

Exhibitor Kit

ACOG District II

2018
Annual District II
Meeting

Our Evolving Specialty

Caring for our patients & ourselves



October 19 & 20

GRAND HYATT

NEW YORK CITY

October 19-20, 2018
Grand Hyatt NYC

Dear Sponsors & Exhibitors:

Thank you for choosing to exhibit at the 2018 Annual District II Meeting on October 19 & 20, 2018 at the Grand Hyatt in Manhattan, 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 7)**

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

I look forward to seeing you all in October!

Sincerely,

Jessica Haertel

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 District II Meeting (ADM). By doing so, you will alert current and prospective customers to your booth. Be sure to tell them you will be located in the Ballroom at the Grand Hyatt 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.

Meeting Agenda

October 19th, Friday

- 6:30am – 9:30am** Exhibitor Move-in (must be set up by 9:30am)
8:00am-5:30pm Full Program Hours
7:00am- 2:15pm Plenary Sessions
9:30am- 4:30pm Exhibit Hall Open (Mandatory)
9:45am-10:15am First Exhibit Hall Break
11:15am-11:30am Second Break in Exhibit Hall
3:00pm-4:00pm Third break in Exhibit Hall
4:30pm **Break down for Friday only exhibitors**
5:30pm Meeting Adjourned (Exhibitors registered for Saturday exhibiting can leave set up and materials in room)
5:30pm – 6:30pm Welcome Reception

October 20th, Saturday

- 7:15am- 2:30pm** Exhibit Hall Open
7:15am – 7:45am Breakfast in Exhibit Hall
8:00am- 1:30pm Full Program Hours
10:00am-10:30am Break in Exhibit Hall
2:30pm – 4:00pm Exhibitor Move Out

Set-Up and Dismantle

Exhibitor Set-Up

Exhibitor registration and set-up begins at 6:30am on Friday, October 19 in Ballroom I & II, located on the Ballroom Level of the hotel.

All booth installation should be complete **by 9:30am Friday, October 19th**. All individuals representing an exhibiting company must be registered as an exhibitor. Staff must produce a business card for the exhibiting company they represent in order to check in. **We will not be providing printed badges. You are welcome to bring your own badge, we will have blank badges to write on, or we can provide you with the plastic name badge holder that you can put a business card in.**

SHIPPING , ELECTRICAL AND AV INFORMATION

Should you need to ship packages, order electrical or AV services, you must arrange these services directly through the Grand Hyatt in advance of the Meeting. Please **review pages 8-15 for complete details.**

*Please note there is not a general service contractor associated with this event.

Lead Retrieval

There will be lead retrieval available through our meeting app. Make sure you download the app before the event and become familiar with the lead retrieval. How it works: You will scan a QR Code on the attendees badge to obtain the information. Information on how to download the app and directions for lead retrieval will be sent out prior to meeting.

Meetings App

Information on how to download the app and directions for lead retrieval will be sent out prior to meeting.

Exhibitor Move-out

Those companies exhibiting Friday, October 19 only: move-out will start at 4:30pm. You are invited to register and attend the Welcome Reception taking place in the hotel beginning at 5:00pm. Additional fees and registration apply.

For companies exhibiting on Saturday, October 20, move-out will begin at 2:30pm.

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

Print Specifications

Logos and Ads

All ads, logos for website an app, sample signage and artwork must be submitted to Jessica Haertel via email at: jhaertel@ny.acog.org by **September 10, 2018**.

Ads must be:

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

Full Page: 7.5" x 10.1875" H (*no bleed*)

1/2 Page: 7.5" x 5.0875" H

1/4 Page: 3.75" x 5.0875" H

1/8 Page*: 3.75" x 2.56" H

“Doctor’s Bag” -

If you have purchased the option to place a promotional piece into the attendee registration bag “Dr. Bag”, please note the following: Pieces must be submitted for approval via email to Jessica Haertel via email at: jhaertel@ny.acog.org by September 10, 2018.

- ✓ Piece may only promote your company’s product, service or pre-approved event to be held during the ADM
- ✓ Piece can be no larger than 8.5" x 11"
- ✓ Item may be double-sided
- ✓ Number of pieces required: **400**

*Make sure your label has **Dr’s Bag** on it
Or it will not get delivered to the right area
where the bags are being stuffed, and therefore
will not get included

Materials should **arrive no earlier than October 15th** to:

Grand Hyatt New York*

109 East 42nd Street

New York, NY 10017

FOR: Jessica Haertel, ACOG District II Meeting- Dr. Bag

SPONSORING COMPANY: **YOUR COMPANY NAME**

SPONSORING COMPANY CONTACT: **ONSITE CONTACT**

HOTEL CONTACT: Wan Yi Tang

*Receiving fees will apply, see Grand Hyatt Mailroom Services Form

Important Deadlines

- | | |
|----------------------|--|
| □ September 10, 2018 | Proofs for pre-event mailing, logo for scavenger hunt, and ads to be included in Final Program |
| □ September 5, 2017 | Hotel Cut-off for discounted rates (availability applies) |
| □ September 18, 2017 | Final payment due for acknowledgement in Final Program |

Travel Information

*The cut-off date for discounted rooms:
September 26, 2018*

District II has secured a discounted rate at the Grand Hyatt of \$345 (plus applicable taxes, rates vary depending on room type) per night for meeting attendees. We strongly recommend you reserve at your earliest convenience to avoid availability issues.

