

AMERICAN TRANSPLANT CONGRESS

# ATC 2018

WASHINGTON STATE  
CONVENTION CENTER

JUNE 2-6, 2018

SEATTLE, WA

[atcmeeting.org](http://atcmeeting.org)



**EXHIBITOR  
& SPONSORSHIP**  
Prospectus

## TO OUR RECENT AND PROSPECTIVE EXHIBITORS & SPONSORS:

It is with great pleasure that the American Society of Transplant Surgeons (ASTS) and the American Society of Transplantation (AST) invite you to exhibit and sponsor at the 2018 American Transplant Congress (ATC) – the seventeenth joint American Transplant Congress.

ATC is the foremost educational event in the field of basic and clinical transplantation. For the 2018 Congress, we head to the Washington State Convention Center in Seattle, Washington. To reserve a booth and secure sponsorship today, review this exhibitor and sponsorship prospectus thoroughly and complete the contract online, or print to fax or mail. Please be certain to review the rules and regulations in their entirety, as they become legally binding once the exhibit space contract is accepted by Exhibit Management. Attending ATC will help your organization gain visibility and a competitive edge in the transplantation marketplace. We look forward to your participation.

Sincerely,  
2018 Joint Executive and Planning Committees

## ABOUT ATC

The American Transplant Congress (ATC) is the joint annual Congress of the American Society of Transplant Surgeons (ASTS) and the American Society of Transplantation (AST). ATC provides a forum for exchange of new scientific and clinical information relevant to solid organ and tissue transplantation, bringing together transplant physicians, scientists, nurses, organ procurement personnel, pharmacists, allied health professionals, and other transplant professionals. The educational offerings provide attendees the opportunity to learn cutting-edge advances in research and promotes the exchange of ideas and practice in the field of solid organ and tissue transplantation.

## ABOUT ASTS

The American Society of Transplant Surgeons represents approximately 1,800 professionals dedicated to excellence in transplantation surgery. Our mission is to advance the art and science of transplant surgery through leadership, advocacy, education, and training. To learn more, visit [ASTS.org](http://ASTS.org) or email [asts@asts.org](mailto:asts@asts.org).

## ABOUT AST

Founded in 1982, the American Society of Transplantation ([www.myAST.org](http://www.myAST.org)) is an organization of more than 3,500 professionals dedicated to advancing the field of transplantation and improving patient care by promoting research, education, advocacy, and organ donation. The society is the largest organization of transplant professionals in North America. AST members are sought out as transplant experts and advocates. Other transplant organizations, policy makers, regulatory agencies, payors, academic institutions, and the general public look to the AST for guidance, research, and resources related to transplantation.

## CONTACT ATC

### Congress Headquarters

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## JOINT EXECUTIVE COMMITTEE

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Xian Li, MD, PhD  
The Methodist Hospital Research  
Institute  
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### Co Chairs

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### Co-Chair Elect

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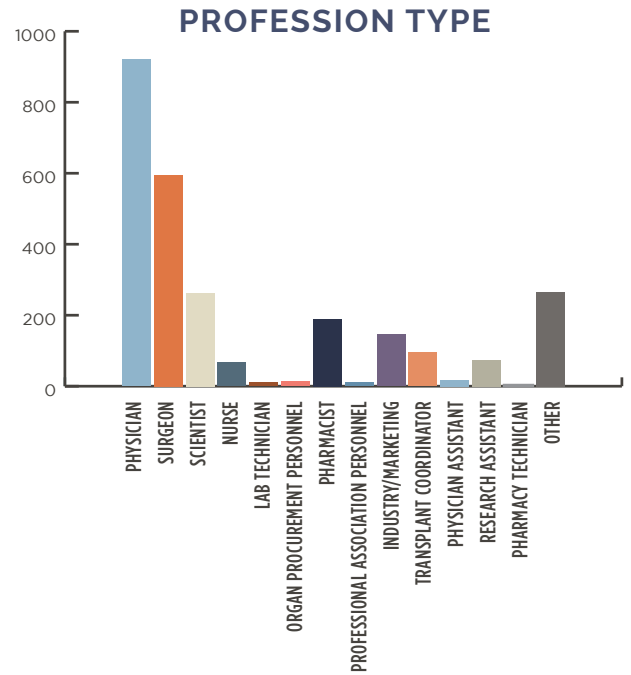
## STATEMENT OF NEED

The field of solid organ and tissue transplantation is continuously changing and developing. With the rapid advances in transplantation research and medicine, transplant professionals require ongoing educational opportunities to stay current, to maintain and improve their knowledge, competence, and performance. Thus, this educational forum will generate activities and interventions that are designed to change and update the learners' competence, performance, and patient outcomes in the field of solid organ and tissue transplantation. The educational content of this meeting was developed by experts in scientific and clinical transplantation and was determined by rigorous assessment of learners' feedback from prior meetings, expert faculty assessment, literature review, medical practice, and new medical technology.

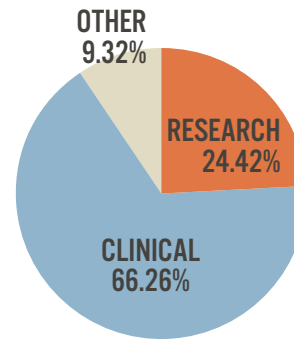
## PURPOSE OF ACTIVITY

ATC educational offerings will provide transplant professionals a learning environment designed to address their professional practice gaps by a variety of learning formats that will encourage the exchange of new scientific concepts, emerging technologies, and medical advances. Learners will engage in interactive discussions, case presentations, workshops, and other activities designed to improve competence and improve professional and patient outcomes.

