Hot Spot Items before March 1st, your company name and logo will be featured in the full color Attendee Preliminary Program which will be mailed in the Spring to over 50,000 ob/gyns across the country!



EDUCATIONAL SYMPOSIA

Be viewed as a thought leader in the industry. Host a one hour educational symposia session. This unique opportunity, available only to ACOG Annual District II Meeting exhibitors, gives you exclusive access to 500 ob/gyns for a specified one hour session (may not take place during official scientific sessions) at the Grand Hyatt. Due to limited availability, you are encouraged to register as soon as possible to secure your preferred dates and times.

- Fee includes:
- 1 hour time slot (limited dates & times available)
 - Company logo displayed on Annual District II Meeting webpage
 - 1/8 page ad in Exhibit Guide or free upgrade of Booth Package ad to a ¼ page ad
- *Fee does not include charges for audio visual, food and beverage or overnight accommodations. No refunds will be given for symposia cancellations unless ACOG cancels the event.*

Symposium Fee **\$10,000***

FOCUS GROUPS

Focus groups are an affordable way for you to work with a smaller group of ACOG ob-gyns and other physicians to gain insight regarding how to influence the next generation of drugs, equipment, or policies, or simply share your companies' proprietary data and received expert feedback.

Focus groups are typically held for small groups at the Grand Hyatt. Participants should receive some type of compensation from the sponsoring company. Contact Jessyca Howard to learn more about this flexible and unique opportunity.

**Focus groups may be hosted by non-ADM exhibitors for an investment of \$3,300.*

Focus Group **\$1,000***



PRODUCT THEATER

Do you have a product or service that you would like to showcase? Take advantage of the Product Theater-located in the exhibit hall. Dazzle a small group of attendees when you present a "mini" 20 minute learning session.

- Fee includes:
- Screen, projector and microphone.
 - Signage posted outside area.
 - Session listed in the Exhibit Guide

Limited slots available so commit early to guarantee your spot!

October, 23	10:15am-10:45am
October, 23	3:00pm - 3:20pm
October, 24	10:15am-10:45am
October, 24	3:15pm-3:45pm

**Promotion is the sole responsibility of the exhibitor.*

Product Theater Session **\$3,500 each***

UNIQUE SPECIALTY OPPORTUNITIES (CONT.)

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

Your company must be a paid exhibiting company. If your company cancels the exhibit space, you will not be allowed to sponsor symposia, social events, or any unofficial activity during the Annual Meeting. All applications and fees must be received by June 12, 2015. Applications received after June 12, 2015 will be accepted on a case-by-case basis.

No request for events will be processed unless the Symposium 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 symposia.

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 Grand Hyatt New York is prohibited.



MARKETING & ADVERTISING

STAND OUT among other exhibitors with these outstanding promotional opportunities! Why invest in marketing and advertising?

- Increase exposure to attendees
- Create positive impressions of your brand
- Generate new sales leads
- Demonstrate what your company can offer influential ob/gyn leaders

MARKETING OPPORTUNITIES

Booth Bingo **\$500**

Increase traffic to your booth through this fun and interactive marketing tool. Participating companies will have their logo featured on a bingo card distributed to all meeting attendees. Attendees will visit participating booths and answer questions about your products or services to receive a stamp and complete their card. Completed cards will be entered into a drawing to win a prize provided by District III!

Charging Stations **\$750**

40 opportunities available

Tablets, smartphones and laptops allow attendees to stay connected to home or office. Show attendees that you value their time commitment by sponsoring electronic charging stations that will keep them happy and focused on learning about your products and services. Charging stations will be located in the general session room directly at the tables the attendees will be sitting at all day. Sponsors will receive signage at each sponsored table in main session room, signage to display in their booth, recognition in the Final Program and recognition slide during the intermission slide show.

Snack Break **\$2,500**

Draw attendees into the exhibit hall with pastries, cookies, ice cream, etc. Sponsor may provide banners and/or logo materials to be placed on the snack station, and will receive priority exhibit booth location near break station and signage placed on each break station during the specified break time.

(Sponsor will work with ACOG DII to choose snack desired)

Exhibit Hall Grand Opening Break **\$1,000**

Two Sponsor Spots
(Friday, October 23rd, 10:15 am)

Welcome attendees to the official opening of the exhibit hall with a comforting beverage. Sponsor may provide logo beverage napkins and/ or paper cups to be placed on break stations, as well as any

signage or banners to be placed around break station and on break table during the specified break time. Sponsor will receive priority exhibit booth location near break station.