Go Online [HERE](#) to reserve your room.

For additional information about the Grand Hyatt or transportation options and directions visit: <https://newyork.grand.hyatt.com/en/hotel/home.html>

Booth Staff Registration

As an Exhibitor you are allowed (4) complimentary booth staff. There will be a \$30 processing fee assessed for each additional person. Badges **will not** be provided, please provide your own, or we will supply blank ones to write in.

Participation in Scientific Sessions, as well as breakfast and lunch functions, is restricted to registered meeting participants only.



EXHIBITOR SUMMARY SHEET

ACOG DISTRICT II MEETING

Friday, October 19th and Saturday, October 20th, 2018

EXHIBITOR: _____

CONTACT: _____

ADDRESS: _____

TELEPHONE: _____

FAX: _____

Exhibitor shall be fully responsible to pay for any and all damages to property owned by Grand Hyatt New York, its owners or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Grand Hyatt New York, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from or out of or by reason of any accident or bodily injury or other occurrences to any persons, including the injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitors occupancy and use of the exhibition premises, the Hotel or any part there of.

SUMMARY OF EXHIBITORS REQUIREMENTS:

COMPLETE THIS FORM , AND ATTACH ALL APPROPRIATE BACK-UP MATERIALS

ELECTRICAL REQUIREMENTS: **(IF NEEDED)**

AUDIOVISUAL FORM : **(IF NEEDED)**

CREDIT CARD AUTHORIZATION FORM—REQUIRED FOR SHIIPPING / RECEIVING /OUTBOUND CHARGES

PLEASE RETURN THIS FORM AND ALL ATTACHMENTS FOR ELECTRICAL / AV / CREDIT CARD FORM TO:

GRAND HYATT NEW YORK

109 EAST 42ND ST

NY NY 10017

ATTENTION: WAN YI TANG; ASSOCIATE DIRECTOR OF EVENT PLANNING

PH: 646-213-6884 FX: 646-213-6881

EMAIL: WANYI.TANG@HYATT.COM

Hotel Parking:

Parking at the hotel is valet parking only.

Prices for valet parking are as follows:

up to 6 hours - \$70

up to 24 hours - \$80.00

*****no in/out privileges*****

*****PRICING IS SUBJECT TO CHANGE*****

Service Order Information

1. **Payment information for service must accompany service request.**
2. Incomplete information regarding hook-up or power requirement will delay processing

Important Rules and Regulations

1. No one other than the Hyatt electricians can make any electrical connections or install/remove cable or fixtures. Please consult the Hyatt personnel for additional information.
2. Unless otherwise noted, all material and equipment furnished by the Hyatt for services shall remain the property of the Hyatt and shall be removed only by the Hyatt at the closing.
3. Permanent building utility outlets are not part of the booth space and are not to be used by exhibitors
4. Use of open clip sockets, latex or lamp cord wire, duplex or triplex attachment plugs in exhibits is prohibited
5. All exhibitors' cords must be of three-wired type. All exposed noncurrent-carrying metal parts of fixed equipment which are liable to be energized, shall be grounded.
6. All electrical equipment must be properly tagged and wired with complete information as to type of current, voltage, phase, cycle, horsepower, etc.
7. Electrical power for lights and displays will be turned on one hour prior to show opening and turned off at show closing.
8. Unless otherwise directed, the Hyatt installers are authorized to cut floor coverings to permit installation of services.
9. For voltage fluctuations or power failure the Hyatt is not responsible for temporary conditions.
10. All electrical service connections (110 V) include 2 female outlets.
11. A standby electrician is required (for requests of 200amps or more) during set-up, teardown, and actual event times. See under "Special Items" on first page for labor charges.

Voltage Requirements

Alternating current only. (Current available, single phase 60 cycle approximately 115 Volts, single phase 60 cycle approximately 208 Volts, 3 phase 60 cycle approximately 220 Volts.) Please indicate amperes per phase leg; voltage, and number of phase required. All prices for equipment and labor quoted are subject to change.

Signs and Banners

The Hotel reserves the right to approve all signs and banners. All signs must be professionally printed. Arrangements must be made in advance since it is required that Union carpenters hang all banners. Ideally, more than one week's notice should be provided. At no time are attachments of any sort permitted on walls, pillars, glass, etc. This includes the usage of tapes, tacks, Velcro, etc. Should your client need a banner hung, arrangements must be made in advance with the Catering, Sales or Convention Services Manager to utilize a Hotel Carpenter. There will be a \$250.00 charge, plus applicable tax, posted to the group's master account for each banner hung when done so between the hours of 7am and 3pm. In the event that the work needs to be performed outside of these hours, the \$250.00 per banner charge will still apply, with a minimum charge of \$750.00. Pipe and drape must be rented to hang banners.