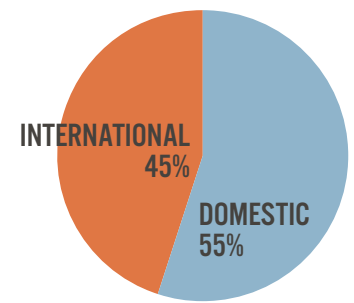
# 2017 ATTENDEE BREAKDOWN



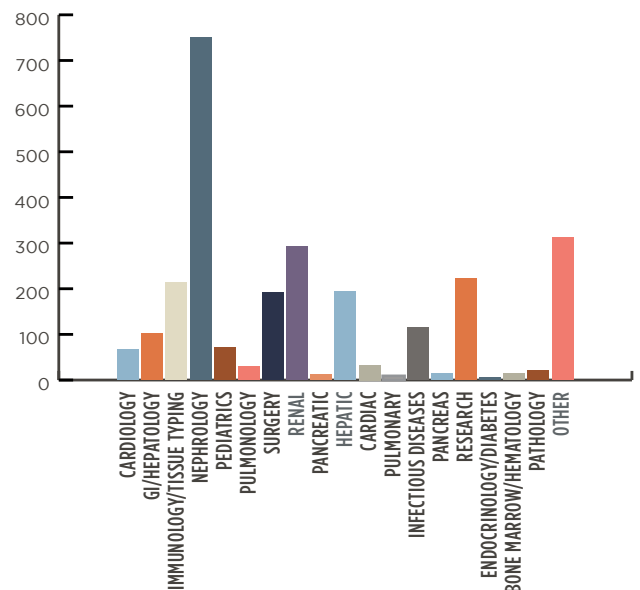
## PRACTICE TYPE



## LOCATION



## SPECIALTY

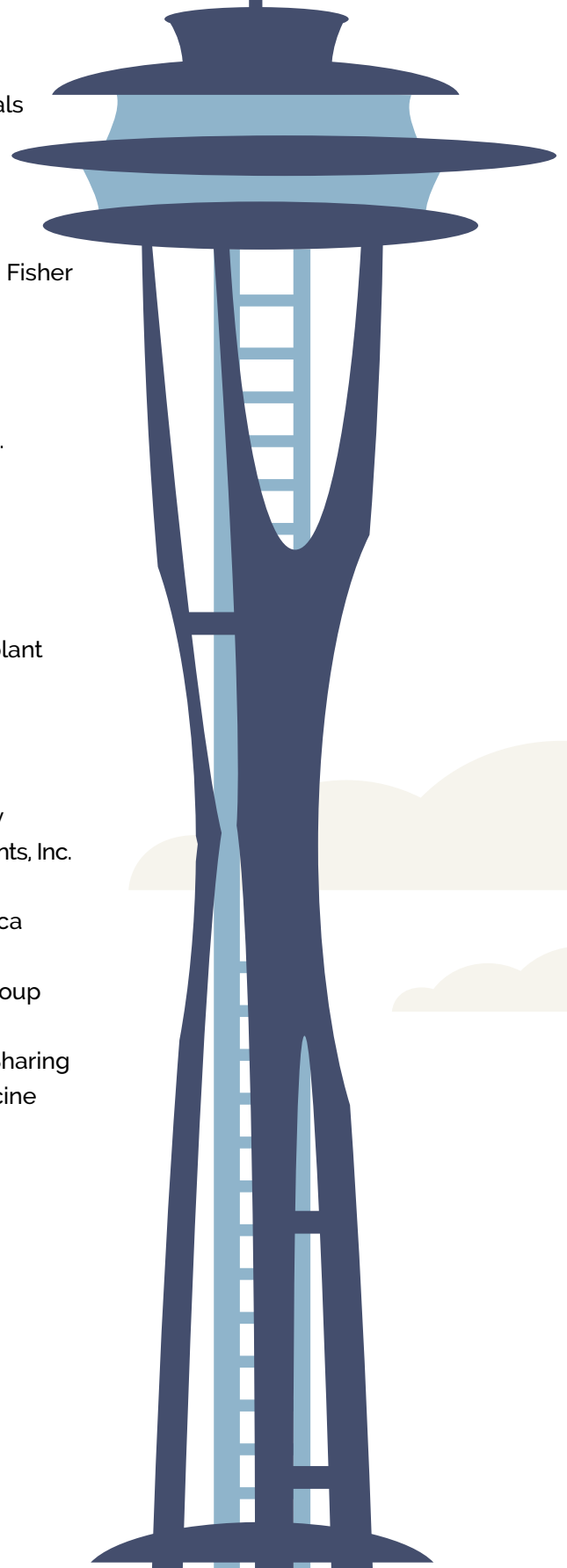




## PAST ATC EXHIBITORS & SPONSORS

Alexion Pharmaceuticals  
American Journal of Transplantation  
American Society for Histocompatibility and Immunogenetics (ASHI)  
American Society of Nephrology  
American Society for Reconstructive Transplantation  
American Society of Transplant Surgeons  
American Society of Transplantation  
Artegraft, Inc.  
Astellas Pharma Inc  
Automated Medical Products Corp.  
Baskent University  
Bergen Pharmacy "A Transplant Pharmacy"  
Best Home Healthcare Network  
BiologicTx  
Bridge To Life  
Bristol Myers Squibb  
CareDx Inc  
China Organ Harvest Research Center  
Cleveland Clinic Foundation  
CTI Clinical Trial and Consulting Services  
Designs For Vision, Inc  
Enova Illumination  
Essential Pharmaceuticals, LLC  
European Society for Organ Transplantation  
Glycorex Transplantation AB  
Hansa Medical AB  
Health Literacy Media  
HHIO  
HLA Data Systems LLC  
Immucor  
International Transplant Nurses Society (ITNS)

LABS, Inc  
Mallinckrodt Pharmaceuticals  
Merck & Co., Inc.  
National Kidney Foundation  
Novartis Pharmaceuticals Corporation  
One Lambda Inc., A Thermo Fisher Scientific Brand  
Organ Recovery Systems  
OrganOx  
Oxford Immunotec  
Paragonix Technologies Inc.  
Plexision  
Qiagen  
Roche Diagnostics  
Sanofi Genzyme  
Scanlan International, Inc.  
Scientific Registry of Transplant Recipients  
Seremedi  
SheerVision  
Shire  
The Transplantation Society  
Thompson Surgical Instruments, Inc.  
TransMedics, Inc.  
Transplant Games of America  
Transplant Genomics Inc.  
Transplant Management Group  
Turing Pharmaceuticals  
United Network for Organ Sharing  
University of Chicago Medicine  
Veloxis Pharmaceuticals  
Viracor Eurofins  
Walgreens  
Waters Medical Systems  
Wolters Kluwer  
World Transplant Games Federation



# MARKETING OPPORTUNITIES

## BRANDING

### ATC Photo/Selfie Lounge - \$25,000

This photo booth lounge will allow attendees to take memento photos of their time at ATC. Each photo will be branded with your company logo.

### Banners - \$15,000 per banner

Your large, colorful banner will be displayed in the Washington State Convention Center so it is visible to all ATC attendees. You provide the artwork and we produce the banner. Specific locations can be selected by contacting Melanie Ryan at [mryan@atcmeeting.org](mailto:mryan@atcmeeting.org)

### Benches - \$1,500 per bench

Park benches are located throughout the convention center and exhibit hall. Your company's branding will be placed on each park bench. Sponsors are responsible for submitting graphics. Sponsorship includes production of graphics. Placement of park benches will be determined by ATC.

### Seattle Fold Out City Map - \$15,000

People rarely throw away a map, so a fold out city map with your company message will be retained by your customers as a reminder of their trip long after they have returned home.

### Coat/Luggage Check - \$20,000

This exclusive opportunity will allow your company to be visible before and after the exhibit hall hours and includes customized coat/luggage check tickets with your company's logo. Signage acknowledging support will be placed in the coat/luggage check area. Additionally, you may provide custom designed luggage tags according to the provider's specifications. Artwork must be approved by ATC prior to production, and is at your expense.

### Column Wraps - \$15,000 per wrap

Your large, colorful banner will be wrapped around a column in the Washington State Convention Center so it is visible to all ATC attendees. You provide the artwork and we produce the wrap. Specific locations can be selected by contacting Melanie Ryan at [mryan@atcmeeting.org](mailto:mryan@atcmeeting.org).

### Congress Notebook - \$40,000

Distributed at registration, this handy 6 inch x 9 inch spiral-bound notebook, includes a meeting-at-a-glance schedule and pages for notes. Recognition includes company logo on the cover, a product-branded advertisement (up to 5 pages) following the note pages, as well as the inside-front, inside-back, and back cover corporate advertisements.

### Exhibit Aisle Signs - \$25,000

This exclusive sponsorship includes your company logo and booth number on large format, double sided signage hanging below all the show aisle signs. Attendees will see your company logo and booth number from all directions as they are walking the show floor.

### Floor Decals - \$7,500 per set of 2

Floor decals grab attention and pinpoint your messaging as a stepping stone to your booth. Distribute your branding in a specific area or throughout the hall. Placements are first come, first serve.

### Footprints - \$10,000

Footprints on the exhibit floor are being offered as an advertising opportunity. Stickers in the shape of footprints designed by the exhibitor draw attendees' attention by letting them read the exhibitor's name, but they also help lead them to the exhibit booth. Limited to four exhibitors.

### Free-Standing Panels - \$7,500

Increase traffic to your booth when thousands pass by your strategically placed advertisement near meeting rooms throughout the convention center. Placements are first come, first serve.

### Hotel Key Cards - \$45,000

The majority of attendees stay in the official hotels of ATC. You are guaranteed to get more visibility than the competition; gain maximum exposure by putting a message directly in the hands of target audiences, advertise on a product that attendees keep with them throughout their stay, and assist in improving traffic to your exhibit booth.



### **Lightboxes - \$15,000 per box**

Turn your most recent ad into an illuminated lightbox, which will feature your custom artwork printed on plexiglass material that is lit from within, giving it an eye-catching glow! Lightboxes are double-sided, approximately 3 feet wide by 8 feet tall and 1.5 feet deep. Sponsors can display the same message on each panel or submit two unique messages so attendees see a different message on each side. (Includes production, installation, dismantle, and electric.)

### **Schedule-at-a-Glance - \$25,000**

Always a popular support item, the pocket-sized schedule-at-a-glance will provide attendees with the entire meeting schedule, room locations, and a map of the convention center. Your company logo will be placed on the back cover for complete visibility throughout the entire Congress.

### **Window Clings - \$15,000 per cling**

Build brand awareness and strategically lead attendees to your booth – place your message throughout the convention center. Specific locations can be selected by contacting Melanie Ryan at [mryan@atcmeeting.org](mailto:mryan@atcmeeting.org).

### **Waste Bin Covers - \$5,000 per bin**

Do you have an environmental message or an ecofriendly product? Sponsorship includes give 4-unit recycle bins (mixed paper, waste, bottles and cans, compost) that are strategically placed in common areas and on the exhibit floor.