Afternoon Refreshment Break **\$750 each**

Two Sponsor Spots
(Friday, October 23rd, 3:00pm)

Rejuvenate attendees with a refreshing afternoon beverage as they visit your booth on the closing of the first day's exhibit hall. Sponsor may provide logo beverage napkins and/ or paper cups to be placed on break stations, as well as banners and signage around station. Sponsor will receive priority exhibit booth location near break station and signage placed on each break station during the specified break time.

Saturday Morning Coffee Break **\$1,000 each**

Two Sponsor Spots
(Saturday, October 24th, 10:15am)

Kick start the second day of exhibiting with an energizing morning coffee break. Sponsor may provide logo beverage napkins and/or paper cups to be placed on break stations. Sponsor will receive priority exhibit booth location near break station and signage placed on each break station during the specified break time.

Saturday Afternoon Refreshment Break **\$750 each**

Two Sponsor Spots
(Saturday, October 24th, 3:15pm)

Rejuvenate attendees with a refreshing afternoon beverage as they visit your booth on the second day in the exhibit hall. Sponsor may provide logo beverage napkins and/ or paper cups to be placed on break stations as well as banners to be placed around station. Sponsor will receive priority exhibit booth location near break station and signage placed on each break station during the specified break time.

**Hot spot: Commit by March 1st and be featured in the attendee Preliminary Program being sent to over 50,000 physicians!*

MARKETING & ADVERTISING (CONT.)

Sunday Morning Coffee Break **\$2,000** (Sunday, October 25th)

Be the only company seen on Sunday. Just because the exhibit hall is closed doesn't mean you can't have a presence! Host the Sunday morning coffee break to thank attendees for their interest and remind them to follow-up. Coffee station is placed in the main hallway across from the General Session room. Sponsor may provide banners and signage to be placed on and around station. We will also provide a thank you sign with sponsor name and logo on station.

Drink Tickets Giveaway **\$200 for 10** **\$500 for 30**

We are offering exhibitors the opportunity to purchase packets of 25 Drink Tickets to distribute to attendees during the Exhibit Hall Breaks. These tickets are certain to draw additional traffic to your booth as the Welcome Reception and Annual Dinner features a cash bar for attendees. Exhibitors choosing to participate in this opportunity prior to the event will be listed as offering Drink Tickets at their booths in the Final Program. Sponsor will receive signage on the bar.

Be the Wi-Fi Network **\$7,000**

One of the first things attendees look for when they arrive on site is a Wi-Fi connection. Through this highly visible sponsorship you can be the first exhibitor they see by providing free Wi-Fi access over the course of the three day event. Sponsor may choose the unique username and password which attendees will utilize from all public areas and meeting rooms on the Ballroom level of the Grand Hyatt. Sponsorship comes with highly visible advertising on the back outside cover of the Final Program, intermission slide show mention, signage displayed on site and recognition in attendee confirmation e-mail. ***This sponsorship includes a booth for Friday exhibiting.***

Advisory Council Dinner **\$7,000** (Thursday, October 22nd)

Exclusive access to approximately 65 of ACOG's National and District II elected officials and leadership is available in this highly sought after opportunity. Seize your chance with 30 minutes of speaking time during the dinner portion of the Advisory Council meeting to present the latest news from your industry and company developments. Sponsor has the option to distribute one informational piece to leaders in attendance. ***This sponsorship includes a booth for Friday exhibiting***

Jr. Fellow/ Medical Student **Program Breakfast** **\$3,500**

(Saturday, October 24th 7:00am-10:00am)

Commit now so your company has exclusive access to residents and newly practicing obstetricians and gynecologists. Sponsor will receive 30 minutes speaking time in which you may choose the topic and the speaker, signage on the buffet table, an 1/8 page ad in the exhibit guide to promote attendance and permission to display collateral material for attendees to take away. Fee does not include food and beverage (required) or AV which sponsor will be responsible to arrange directly through the Grand Hyatt.