Liability and Insurance

The Grand Hyatt New York will not be responsible for any injury, loss or damage that may occur to the exhibitor, the exhibitor's employees or property on both or to any other person, prior during, or subsequent to the period covered by the exhibit contract, provided said injury, loss or damage is not caused by the hotel. Each exhibitor expressly releases the hotel from such liabilities and agrees to indemnify the hotel against any and all claims for such injury, loss or damage.

All terms, conditions, rules, regulations and pricing are non-negotiable.



CREDIT CARD AUTHORIZATION FORM

Group Name: ACOG DISTRICT II MEETING

Convention Dates: Friday, October 19th and Saturday October 20th, 2018

Convention/Catering Manager: Wan Yi Tang

THIS LETTER SERVES AS AUTHORIZATION TO CHARGE TO THE CREDIT CARD BELOW WITH THE BALANCE DUE FOR THE FOLLOWING GROUP FUNCTION AS CONTRACTED WITH THE GRAND HYATT NEW YORK:

COMPANY NAME: _____

• **ADDRESS:** _____

• **TELEPHONE:** _____ **FAX:** _____

• **CREDIT CARD NUMBER:** _____

• **EXPIRATION DATE:** _____

• **NAME AS IT APPEARS ON CARD:** _____

• **CARD HOLDER'S SIGNATURE:** _____

PLEASE FORWARD THIS FORM TO:

GRAND HYATT NEW YORK

Wan Yi Tang, Convention Services Manager

Park Avenue at Grand Central

New York, NY 10017

FAX: (646)213-6881

EMAIL: WANYI.TANG@HYATT.COM

Encore Grand Hyatt Exhibitor Audiovisual Order Form 2018

Conference Name	
Rental Dates	
Set-Up Time	Setup of AV prior to 6am of 1st show day is not guaranteed.
Tear Down Time	

Company Name	On-site Contact	
Cardholder Billing Address		
City, ST, Zip		
Phone	Fax	
Email		

Payment Type - C.O.D. (circle one)				
Company Check	AMEX	VISA	MC	DISC
CC #	Exp. Date		Sec. Code	
Cardholder Name (please PRINT)				
Signature				

Booth/Table Number(s)	
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Equipment (please indicate items needed)

Computer/Data Monitors:

Type	Price Per Day	Quantity	# of Days	Extended Price
23/24" Flat Screen Monitor	\$275.00			
32" HD LCD Monitor	\$450.00			
40" HD LCD Monitor	\$575.00			
50" HD LCD Monitor	\$750.00			
65" HD LCD Monitor	\$995.00			

*please note all monitors listed above are 16:9 format - floor stand is included for monitors 32" and larger

Computers:

Type	Price Per Day	Quantity	# of Days	Extended Price
Laptop Computer	\$295.00			
Computer Speakers	\$25.00			

If Supplying own laptop please specify cable required; VGA _____ HDMI _____

Total of all Equipment listed above	
--	--

Setup and Teardown Labor Charge (24% of equipment total)	
---	--

Subtotal = Equipment + Labor Charge	
--	--

Total Cost (add 8.875% tax)	
------------------------------------	--

For items not listed above, please call Encore Event Technologies at (212) 883-1234 x4025

Please fax or email form along with a *clear photocopy of both sides of your credit card* to Encore Event Technologies at (646) 213-6620 no less than 3 working days prior to your event to place order.

Email address for the account rep handling your show can be obtained by calling (212) 883-1234 (x4025)

All electrical charges are separate and billed through the Grand Hyatt New York.

All telephone & internet charges are separate and billed through the Grand Hyatt New York.

Please call your catering or convention services manager for further information.

SHIP TO:

Grand Hyatt New York

109 East 42nd Street

New York, NY 10017

Event Name: ACOG DISTRICT II MEETING

Event Date: 10/19 and 10/20 2018

Exhibitor Name:

Exhibitor Contact:

Hotel Contact: Wan Yi Tang

GRAND | HYATT

The directions to the loading dock are the following:

At Depew Place, which is off 45th Street Between Vanderbilt and Lexington Avenues

Best Directional Route: Take Lexington Ave to 45th Street and make a right. Make your first left, Depew Place, which is located directly under the Park Avenue Ramp.

Security Procedure: NYPD monitors the deliveries and you may only use Depew Place loading dock if you have commercial plates.

Truck Size Restrictions

Truck should be no larger than 24 feet long and 12 feet high MAX

All freight deliveries will require a receiving appointment. 24 hours notification is necessary.

The loading dock hours are 7:00AM to 3:00PM, Monday thru Friday and on Saturdays on special request.

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 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

Organizations participating in the exhibition may cancel the lease of exhibit space or reduce the exhibit space reserved at any time with written notice to the Meetings and Exhibits Department via postal mail, or email jhaertel@ny.acog.org. The following schedule will be used when acknowledging refunds for cancellation or reduction:

Cancellation or exhibit space reduction requests received by close of business June 4, 2018, will receive a refund of 90% of total booth costs.

Cancellations or exhibits space reductions received between June 5 – September 1, 2018, will receive a refund of 50% of the total booth costs.

Cancellations or exhibits space reductions received on or after September 2, 2018 will receive 0% refund of the total booth costs. 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 September 30, 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.

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 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.