## TECHNOLOGY

### Charging Stations - \$40,000

*Exclusive Support – Total of 10 Stations*

Mobile device charging stations are one of the most important services in the event industry today. A station that charges mobile devices quickly and conveniently can be available to ATC attendees from locations in high traffic areas throughout the center.

### Convention Center WiFi - \$35,000

Every time an attendee accesses the WiFi within the convention center, your logo will appear on the splash page.

### Digital Signage - \$50,000

Take advantage of advertising your company using electronic displays that show programming, information, and other messages throughout the Washington State Convention Center during ATC.

### Cyber Café - \$25,000

This lounge is located in the main entrance hall near exhibits and posters. This is a hub for attendees to have the opportunity to check in with their offices, family and confirm flights using their own devices.

### Best in Congress Posters - \$25,000

ATC will be showing the "Best in Congress" posters daily on an 80" plasma monitor. The posters are selected by attendees daily, and your company will be displayed in a prime location throughout the duration of the Congress. This is a great educational offering where many attendees gather to view top posters presented, and a great opportunity for sponsorship exposure. Specific information on the full display area can be provided upon request.

## STAY GREEN WITH ATC!

### Mobile App - \$55,000

For the fourth year in a row, ATC will not be printing a program book but utilizing the ATC mobile application for all Congress programming. Your company logo will be strategically placed on the splash page of the mobile application that is viewed every time an attendee opens the application. Your company name and description will also be displayed first in the exhibitor directory. Features of the application include all Congress programming and abstracts, inter-app messaging, exhibit floor plan and directory, and robust personalized itinerary planner. The mobile application will be available for download one month prior to the Congress.

### Mobile Application Upgraded Exhibitor Spot - \$5,000

Have your company highlighted on the mobile application in the exhibitor section. This will include your company name and your booth number. Enhance your visibility and company name by utilizing the mobile application upgrade feature.

### Virtual Meeting Bag - \$10,000

For the third year in a row, the ATC virtual meeting bag will provide your company access to attendees before, during, and after the Congress. The bag is a customized micro-site that brings sponsor-related messaging into one place. The site is web-based, so there is no additional app to download. It can be shared across many channels, including email, the mobile app, the Congress website, social media and more! The bag will be made available to registered attendees two weeks prior to and up to one month after the Congress. The bag sponsor will be able to brand the micro-site background, and one insert is included. Analytical data will be provided once the bag is closed.

### Virtual Meeting Bag Insert - \$1,500

ATC virtual meeting bag inserts allow all attendees access to sponsor-related messaging two weeks prior to and up to one month after the Congress. Take advantage of promoting your company brand, encouraging attendees to visit your exhibit booth and providing save-the-date material on your satellite symposium. Don't miss out on this opportunity to create more exhibit booth traffic and attendance at your symposium by engaging attendees before the Congress. Reports on how many attendees clicked on your insert will be provided once the bag is closed.

**90,373 SPONSOR SPLASH  
SCREEN VIEWS IN 2017!**



## ADVERTISING

### In-Room Video Presentation - \$20,000

Shown in Congress Headquarter Hotels: Saturday, June 2 – Wednesday, June 6. Video provided by sponsor and approved by ATC.

### Doctor's Bag Hotel Delivery - \$15,000

#### *Exclusive Sponsor*

Get outside exposure – your logo and message is printed on one side of the bag and includes one insert placed inside of the bag. For complete mechanical specifications, visit the ATC website at [www.atcmeeting.org](http://www.atcmeeting.org) under the Exhibits tab.

### Doctor's Bag Insert - \$5,500 per insert

Delivered to Congress attendees at select hotels within the block on the evening of Saturday, June 2, 2018.

- » Content: Showcases educational literature, invitations, brochures, and promotional items.
- » Quantity: 2,500
- » Maximum size: 8 ½ " x 11"
- » Maximum weight: 2 oz.

#### RESTRICTIONS

Due to their weight and bulk, magazines, newspapers, and other publications will not be permitted to be distributed. Prices are based on an average-sized paper insert. Bulk items will be assessed an additional fee based on weight and dimensions. Please contact Melanie Ryan at [mryan@atcmeeting.org](mailto:mryan@atcmeeting.org) for more information.

A minimum of four inserts from any combination of advertisers must be reserved for the Doctor's Bag to be delivered. All materials subject to ATC approval.

Doctor's Door Drop circulation is based on projected attendance and room blocks at the time of printing.

**Space reservation/prototype/payment due: March 23, 2018**  
**Materials due: April 6, 2018**

### Housing Confirmation Email Notification - \$20,000

Stand out to attendees when they receive a housing email confirmation with your company's electronic banner hyperlinked to your company's website. The notification will reach approximately 3,500 attendees.

### Pre-Congress Mailing List - \$5,500

A mailing list of all pre-registered attendees can be purchased for a one-time usage. A one-time use agreement must be signed and faxed back to the Exhibit Manager in order to receive the list. This gives you a unique opportunity to get in front of attendees before the Congress begins either by sending a mailing piece or an email blast – attendees will know exactly where to find you when they enter the exhibit hall.

### Registration Confirmation Email Notification - \$20,000

Reach over 5,000 attendees when they receive a registration email confirmation with your company's electronic banner hyperlinked to your company's website. Every attendee will receive a registration confirmation prior to attending the Congress.

## FOOD & BEVERAGE

### Exhibit Hall Snack Breaks - \$15,000 per break

Morning and afternoon breaks are scheduled to take place throughout the exhibit hall and will include light refreshments. Signage and branded napkins will be provided.

### Opening Exhibit Hall Reception - \$30,000

The Exhibit Hall Opening Reception is a two-hour reception held on Saturday, June 2 to officially open ATC. Attendees can enjoy beverages and light snacks while perusing the exhibit hall and scientific posters. Signage will be placed outside the Exhibit Hall and throughout the event near food and beverage stations in accordance with PhRMA code. For an additional cost, you may provide plates, cups, and napkins with your company name, booth number, and logo only. ATC must approve artwork prior to production.

### Poster Receptions - \$15,000 per reception

Support one or all three poster receptions that take place during ATC on Sunday, Monday and Tuesday evenings. Signage and branded napkins will be provided.

### Water Stations - \$20,000

#### *Exclusive Sponsor*

Sponsoring the water coolers will not only give exclusive brand exposure at all 10 stations but will align your company with the importance of going green. Sponsors are responsible for supplying the water cooler jug wraps. Branded cups/refillable bottles may also be supplied by the sponsor.



# SATELLITE SYMPOSIA OPPORTUNITIES

A Satellite Symposia is great opportunity to help improve patient care by reaching thousands of transplant medical professionals.

ATC is pleased to offer two types of opportunities for industry-sponsored satellite symposia, including luncheon or evening. Time and available space may limit the number of applications accepted. There is no guarantee any company will be given a luncheon or evening slot. Every effort will be made to accommodate on a first-request basis. Please note: ATC prohibits satellite symposia during scheduled scientific sessions. Symposia, or any portion of them, including on-site registration and question-and-answer sessions, may only be held during the designated hours.

The American Transplant Congress (ATC) prohibits satellite symposia from being held in the headquarter hotels, Washington State Convention Center, and/or hotels within the ATC block by any company that is not an exhibitor of ATC. Companies that support either ASTS or AST will have first rights to satellite symposia time slots. Only those events may be publicized and/or promoted in the meeting program or outside their exhibit booth in the headquarter hotels and at the convention center. Specific rules and regulations apply to satellite symposia. ATC does not guarantee attendance. Attendance is dependent upon date, time, topic, and the marketing efforts set forth by the sponsoring company. Satellite symposia will be located in the Sheraton Seattle Hotel, conveniently located near the Washington State Convention Center.

## FEES, TERMS & CONDITIONS

### Luncheon Symposium - \$75,000

**Sunday, June 3; Monday, June 4; Tuesday, June 5**  
**1:15 pm – 2:15 pm**

Includes: Theater-style seating, unless otherwise communicated to the hotel contact and ATC staff, a riser with a podium and head table for two (2), standard AV set (screen, projector, computer, two (2) table top microphones, one (1) aisle microphone, and one (1) lavalier microphone) and three (3) lead retrieval units.

### Evening Symposium - \$65,000

**Sunday, June 3; Monday, June 4; Tuesday, June 5**  
**7:30 pm – 8:30 pm**

Includes: Theater-style seating, unless otherwise communicated to the hotel contact and ATC staff, a riser with a podium and head table for two (2), standard AV set (screen, projector, computer, two (2) table top microphones, one (1) aisle microphone, and one (1) lavalier microphone) and three (3) lead retrieval units.