"Doctor's Bag" Table Insert **\$650**

Ensure that attendees get the information you want them to see/have. Ensure you are in the forefront of their mind by inviting them to visit your booth or attend your symposia session, with a flyer insert on the official ADM bag table. After checking in attendees will pick up their bags, programs, and other materials at the official ADM bag table. Sponsor may provide one printed, double-sided, promotional piece to be. Piece must promote your company's product, service or pre-approved event to be held or displayed during the Annual Meeting.

Materials must be approved by District II prior to distribution.

Hotel Room Keycards **\$1,500**

Nearly 400 nights are spent in the hotel for the Annual District II Meeting each year. With this high impact and cost effective advertising opportunity you can have your message in front of attendees even when they are not in the exhibit hall. This is the perfect vehicle to promote your booth location, symposium session, Product Theater session, new product or app launch. Artwork must be approved by District II.

Registration Bag Logo **\$1,250**

Showcase your company's logo on the official meeting bag distributed to all attendees at registration.

(Open only to non-pharmaceutical and non-medical device exhibitors. Non-profit rate available.)

Newsletter/Email Blast Ad **\$650**

Market your presence at the Annual District Meeting in our Newsletters and Eblasts to members before the meeting with a banner ad.

ADVERTISING/PROMOTIONAL OPPORTUNITIES

PROMOTE YOUR ATTENDANCE, GET MORE ATTENTION AND MAKE A SPLASH! IT'S EASY WITH THESE GREAT ADVERTISING VEHICLES!

Enhanced Company

Description- Exhibit Guide \$150

Stand out in the exhibit guide exhibitor listings with the new Enhanced Company Description. In addition to your company name, phone number, email and URL, this listing gives you the opportunity to provide a 50 word company description which is sure to catch the attention of potential new clients!

Attendee Preliminary Program Advertising

1/8 page (3.75" x 2.56" H)	\$750
1/4 page (3.75" x 5.0875" H)	\$950
1/2 page (7.5" x 5.0875" H)	\$1,500
Full page (7.5" x 10.1875" H - no bleed)	\$1,950

Over 50,000 ob/gyns across the country will receive a printed Preliminary Program outlining sessions to be offered at this year's Annual Meeting. This full color program will be referenced by ob/gyns and their offices until October. Commit to exhibit at the 2015 Annual District II Meeting before March 1st and get a unique opportunity to place an ad in the Attendee Preliminary Program. In addition, the program will be available on the District II website which is sure to increase your exposure to attendees and potential attendees alike.

Exhibit Guide Advertising

1/8 page (3.75" x 2.56" H)	\$500
1/4 page (3.75" x 5.0875" H)	\$750
1/2 page (7.5" x 5.0875" H)	\$1,250
Full page (7.5" x 10.1875" H - no bleed)	\$1,750

The Exhibit Guide is distributed onsite to all attendees and is available for download on the District II website prior to the meeting. This guide is highly referenced by meeting attendees during and after the meeting. The Exhibit Guide contains a listing of all exhibitors, company descriptions and schedule of activities taking place in the

exhibit hall. Ads can be used to promote products, services, educational symposia, or other pre-approved sponsored events. District II reserves the right to merge the Exhibit Guide with an existing publication, or place on the Internet at its sole discretion and without notification. Contact Jessyca Howard to discuss options for upgrading your ad included with your booth package.

Attendee Mailing List

2014 Pre-Attendee List (est. 300)	\$650
2014 Post-Attendee List (est. 500)	\$750

Peak attendees interest before they arrive on site by sending them a direct mail piece. An affordable way to gain exposure among attendees, this is perfect for sending symposia invitations, promoting a new product launch or announcing giveaways. Double your marketing reach by sending your mail piece to YOUR potential client list-inviting them to come and see you at the meeting! This opportunity is exclusively for 2015 confirmed exhibitors. The list is for single use only, will be provided electronically approximately 2 weeks prior to the event, and may not be duplicated or resold to another organization. A sample of your mailing must be approved by District II prior to processing.



ADVERTISING/PROMOTIONAL OPPORTUNITIES (CONT.)

Giveaways

No Charge

Thank attendees for visiting your booth by giving them something to remember you by. Exhibiting companies are permitted to distribute giveaways in accordance with the AMA Ethical Guidelines. In addition, exhibitors are encouraged to review and adhere to other applicable guidelines and codes of ethics such as the Pharmaceutical Research and Manufacturers of America (PhRMA) Code on Interactions with Healthcare Professionals, Advance Medical Technology Association (AdvaMed) Code of Ethics on Interactions with Health Care Professionals and the Office of Inspector General's (OIG) Compliance Program Guidance for Pharmaceutical Manufacturers. Pharmaceutical and device companies are reminded to pay special attention to the PhRMA and AdvaMed Codes, respectively, which prohibit their members from distributing many traditional giveaway items.