## SATELLITE SYMPOSIA OFFICIAL RULES & REGULATIONS

### Eligibility

ATC prohibits any company that is not an official exhibitor of ATC to host a satellite symposium.

### Locations

- » Space for each symposium will be assigned within the designated space at the Sheraton Seattle Hotel by ATC staff.
- » Space assignments will be confirmed in January 2018.
- » Contact Andrea Stagliano at 856-793-0803 or [astagliano@atcmeeting.org](mailto:astagliano@atcmeeting.org) for additional information.

### Services Provided by ATC Staff

- » Work closely with applicants regarding their satellite symposium and meeting requirements.
- » Assign appropriate space, day, and time, and designate hotel contact.
- » Provide one complimentary pre-registration mailing list for use to promote the symposium.
- » Symposium listing on the ATC website and ATC mobile app.

### Pre-Meeting Policies

- » ATC reserves the right to review all symposium applications and promotional materials and to reject topics, formats, or materials deemed inappropriate.
- » All promotional and marketing materials must be approved by ATC prior to distribution. It is the sole responsibility of the sponsor to work with ATC to receive approval of materials.
- » Approval from ATC staff does not constitute an endorsement of program or its content by ATC, ASTS or AST.

### On-Site Policies – Posters/Flyers

The day prior to your symposium, you are permitted to place one 22-inch x 28-inch poster on every level (total of three posters) of the Washington State Convention center. If permitted by the hotel, one 22-inch x 28-inch poster can be displayed the day of your symposium in the Sheraton Seattle Hotel and Grand Hyatt Seattle.

Posters and flyers\* can be displayed and distributed from the following locations:

- » The exhibiting company's booth and its CME providers' booth
- » ATC Doctor's Bag (if purchased)
- » ATC Virtual Meeting Bag

*\*Hand-held posters/flyers are not permitted.*

### Printed and Published Materials

- » All industry sponsors/supporters must be listed on all printed and published materials.
- » All printed and published materials must bear the following information: Sponsored by..., Supported by..., and Coordinated by...

### Content and Use of the ATC Logo

- » All advertisements, promotions, or invitations for the symposium must bear the following statement: "This program is not affiliated with ATC." This statement must appear on the cover/front page of any copy using at least 12 pt. font size.
- » The ATC logo may not be used in any promotions, advertisements, meeting materials, or correspondence related to the program.

Please review these rules and regulations. The application can be found online at [www.atcmeeting.org](http://www.atcmeeting.org).

All payments must be sent to:  
American Transplant Congress  
Attn: Andrea Stagliano  
1120 Route 73, Suite 200  
Mt. Laurel, NJ 08054  
[astagliano@atcmeeting.org](mailto:astagliano@atcmeeting.org)

Applications will be accepted on a first come, first served basis.

# EXHIBIT OPPORTUNITIES

## KEY DATES & TIMES

### Meeting Dates

#### SATURDAY, JUNE 2

Pre-Meeting Symposia

#### SUNDAY, JUNE 3 – WEDNESDAY, JUNE 6

American Transplant Congress

### Exhibit Dates & Hours

Saturday, June 2	5:30 pm – 7:30 pm
Sunday, June 3	10:30 am – 2:00 pm 3:45 pm – 7:00 pm
Monday, June 4	10:30 am – 2:00 pm 3:45 pm – 7:00 pm
Tuesday, June 5	10:30 am – 2:00 pm 3:45 pm – 7:00 pm

### Exhibitor Registration

Thursday, May 31	1:00 pm – 5:00 pm
Friday, June 1	8:00 am – 5:00 pm
Saturday, June 2	6:30 am – 7:00 pm
Sunday, June 3	6:30 am – 7:00 pm
Monday, June 4	6:30 am – 7:00 pm
Tuesday, June 5	6:30 am – 7:00 pm

### Installation

Thursday, May 31	1:00 pm – 5:00 pm
Friday, June 1	8:00 am – 5:00 pm
Saturday, June 2	8:00 am – 2:00 pm

### Dismantling\*

Tuesday, June 5	7:00 pm – 9:30 pm
Wednesday, June 6	8:00 am – 4:00 pm

\*Booth dismantling may not begin before 7:00 pm on Tuesday, June 5. All exhibit material must be packed and ready for shipment by 12:00 pm on Wednesday, June 6.

Times are subject to change.

### Important Dates & Deadlines

#### JANUARY 12, 2018

- » Exhibit booth spaces assigned
- » Confirm booth space assignment via email confirmation to exhibit companies

#### JANUARY 17, 2018

- » Official housing opens to exhibitors
- » Registration opens to exhibitors

#### MARCH 15, 2018

- » Scale drawings for 20x20 booths or larger due to show management
- » Deadline for cancellation of exhibit space
- » Exhibitor Service Online Manual e-mailed to exhibiting companies
- » Company/product description due

#### MARCH 30, 2018

Forms due to show management:

- » Affiliate event space request forms
- » Notification of use of independent contractors form
- » Decorator certificates of insurance
- » Request for novelty/giveaway approval form

### Special Events in the Exhibit Hall

#### SATURDAY, JUNE 2

Opening Wine and Cheese Reception	5:30 pm – 7:30 pm
Poster Session with Presenters in Attendance	5:30 pm – 7:30 pm

#### SUNDAY, JUNE 3

Poster Viewing	10:30 am – 2:00 pm 3:45 pm – 7:00 pm
Morning Coffee Break	10:45 am – 11:15 am
Afternoon Coffee Break	4:00 pm – 4:30 pm
Poster Reception with Presenters in Attendance	6:00 pm – 7:00 pm

#### MONDAY, JUNE 4

Poster Viewing	10:30 am – 2:00 pm 3:45 pm – 7:00 pm
Morning Coffee Break	10:45 am – 11:15 am
Afternoon Coffee Break	4:00 pm – 4:30 pm
Poster Reception with Presenters in Attendance	6:00 pm – 7:00 pm

#### TUESDAY, JUNE 5

Poster Viewing	10:30 am – 2:00 pm 3:45 pm – 7:00 pm
Morning Coffee Break	10:45 am – 11:15 am
Afternoon Coffee Break	4:00 pm – 4:30 pm
Poster Reception with Presenters in Attendance	6:00 pm – 7:00 pm



## EXHIBIT FEES, TERMS & CONDITIONS

### Exhibit Eligibility

The exhibits at ATC are designed for the display and demonstration of products and/or services directly related to the practice and advancement of the science of transplantation. All products and services exhibited must be germane to the study and practice of transplantation and have appropriate governmental and agency approval, if applicable. ATC retains the sole authority to determine the eligibility of any company and/or its product. ATC reserves the right to refuse applications of organizations not meeting standard requirements or expectations. ATC reserves the right to curtail or to close exhibits, wholly or in part, that reflect unfavorably on the character and the purpose of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

### Booth Prices

10x10 In-Line Booth	\$3,355
10x10 Corner Booth	\$3,480
Island Booth	\$40 per square foot
Non-Profit	\$600*

*\*Proof of non-profit status must accompany completed application*

### Terms of Payment

Total booth fee is due with completed exhibit application. Applications can be processed online by going to [www.atcmeeting.org](http://www.atcmeeting.org), faxed to 856-439-0525, or mailed to American Transplant Congress, Attention: Melanie Ryan, 1120 Route 73, Suite 200, Mt. Laurel, NJ 08054. Space will not be confirmed without the completed application and full payment. Checks should be made payable to ATC/American Transplant Congress and forwarded with the completed exhibit application.

### Assignment of Space

ATC has instituted a priority point system for space assignment. Booth location will be determined based on the following criteria: previous year's booth size, marketing dollars spent, hotel rooms used within the housing block, EAC participation, and Society support. Management reserves the right to make any revisions necessary to the floor plan at any time. ATC reserves the right to relocate an exhibitor at any time with the understanding that if the exhibitor does not agree with such relocation to the extent that the exhibitor cannot participate in ATC, the deposit and/or full payment for exhibitor space will be fully refunded. Exhibitors wishing to avoid assignment of space adjacent to that of a particular

competitor should note that on their application. Careful consideration will be given to all such requests, but cannot be absolutely guaranteed.

### Designated Tax-Exempt/Non-Profit Area

Exhibitors that are defined as tax-exempt/non-profit companies are eligible to receive the reduced booth price of \$600 for a maximum of one 10x10 booth. Proof of tax-exempt/non-profit status must accompany completed application. Tax exempt/non-profit space assignment will be confined to a specific area on the floor plan. Tax-exempt/non-profit exhibits do not have the option to choose booth space in other locations on the exhibit floor for this reduced rate. Tax-exempt/non-profit rental rates include: rental of one 10x10 booth space, side and back drape, and one ID sign. Subsequent booths requested are charged the regular booth price. Tax-exempt/non-profit exhibitors are required to provide carpeting and accessories for their space. If space is unavailable in the tax-exempt/non-profit area, space will not be available elsewhere unless the tax-exempt/non-profit company is willing to pay the full booth price listed above.

### Cancellation or Downsizing of Booth Space

Cancellations or requests to downsize must be submitted to the ATC Exhibit Manager in writing. The date of receipt of exhibitor's written notice of cancellation in the ATC Headquarters office will be the official cancellation date. If space is cancelled on or before March 15, 2018, ATC will retain 25% of the total booth cost. Any exhibitor who cancels space after March 15, 2018, will be responsible for the total booth cost. Refunds for cancellations are not available after March 15, 2018. If written notification of downsizing booth space is received on or before March 15, 2018, the exhibitor is responsible for 25% of the original exhibit space contract, plus the cost of the redefined exhibit space. No decreases in booth size or configuration will be made after March 15, 2018.

### Failure to Occupy Space

Booth space not occupied by the exhibitor by 2:00 pm on Saturday, June 2, 2018, is forfeited without refund to the exhibitor, and the space may be resold or used by the ATC.

### Cancellation of Exposition

It is mutually agreed that in the event of cancellation of ATC due to fire, strikes, governmental regulations, war, acts of God, terrorism, or causes that would prevent its scheduled opening or continuance, then and there upon this agreement will be terminated and the American Transplant Congress Joint Council shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible after due consideration of previous expenditures and commitments.

## Food and Drug Administration (FDA) Market Clearance

All products exhibited must have fulfilled all applicable FDA regulations. Products that are not FDA approved for a particular use in humans or are not commercially available in the United States will be permitted to be displayed only when accompanied by appropriate signs that indicate FDA clearance status. The signs must be clearly and easily visible and placed near the product and on any graphics depicting the product.

Display of investigational products is to remain within the expectations and limitations of the Food and Drug Administration's Guidelines on Notices of Availability. Any investigational product graphically depicted on a commercial exhibit should:

- » Contain only objective statements about the product.
- » Contain no claims of safety, effectiveness, or reliability.
- » Contain no comparative claims to other marketed products.
- » Exist solely for the purpose of obtaining investigators.
- » Be accompanied by directions for becoming an investigator and list of investigator responsibilities.
- » Contain a statement on signage: "Caution: Investigational Product, Limited to Investigational Use" (or similar statement) in prominent size and placement.

It is the exhibitor's responsibility to contact the FDA to ensure compliance with the current FDA guidelines. Contact the FDA Office of Compliance regarding your responsibilities under the Federal Food Drug & Cosmetic Act.

ASTS as the ACCME accredited provider for ATC is subject to all rules and regulations including adherence to FDA imposed rules and regulations on displayed products, including disclosure of current FDA status by appropriate labeling of all displayed products. ATC reserves the right to determine what is appropriate as it pertains to exhibit materials, attire, professionalism, and any audio equipment volume. Violation of any rules may lead to immediate shutdown of the exhibitor's booth or barring from participation in future meetings. Granting of CME credit, in any category, from an exhibit booth is prohibited.

## Exhibitor Services Online Manual

Exhibitors will receive a link to access the services manual online on March 9, 2018. The online manual will include order forms for all services, including utility specifications and charges, audiovisual equipment, floral, booth furnishings, booth cleaning services, catering, and labor rates. Exhibitors are encouraged to place orders **no later than three weeks** before the opening of the meeting to take advantage of discounts and minimize delays during set-up. Be sure to consult each form for deadlines, as they may vary depending on the supplier. Special

electrical requirements must be arranged directly with the Convention Center. All rates and specifications will appear in the Exhibitor Services Online Manual.

## Freeman OnLine®

Our internet online ordering service, Freeman OnLine®, is available for your convenience to order all Freeman services, view show schedule, or print order forms. Once your show is available online, you will receive an email that includes a direct link to Freeman OnLine®. To place online orders you will be required to enter your unique Login ID and Password. If this is your first time using Freeman OnLine®, click on the "Login" link to create a new account. To access Freeman OnLine® without using the email link, visit [www.freemanco.com/store](http://www.freemanco.com/store) and click on the "Login" link. If you need assistance with Freeman OnLine®, please call our Customer Support Center: Toll-free US and Canada (888) 508-5054; Local and International (817) 607-5000.

## Shipping Information

Collect shipments will not be accepted.

### ADVANCE SHIPMENTS

All advance shipments should be labeled as follows:

ATC 2018  
Exhibiting Company Name  
Booth # \_\_\_\_\_  
C/O Freeman/Triumph  
12610 Interurban Ave., S  
Suite 120  
Seattle, WA 98168

Freeman will begin accepting crated, boxed or skidded materials on April 30, 2018 the above address. Material arriving after May 23, 2018 will be received at the warehouse with an additional after deadline charge. Warehouse materials are accepted at the warehouse Monday through Friday between the hours of 8:00 am–2:30 pm. To check on the arrival of freight, please call our exhibitor service department at (775) 355-4600.

### SHOW SITE SHIPMENTS

All show site shipments should be labeled as follows:

ATC 2018  
Exhibiting Company Name  
Booth # \_\_\_\_\_  
Washington State Convention Center  
C/O Freeman  
800 Convention Pl.  
Seattle, WA 98101

Shipments to show site will not be accepted prior to May 31, 2018 at 1:00 pm.



**INSTALLATION SCHEDULE**

Thursday, May 31, 2018 . . . . . 1:00 pm – 5:00 pm  
Friday, June 1, 2018 . . . . . 8:00 am – 5:00 pm  
Saturday, June 2, 2018 . . . . . 8:00 am – 2:00 pm

**DISMANTLE SCHEDULE**

Tuesday, June 5, 2018 . . . . . 7:00 pm – 9:30 pm  
Wednesday, June 6, 2018 . . . . . 8:00 am – 4:00 pm

Booth dismantling may not begin before 7:00 pm on Tuesday, June 5, 2018.

To ensure all exhibitor materials are removed from the facility by the Exhibitor Move-Out deadline, please have carriers check-in by 12:00 pm on Wednesday, June 6, 2018.

**OUTBOUND SHIPMENTS**

Freeman Exhibitor Service Department will gladly prepare your outbound Material Handling Agreement and Labels in advance. Complete the Outbound Shipping Form and your paperwork will be available at the show site. Be sure your carrier knows the company name and booth number when making arrangements for shipping your exhibit at the close of the show.

**MATERIAL HANDLING**

Please refer to the material handling rate sheet for charges.

**Booth Construction**

Every exhibit space should allow for the visibility of other spaces. The following rules for booth construction ensure that every exhibitor has reasonable site lines to the aisle. All exhibits must conform to the standards set by the Health Convention and Exhibitors Association, which are as follows: No obstructions in the front half of the booth above a height of 48-inches are permitted. The booth height of 8-feet, inclusive of company name and logo, may be maintained up to 50% of the distance from the back wall toward the front of the space.

Ceiling height in the Washington State Convention Center, Hall 4EF is 25 feet.

Hanging signs are allowed to be suspended from the ceiling of the exhibit hall as long as they adhere to the height restrictions of individual booth construction as outlined in the Exhibit Prospectus. All suspended signs from the ceiling must be confirmed and approved by ATC Exhibit Management.

Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors. The reverse side of any wing panel extending from the back wall of a display must be draped in order to avoid raw exposure to a neighboring booth or aisle.

To remedy instances of noncompliance, ATC Exhibit Management will have exposed areas draped at the exhibitor’s expense.

No part of any equipment, or signs relating thereto, shall be posted, nailed, or otherwise attached to columns, walls, floors, or other parts of the building or its furniture, in any way to deface same, damage arising by failure to observe these rules shall be payable by the exhibitor.

**IN-LINE BOOTH**

An in-line booth is 10-feet wide, 10-feet deep, and 8-feet high.