Giveaways should be associated with products or services of the exhibiting company, and/or related to the physician's work. A giveaway should not exceed a retail value of \$100. Within this limit, ACOG District II encourages all exhibitors to check with their companies' own medical affairs/compliance staff for guidelines adhered to by their

own companies. All giveaways must not bear the ACOG logo, name, or acronym. Amounts cannot exceed PhARMA & ACCME Guidelines.

Raffles and Drawings

No Charge

Raffles and drawings may only occur before or after the official show hours. The winner need not be present to win. You may post the winner's name in your exhibit space. Cash for completing surveys/questionnaires is prohibited (this includes Travelers Checks, VISA, MasterCard, American Express and Discover credit cards).

Approval from District II is required in advance. Please submit your raffle activity request in writing to Jessyca Howard by September 19, 2015 in order to receive approval.



SPECIALTY OPPORTUNITY APPLICATION

(SYMPOSIA, FOCUS GROUPS, PRODUCT THEATER)

I/We agree to abide by all rules and regulations governing exhibitor sponsored symposia during the Annual District II Meeting (ADM), as set forth in this document, herein, and any addendum to the ADM Prospectus as it pertains to exhibitor-sponsored symposia/events (etc.). ACOG reserves the right to deny any application for symposia/events (etc.) if in ACOG's opinion it does not serve the best interest of its members or is considered inappropriate. Limited meeting space is available. Specialty Opportunity deadline is August 1, 2015.

You must complete this form if you are planning an event October 23-25, 2015 at the Grand Hyatt. Check the box which reflects your date and time preference. No industry-sponsored activities can be scheduled during the official program of the ADM.

Exhibitor Contact

Booth Contact (all exhibit material will be forwarded to contact at address/ email below)

Title

Mailing Address (No P.O. Boxes please.)

City

State

Zip

Country

Telephone Number

Fax Number

Email Address (required)

Title of Event:

(to be listed in Exhibit Guide)

Speakers: 1

2.

(to be listed in Exhibit Guide)

☐ SYMPOSIA- \$10,000

Friday, October 23 ☐ Breakfast ☐ Lunch ☐ Dinner (7pm)

Saturday, October 24 ☐ Breakfast ☐ Lunch ☐ Dinner (7pm)

Sunday, October 25 ☐ Breakfast ☐ Lunch

Will CME credits be given? Yes No If yes, please specify quantity?

☐ FOCUS GROUP- \$1,000

Date: Time:

☐ PRODUCT THEATER- \$3,500

Friday, October 23 ☐ 10:15am-10:45am ☐ 3:00pm - 3:20pm

Saturday, October 24 ☐ 10:15am-10:45am ☐ 3:15pm-3:45pm

The exhibiting company agrees to notify ACOG District II in writing of any changes in the content of this application prior to the start of the ADM. This agreement is not valid until signed by the authorized exhibit company representative and ACOG District II.

I have read and agree to the rules, regulations, and stipulations made by ACOG District II regarding exhibitor Specialty Opportunity at the 2015 ADM.

Signature of Authorized Exhibit Company Representative

Date

Credit Cards will be accepted with a 3% processing fee

Please make checks payable to: ACOG District II (ACOG Tax ID# 90-0489809), and mail this complete form with payment to: ACOG District II, Attn: Jessyca Howard, 100 Great Oaks Blvd, Suite 109, Albany, NY 12203

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 or women's health.

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 October 15, 2015.
- 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 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 September 10, 2015. No refunds will be made for cancellation/reduction after September 10, 2015. 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 October 5, 2015 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, October 23, 2015, and remain for one hour after the close of the exhibition to prepare for the following day or two hours to dismantle.
- Exhibitors may enter the exhibit hall one hour before the exhibition opening on Saturday, October 24, 2015, and stay for two hours after close 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. 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.