**CORNER BOOTH**

A corner booth is 10-feet wide, 10-feet deep, and 8-feet high and is at the end of a row of in-line booths with access to two through aisles.

**ISLAND BOOTH**

An island booth is 20-feet wide and 20-feet deep or larger. The island exhibitor receives the following benefits: a) waiver of the 8-foot height restriction; b) waiver of sidewall restrictions; and, c) increased visibility from all areas of the exhibit hall. Island booths MUST allow at least 40% show visibility on each side. Island height is restricted to 20 feet unless approved by ATC Exhibit Management. Scale drawings for 20x20 booths or larger are due to Exhibit Management by March 15, 2018. Drawings not in compliance with the 40% site rule will be rejected.

**MULTI-LEVEL BOOTH**

Please note the following rules that apply to multilevel booths:

- » A drawing from a US licensed structural engineer of a multi-level booth must be submitted to the ATC Exhibit Manager at least ninety (90) days in advance of the first move-in day (June 1, 2018) to allow sufficient time for any needed corrections.
- » One 2A10BC-type fire extinguishers must be on each level of the display, easily available, and unobstructed from view.
- » All areas under multi-level booths must be equipped with a UL approved battery operated smoke detector attached to the ceiling or understructure.
- » No ceilings are allowed on the top most level.
- » If any deck is designed to hold over 10 people, a second staircase is required for emergency evacuations.
- » All stairways must be at least three (3) feet in width and must be equipped with a handrail on at least one side.

**Booth Furnishings and Decorations**

ATC provides the pipe and drape, 8-foot high backdrop, 36-inch side rails, and a 2-line name sign. Booth carpeting is mandatory and is the responsibility of the exhibiting company.

Additional signs for display purposes may be ordered from the official decorator. Order forms for the rental of furniture and other special materials will be included in the Exhibitor Services Online Manual.

### **Labor: Carpenters, Expo Workers, and Exhibitor Appointed Contractors**

The official contractor will have available a staff of carpenters, decorators, and laborers during the periods of installation and dismantling. Please note that union regulations require that carpentry and labor involved in the installation and dismantling of exhibits must be done by accredited union labor. While every effort is made to minimize the exhibitor's cost to install and exhibit on the show floor at the convention center, the practices of the nation's building trades will be followed. This means that union labor must be used where applicable. To avoid any misunderstandings in advance or at the show on this specific point, contact show management by letter for additional clarification. Exhibitors shall employ only

union labor, as made available by official contractors in the installation or dismantling or their exhibit and in its operation when required by union agreements. An exhibitor using an outside contractor for the above work must employ only union display companies and must notify Exhibit Management no later than 30 days prior to the meeting indemnifying the contractor(s), listing the supervisory personnel, and supplying evidence of adequate liability insurance coverage by original copy. Further details and regulations will be included in the Exhibitor Services Online Manual.

### **Storage of Crates and Boxes**

Storage of crates and boxes can be arranged with Freeman, as outlined in the Exhibitor Services Online Manual. All cartons, crates, containers, packing materials, etc., that are necessary for re-packing, must be labeled with "empty" stickers, and they will be removed from the floor by Freeman. Crates and boxes cannot be stored behind booth displays. Proper identification tags will be available at the Freeman Service Desk.





## EXHIBIT OFFICIAL RULES & REGULATIONS

ATC show management shall have full power in the interpretation and enforcement of all rules and regulations governing exhibitors. All matters and questions not covered by the regulations shall be subject to the final judgment and decision of ATC. These rules and regulations may be amended at any time by ATC and the amendments so made shall be binding upon the exhibitor equally with these rules and regulations, and shall become a part thereof, providing the exhibitor is notified of the amendments. Notice may be verbal or in writing, before or during ATC, and may be given to any authorized agent or representatives of the exhibitor.

### American with Disabilities Act

In compliance with the Americans with Disabilities Act of 1990, ATC will make all reasonable efforts to accommodate persons with disabilities. Please contact the Exhibit Manager to make arrangements. Each exhibitor is responsible for compliance within their assigned space ensuring access to their booth.

### Booth Conduct

ATC reserves the right to approve all exhibits and related activities. ATC may require that an exhibit be curtailed if it does not meet the standards required or expected, if it reflects against the character of ATC, or if it exceeds the bounds of good taste as interpreted by ATC. An exhibitor of a questionable exhibit or related activity must submit a description of the exhibit or activity with the exhibit application for ATC approval. The exhibit hall will be inspected during installation hours. Every effort will be made to advise exhibitors of any deviation from exhibit rules at that time. Exhibitors must make all corrections requested by ATC at their own expense or risk removal from the exhibition without notice and without obligation on the part of ATC for any refund. ATC reserves the right to expel or refuse admittance to any representative whose conduct is, in its opinion, not in keeping with the character and/or spirit of the Congress.

Exhibit personnel may not enter another exhibitor's booth without obtaining permission. Lingering in the aisles surrounding another exhibitor's booth for the purpose of obtaining product information or distracting other booth personnel is strictly prohibited. ATC does not in any manner endorse any of the products or services related to the exhibits that have been accepted for display during the Congress.

### Celebrities

Celebrities (nationally known figures in the arts, sports, politics, etc.), including full-time employees and/or company

spokespeople, are prohibited from staffing an exhibitor's booth and/or appearing at the exhibitor's affiliate event(s) or industry-supported satellite symposium.

### Character of Exhibits

All exhibits must conform to the standards set by the Health Convention and Exhibitors Association which include the following:

- » Canvassing or distributing advertising materials outside the exhibitor's own booth is not permitted. Solicitation of business, except by exhibiting firms, is prohibited.
- » Contests, lotteries, raffles, and games of chance are strictly prohibited as such activities reflect unfavorably on the character of the meeting. Exhibitors may not register attendees for contests, lotteries, raffles, and games of chance that might be conducted during or after the meeting.
- » Character of the exhibits is subject to the approval of the ATC Exhibit Management. The right is reserved to refuse applications of concern not meeting standards required or expected, as well as the right to curtail exhibits or parts thereof which reflect unfavorably on the character of the meeting. Non-professional products or services are not permitted to be displayed. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

### Children's Admission to the Exhibit Hall

Children are admitted in the hall during show days only when accompanied by a registered attendee or exhibitor. The accompanying person must remain with the child at all times during their visit, is responsible for the child, and assumes all liability for damage to exhibits and equipment. Children are not permitted in the exhibit hall during installation and dismantling of exhibits. To maintain a safe environment, strollers are prohibited.

### Contractual Obligation

By submitting the official Exhibit Space Application, the exhibiting company agrees to abide by all rules and regulations outlined in this Prospectus. The exhibiting company will be held responsible for the activities of its company representatives, international affiliates, co-marketing partners, third-party contractors, contracted public relations and marketing firms, and/or any agency appointed on its behalf. It is the responsibility of the exhibiting company to disseminate the rules and regulations contained within this Prospectus among its staff and affiliates.

### Delivery and Shipment of Materials

Exhibitors agree to ship and store their material at their own risk and expenses. Arrangements have been made with



Freeman to receive and store all shipments for ATC up to 30 days prior to exhibitor move-in and to deliver all shipments to the appropriate booths on set-up days. All shipments must be labeled and consigned, including company name and booth number. Shipments must have all transportation charges PREPAID (shipments sent collect will not be accepted). Complete shipping information will be available in the Exhibitor Services Online Manual.

## Exhibit Hall Access

Exhibitor personnel will be permitted on the exhibit floor one hour prior to opening and may remain one-half hour after closing.

## Exhibit Personnel Registration and Badges

In our commitment to bring you the latest and most convenient methods available for registering your booth personnel, we would like to invite you to register utilizing our Online Exhibitor Registration System. Registering your booth personnel online allows you the flexibility to register your staff at your convenience, and make edits and changes as needed. You will receive further information on this system in the Exhibitor Online Services Manual.

All participants affiliated with exhibits must register. Each person registered as an exhibitor must be employed by the exhibiting company or has a direct business affiliation. The exhibit badge allows access to the exhibit hall only. If an exhibitor plans to attend any of the scientific sessions, they must register separately using the ATC registration brochure or online at the ATC website: [www.atcmeeting.org](http://www.atcmeeting.org). Each person will be issued an exhibitor's badge.

Each exhibiting company receives two complimentary registrations for each 100 square feet of exhibit space reserved. Additional exhibitor badges are \$50 per person. Badges will not be mailed in advance and must be picked up on site at the Exhibitor Registration counter.

Exhibitor badges must be worn at all times in the exhibit area. Representatives without a badge will not be admitted to the exhibit hall. Badges may not be supplemented with business cards, ribbons (other than those supplied by ATC), or company logos.

## Fire Regulations

All materials used in the exhibit area must be flameproof and fire resistant in order to conform to local fire ordinances and in accordance with regulations established by the National Association of Fire Underwriters. Crepe paper, corrugated paper, flameproof or otherwise, is not permitted. Display racks, signs, spotlights, and special equipment must be approved before use, and all displays are subject to inspection by the Fire Prevention Bureau. Any exhibits or parts thereof found

not to be fireproof may be ordered dismantled. All aisles and exhibits must be kept clear at all times, and fire stations and fire extinguisher equipment are not to be covered or obstructed. Enclosed areas in a booth need to be equipped with a UL approved battery-operated smoke detector and a 2A10BC Fire Extinguisher.

## Food & Beverage Products

With prior approval from the Exhibit Manager, food and beverage services are permitted at the exhibitor's booth except during official, sponsored food functions in the exhibit hall. All food service must be coordinated through the convention center caterer. Food preparation and cooking are prohibited in the exhibit hall.

## Handouts and Giveaways

All giveaway items must comply with all guidelines and codes regarding the relationship between the pharmaceutical and medical device/equipment industry healthcare professionals. All items to be distributed must be useful to the participants at the meeting and/or in the professional activities of the booth visitor. Distribution of descriptive product literature is permitted.

Food and beverages may be distributed but must be purchased through the convention center caterer or additional fees may apply. Other items may be distributed from the booth with written approval by the Exhibit Manager.

All requests must be submitted to ATC for review by March 30, 2018 and approval will be confirmed in advance of the meeting.

No unapproved items may be distributed. Any exhibitor found distributing materials that have not been officially accepted will be required to cease distribution immediately. Giveaway Approval Forms will be included in the Exhibitor Services Online Manual and must be returned back to the Exhibit Manager by the date indicated on the form.

## Independent Contractors

Exhibitors who plan to use service contractors other than those appointed by show management must notify ATC in writing on or before March 30, 2018 using the Exhibitor Appointed Contractor form in the Exhibitor Services Online Manual. Independent contractors must abide by the following:

- » Perform all services in a timely and professional manner, in accordance with ATC established deadlines.
- » Not engage in solicitation of business on the exhibit floor for present and/or future conventions.
- » Provide a Certificate of Insurance to ATC no later than March 30, 2018.
- » Register all employees and temporary help at the Exhibitor Registration Desk.



## Insurance

Each exhibiting company is responsible for obtaining insurance (Liability and Fire/Theft) in such amounts deemed appropriate to comply with its obligations hereunder and for its own protection. Certificates of liability insurance must be submitted to the Exhibit Manager by March 30, 2018. Exhibitor appointed contractors also are required to submit certificates of liability insurance. Exhibitors wishing to insure their exhibit materials, goods and/or wares of exhibits against theft, damage by fire, accident, or loss of any kind, must do so at their own expense.

## Liability

Each exhibitor agrees to protect, save and keep the American Transplant Congress (ATC), American Society of Transplant Surgeons (ASTS), American Society of Transplantation (AST), Freeman and the Washington State Convention Center forever harmless from any damage or charges imposed for violation of any law or ordinance by the exhibitor, his employees or agents as well as to strictly comply with the application terms and conditions as contained in the agreement between the ATC, ASTS, AST, Freeman and the Washington State Convention Center regarding the exhibition premises; and further, the exhibitor shall at all times protect, indemnify, save, and keep harmless the ATC, ASTS, AST, Freeman and the Washington State Convention Center against and from any and all loss, cost, damage, liability, or expense that arises out of or from, or by any reason of any act or omission of the exhibitor, his employees or agents.

## Market Research

Market research cannot be conducted under the manufacturer's name for any product that is pending governmental approval; however, it may be conducted under the auspices of a market research firm. Market research companies are welcome to exhibit provided they submit a letter of authorization from the sponsoring company which must also be an exhibitor at ATC. The name of the sponsoring company will be kept confidential. ATC retains the right to determine the relevance of and deny exhibiting privileges to market research companies. The sponsoring company is responsible for the conduct of the market research firm. Research must be conducted within the confines of the booth assigned and activities must conform to all the procedures, rules and regulations published in this prospectus.

## Music Licensing

Neither ATC nor Exhibit Management has obtained a music license authorizing the performance of either live or recorded music on the meeting's premises. As a condition of exhibit management's acceptance of the exhibitor's application, exhibitor hereby warrants and presents that no copyrighted

music will be performed, either live or recorded, at the direction of the exhibitor floor or in company leased rooms during the meeting dates unless the exhibitor has obtained written permission from the copyright owner for such use.

All copyright fees applicable to music or entertainment used as part of an exhibit are the full responsibility of the exhibitor. The exhibitor must make payment of the fees directly to the applicable copyright agency. Should the exhibitor violate the provision, the exhibitor agrees to indemnify, save, hold harmless, defend and bear all expenses as they are incurred by ATC and its respective directors, officers, agents, employees, and each of them, from and against any and all claims, costs, and expenses (including legal fees and expenses), demands, actions, and liabilities of every kind and character whatsoever with respect to the unauthorized use of copyrighted music.

## Photography

Exhibitors are not permitted to bring in their own photographer. Only the official photographer may take photographs in the Exhibit Hall. Details about the official photographer will be included in the Exhibitor Services Online Manual.

## Press Room

Use of the press room is limited to the media representatives with press passes and to Congress attendees granting interviews or otherwise engaged in ATC publicity. Industry representatives are not allowed in the Press Room. ATC does not make available any list of press attendees or their affiliations.

## Purpose of Exhibits

ATC is sponsored by the American Society of Transplant Surgeons and American Society of Transplantation, both nonprofit scientific and educational associations. The purpose of the exhibits, an integral part of the Meeting's educational activity, is to complement the scientific and clinical sessions by enabling attendees to evaluate the latest development in products that are presented for use by transplant physicians and surgeons. Each exhibitor is responsible for making sure that all attending personnel are aware of these provisions.

## Sales and/or Solicitation of Orders

ATC is designed specifically to educate registrants at the Congress. The exhibits are an integral part of the educational program. Therefore, the sole purpose for contracting exhibit space is to display and/or demonstrate products and/or services. In accordance with Internal Revenue Service regulations, the selling of any products or services during the Congress is strictly prohibited. Order taking is accepted provided there is no financial transaction.

## Satellite Symposia

ATC prohibits any company who is not an official exhibitor of ATC to host a satellite symposium. More information is listed on page 9.

## Security

As a courtesy to exhibitors, watchman service for the exhibit area will be furnished during the hours as deemed necessary by ATC, but the safekeeping of the exhibitor's property shall remain the responsibility of the exhibitor. The furnishing of such service is in no case to be understood or interpreted by exhibitors as a guarantee to them against loss or theft of any kind.

## Signs or Promotion for Exhibitor-Related Events

Signs, banners, posters, or flyers advertising a booth may not be posted or displayed at any location inside or outside the convention center other than the exhibitor's booth. Exhibitors sponsoring a non-approved event are limited to the use of signage to their exhibit space for any purpose. No signs will be permitted to advertise affiliate events in any public space in the hotel outside their booths. This includes signs and/or exhibitor staff holding signage or directing attendees to transportation. Such signage will be removed and destroyed. Additionally, door drops or other on-site promotion of any event is strictly prohibited.

## Smoking

No smoking is permitted within the exhibit hall or convention center at any time, including installation, exhibit hours, and dismantling.

## Sound Restriction

Exhibitors may not use audible electronic, mechanical apparatus, or open audio systems that may be heard outside the exhibitor's assigned space or may interfere or prove objectionable to attendees or other exhibitors. The Exhibit Manager reserves the right to require exhibitors to discontinue any activity that causes the annoyance or interference of others.

## Staffing of Exhibits

Exhibits must be staffed at all times during exhibit hours. The ATC requests strict adherence to the opening and closing hours. It is imperative that no exhibitor begins dismantling, packing or teardown of their space until Tuesday, June 5, 2018 at 7:00 pm. This could result in denial of next year's exhibit application for the exhibitor.