2016 ANNUAL DISTRICT II MEETING

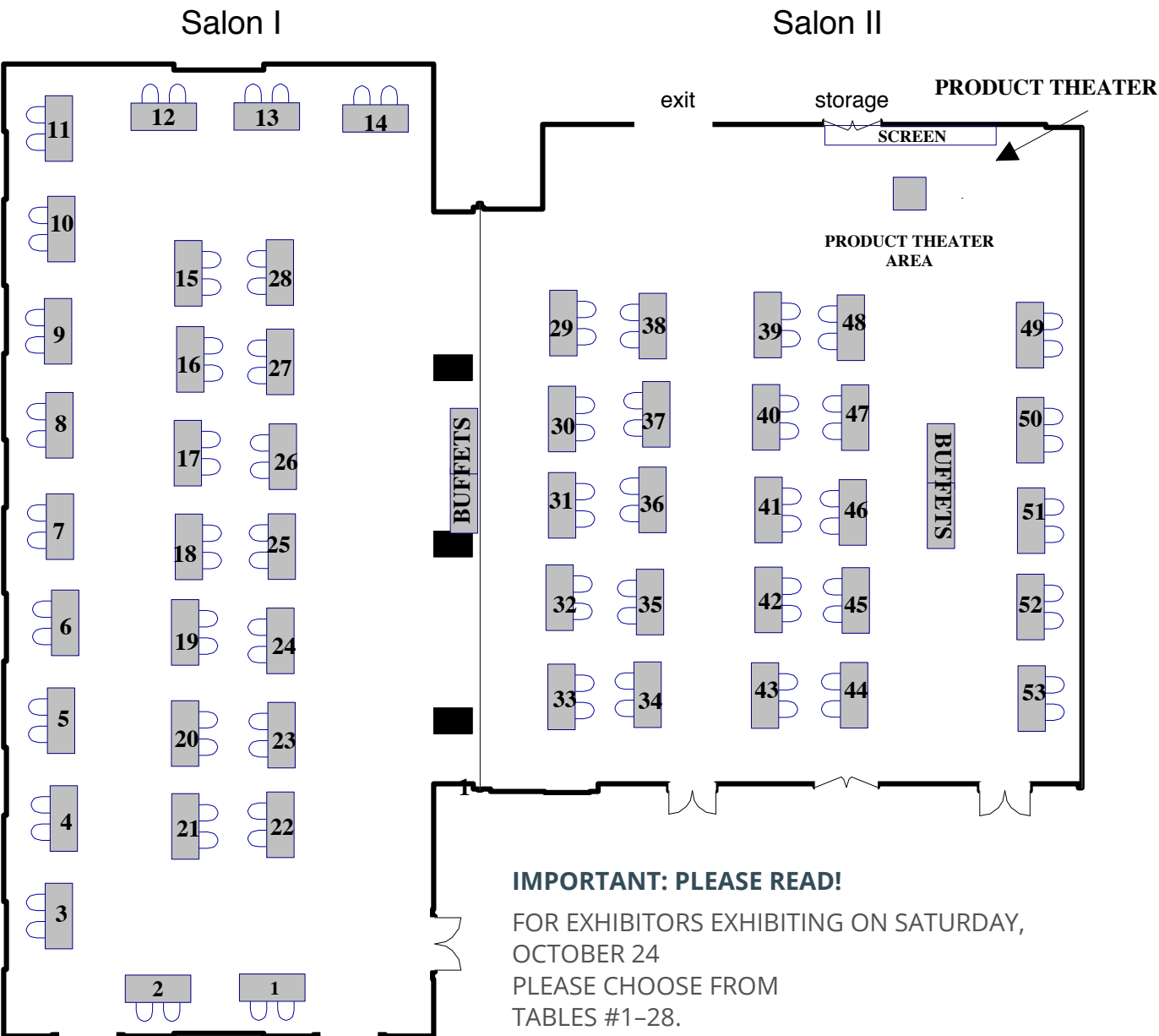
American Congress of Obstetricians & Gynecologists

SAVE THE DATE!
OCTOBER 21-23,
2016

ACOG
District II

GRAND HYATT HOTEL NYC
REGISTER ONLINE AT
ACOGNY.ORG

FLOOR PLAN



IMPORTANT: PLEASE READ!

FOR EXHIBITORS EXHIBITING ON SATURDAY,
OCTOBER 24
PLEASE CHOOSE FROM
TABLES #1-28.

2015 ACOC DISTRICT II / NY
EXHIBITS
FRIDAY, 10/23
SATURDAY, 10/24 (SALON 1 ONLY!)