## Subletting of Space

The subletting, assignment, or apportionment of the whole or any part of space by an exhibitor is prohibited. No exhibitors may permit any other party to exhibit in their space any good

other than those manufactured or handled by the contracting exhibitor, or permit the solicitation of business by others within their space.

## Unoccupied Space

Space not claimed and occupied, or for which no special arrangements have been made in writing to ATC prior to 2:00 pm on Saturday, June 2, 2018, shall revert to the ATC to be occupied in any manner and for such purposes as ATC may see fit. If any exhibit has not begun to set-up by 2:00 pm on Saturday, June 2, 2018, ATC Management may, but shall not be obligated to, order the exhibit erected at the expense of the exhibitor. Neither ATC Management nor Freeman shall be responsible for any injury to person or damage to property incurred.

## Use of ATC, ASTS, or AST Names, Logos, and/or Acronyms

The names, logos, and acronyms of the American Transplant Congress, American Society of Transplant Surgeons, and/or the American Society of Transplantation are proprietary marks. Use of the names in any fashion, by any entity, for any purpose, is expressly prohibited without the written permission of the ASTS or the AST.

## Use of ATC Scientific Program Content

Information presented during ATC is the property of the ASTS, AST and the presenter. Information may not be recorded, photographed, copied, photocopied, transferred to electronic format, reproduced or distributed without the written permission of ATC and the presenter. Any use of the program content that includes, but is not limited to, oral presentations, audiovisual materials used by speakers, and program handouts without the written consent of ATC is prohibited.

## Utilities

Complete information on utilities will be available in the Exhibitor Services Online Manual.

## Violations

Violation of any of these rules, regulations, and guidelines on the part of the exhibitor, his employees or agents, shall cancel the right to occupy space and will forfeit to ATC all money that may have been paid. Upon evidence of violation, management may re-enter and take possession of the space occupied by the exhibitor and may remove all persons and goods at the expense of the exhibitor. The exhibitor shall pay all expenses and damages that ATC may incur thereby. In the event of a violation, ATC reserves the right to refuse exhibit privileges for the following year. Exhibiting companies participating in ATC are responsible for communicating the rules, regulations, and guidelines of ATC to their agents, employees, contractors, and anyone connected with or authorized by the exhibiting company.



# AFFILIATE EVENTS

Events planned independently of ATC are categorized as affiliate events. Their activities provide opportunities for colleagues to gather and/or network with others in the field.

ATC understands the value of having a large number of specialists in one place and we offer the opportunity for universities, government agencies, non-profits, and corporate/industry groups to organize non-educational events over the course of ATC. There is a non-refundable administrative fee for each approved application.

## FEES, TERMS AND CONDITIONS

### Events at Official and Unofficial Facilities

All events involving ATC attendees require ATC approval. This includes events scheduled at unofficial facilities, including corporate headquarters, non-official hotels, special venues, restaurants, etc.

### Restricted and Approved Times

The schedule of the Congress is developed to maximize attendees' participation in ATC's scientific program and exhibits. Therefore, the availability and timing of affiliate events is limited. Affiliate events, including transportation and registration for the events may be held during the unrestricted times listed below. All restricted times are reserved for ATC programs, meetings, and functions. ATC is protective of its attendees' time, energy, and attention and strongly objects to third party initiatives scheduled outside of established guidelines.

### Available Dates and Times

#### FRIDAY, JUNE 1, 2018

Unrestricted

#### SATURDAY, JUNE 2, 2018

8:00 am – 1:00 pm; 7:30 pm and beyond

#### SUNDAY, JUNE 3, 2018

6:00 am – 7:00 am; 1:00 pm – 2:30 pm; 7:00 pm and beyond

#### MONDAY, JUNE 4, 2018

6:00 am – 7:00 am; 1:00 pm – 2:30 pm; 7:00 pm and beyond

#### TUESDAY, JUNE 5, 2018

6:00 am – 7:00 am; 1:00 pm – 2:30 pm; 7:00 pm and beyond

#### WEDNESDAY, JUNE 6, 2018

6:00 am – 8:00 am

### Fees

SPACE REQUEST	UP TO 4 HOURS RENTAL	UP TO 8 HOURS RENTAL	24 HOUR RENTAL
1,000 Square Feet and Under	\$100	\$200	\$500
1,001 - 1,500 Square Feet	\$500	\$1,000	\$2,000
1,500 Square Feet and Up	Satellite Fees Apply	Satellite Fees Apply	Satellite Fees Apply

Please contact Andrea Stagliano, [astagliano@atcmeeting.org](mailto:astagliano@atcmeeting.org) for non-profit pricing.

### Description of Affiliate Events

Affiliate events are limited to no more than 50 attendees and include, but are not limited to the following:

#### Advisory Board Meetings

Small meetings, 25 people or fewer. Sponsored and financially supported by a pharmaceutical/biotech organization, academic center, or non-profit.

#### Committee Meetings

Small meetings, 25 people or fewer. A designated group of people chosen or appointed to perform a specified service or function related to a specific area of expertise.

#### Focus Group

Small meetings, 30 people or fewer. Meetings that target a specific group of attendees to obtain specific data, evaluate services or test new ideas.

#### Hospitality Suite

Social gatherings sponsored and financially supported by a government industry, non-profit or university organization. Educational activity of any kind is strictly prohibited.

#### Investigator Meetings

Sponsored and financially supported by a pharmaceutical/biotech organization, academic center, non-profit organization or consortium. Investigator meeting are closed to the public and must focus on institutional review board or regulatory agency approved protocol and must review of conduct results of a specific study, current clinical trial or products. Promotional meetings for data presentation or to launch a drug or study are prohibited.

## Social/Networking and University/Alumni Events

Receptions, dinners or other events organized and sponsored financially by a university, government agency, or non-profit organization. No educational programming can be offered or presented.

## Offices

Rooms held on a 24-hour basis for government, industry, non-profits, and/or universities. Restricted to two offices per group.

## Staff Meetings

Meetings or exhibitor staff only. Staff meetings should be closed to the public and may not include ATC attendees unless they are full time employees of the exhibiting company. Not held on a 24-hour basis.

## Other Events

All other events require ATC approval. If a proposed event is not defined or described above, the proposed event will still be subject to approval.

## To Reserve a Space

Applications for affiliate events must be submitted by March 30, 2018. All affiliate events must be approved by ATC and approval will be based on the regulations outlined.

There is a non-refundable administrative fee for each approved application. Please be advised that no event will be confirmed, approved or have space released until the administrative fee has been received. Exhibitors and/or meeting coordinators are not permitted to reserve meeting rooms directly through the convention center or hotels contracted by ATC until the event is approved.

Available space is limited and will be assigned on a first come, first served basis. Please complete your affiliate event application online at [www.atcmeeting.org](http://www.atcmeeting.org). Approval will be based on the regulations outlined.

For questions, please contact Andrea Stagliano, [astagliano@atcmeeting.org](mailto:astagliano@atcmeeting.org).

## Space Assignment Information

Space assignments will begin in mid-January and will be assigned on availability on a first come, first served basis, based on date application is received. Space assignments will be confirmed via email by ATC Staff. Upon confirmation, the organizer can contact the meeting facility and make further arrangements for any onsite needs. Menus will be provided by the facility and food and beverage minimums may apply. Presentation Services Audio Visual (PSAV) is the official audiovisual company for the American Transplant Congress and their services are available for your affiliate events. All arrangements for audiovisual equipment and support, including billing, must be made directly with PSAV and not through ATC.

## Transportation

ATC approval of bus staging is required. Organizations providing transportation to and from the convention center and participating hotels and an event venue must contact ATC no later than April 6, 2018.

## Marketing Activities

Onsite marketing activities for affiliate events are restricted to the sponsor's exhibit booth (if applicable) and one sign outside the assigned room just prior to the start of the event only. Promotion of the affiliate or off-site event is specifically forbidden in other areas of ATC designated convention centers or hotels. This includes door drops, distribution of invitations, signs and/or exhibitor agents, designees, or staff holding signage or directing attendees. Such invitations and signage will be removed and destroyed. ATC mailing list rentals are not available for affiliate event promotion.

# AMERICAN TRANSPLANT CONGRESS 2018 EXHIBIT HALL FLOOR PLAN

Apply Online: [atcmeeting.org/exhibitors-sponsors](http://atcmeeting.org/exhibitors-sponsors)

