THE SCIENCE OF TOMORROW STARTS TODAY

AMERICAN TRANSPLANT CONGRESS

ATC 2020

May 30 – June 3, 2020
Philadelphia, PA

PENNSYLVANIA CONVENTION CENTER

atcmeeting.org | #ATC2020Philly

EXHIBITOR & SPONSORSHIP PROSPECTUS
To Our Recent and Prospective Exhibitors and 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 2020 American Transplant Congress (ATC) – the nineteenth joint American Transplant Congress.

The ATC is the foremost educational event in the field of basic and clinical transplantation. For the 2020 Congress, we head back to Philadelphia, PA and will hold the Congress in the Pennsylvania Convention Center. Review this exhibitor and sponsorship prospectus thoroughly and complete the contract online to reserve a booth and secure sponsorship today. 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.

The ATC is the meeting to attend to gain visibility and a competitive edge in the transplantation marketplace. We look forward to your participation.

Sincerely,
2020 Program Planning Committee

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 and brings 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.

ATC is an annual Congress that welcomes 5,000 transplant professionals to present cutting-edge science that covers all organ types and offers insight into the future of the field and patient care.

ABOUT ASTS

The American Society of Transplant Surgeons represents approximately 1,800 professionals dedicated to excellence in transplantation surgery. ASTS advances the art and science of transplant surgery through patient care, research, education, and advocacy. To learn more, visit ASTS.org or email us at asts@asts.org.

ABOUT AST

Founded in 1982, the American Society of Transplantation (www.myAST.org) is dedicated to advancing the field of transplantation and improving patient care by promoting research, education, advocacy, organ donation, and service to the community. The society, with over 4,000 members, is the largest organization of transplant professionals in North America. 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.
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 through 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 professional and patient outcomes.
2 SOCIETIES 1 CONGRESS

5 DAYS of cutting-edge research, advanced education, and networking with transplantation professionals from around the world

1,800 ABSTRACTS
500+ ORAL PRESENTATIONS
1,200+ POSTER SESSIONS

THE SCIENCE OF TOMORROW STARTS TODAY

5,000 ATTENDEES & EXHIBITORS

PHYSICIANS
SURGEONS
SCIENTISTS
NURSES
ORGAN PLACEMENT PROFESSIONALS
PHARMACISTS
ADMINISTRATORS
ALLIED HEALTH PROFESSIONALS
OTHER TRANSPLANT PROFESSIONALS

STATE-OF-THE-ART SPEAKERS

PHILADELPHIA

2nd LARGEST CITY ON THE EAST COAST

1 OUT OF EVERY 6 DOCTORS IN THE U.S. IS TRAINED IN PHILADELPHIA

UNIVERSITY
University of Pennsylvania
1749

HOSPITAL
Philadelphia Hospital,
co-founded by Benjamin Franklin
1751

ZOO
Philadelphia Zoo
1874

MEDICAL SCHOOL
Perelman School of Medicine
1765

PHILADELPHIA HAS MORE IMPRESSIONIST PAINTINGS - OUTSIDE OF PARIS - THAN ANYWHERE ELSE IN THE WORLD

HOME TO THE NATION’S FIRST:
SPECIALTIES REPRESENTED AT ATC

Alphabetically

Anesthesiology ............................................ <1%
Cardiology .................................................. 2%
Dietician ........................................................ <1%
Endocrinology .............................................. <1%
Gastroenterology ......................................... <1%
GI/Hepatology ............................................. 2%
Government/Regulatory/Legal ....................... <1%
Hematology/Oncology .................................. <1%
Hepatology ................................................... 3%
Immunology/Histocompatibility ...................... 8%
Industry Partner .......................................... 3%
Infectious Disease ....................................... 5%
Laboratory Technician/Technologist .............. <1%
Living Donation ......................................... <1%
Nephrology .................................................. 24%
Nurse ............................................................ 1%
Nurse Practitioner ........................................ 1%
Obesity ........................................................ <1%
Organ Procurement Personnel ...................... <1%
Pancreas ...................................................... <1%
Pathology ...................................................... <1%
Pediatrics .................................................... 2%
Physician Assistant ..................................... <1%
Psychiatry/Psychology .................................. <1%
Pulmonology ................................................ 1%
QAPI – Quality ............................................. <1%
Research ....................................................... 7%
Social Work .................................................. 8%
Surgery .......................................................... 8%
Surgery – Cardiac ........................................ <1%
Surgery – Hepatic ......................................... 4%
Surgery – Intestine ....................................... <1%
Surgery – Pancreatic ..................................... <1%
Surgery – Pulmonary .................................... <1%
Surgery – Renal ........................................... 6%
Surgery – VCA/Uterus ................................... <1%
Transplant Administrator ............................... 1%
VCA .............................................................. 1%
Other/No Response ...................................... <1%

Other/No Response ................................. 14%

Nephrology .................................................. 24%
### Profession Type

**Alphabetically**

- Advanced Practice Provider ........ 3%
- Allied Health Professional ........ 2%
- Industry/Marketing ................ 5%
- No Response ....................... 6%
- Organ Procurement ................ 1%
- Physician ......................... 33%
- Scientist .......................... 11%
- Surgeon ............................. 17%
- Transplant Coordinator ............ 3%
- Organ Procurement Personnel .... 1%
- Other ................................ 12%

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**Meeting Demographics (Continued)**

2020 EXHIBITOR & SPONSORSHIP PROSPECTUS

ATCMEETING.ORG
ATC ATTRACTS ATTENDEES FROM AROUND THE GLOBE!

53 COUNTRIES REPRESENTED

Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, China, Colombia, Croatia, Czechia, Denmark, Dominican Rep, Ecuador, Estonia, Finland, France, Germany, Greece, Hungary, India, Ireland, Israel, Italy, Japan, Mexico, Mongolia, Netherlands, New Zealand, Norway, Pakistan, Peru, Philippines, Poland, Portugal, Qatar, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Tunisia, Turkey, United Arab Emirates, United Kingdom, United States, Uruguay, Vietnam.

TOP 10 COUNTRIES

United States 73%
Canada 4%
China 2%
Japan 2%
Germany 2%
South Korea 2%
France 1%
United Kingdom 1%
Argentina 1%
Brazil 1%
ATC values all our supporters and looks forward to year after year having the opportunity to work with them. While there are many opportunities listed below, we can also discuss customized sponsorships and creating unique opportunities.

Sponsorship Contact: Melanie Ryan, mryan@atcmeeting.org

**COMPANY AND PRODUCT BRANDING**

**Banners**

Pricing Varies
Your large, colorful banner is displayed in the Pennsylvania Convention Center so it is visible to all ATC attendees. You provide the artwork promoting your company or product and ATC will produce the banner. Contact Melanie Ryan at mryan@atcmeeting.org to select banner location and get pricing.

**Wall Clings**

$15,000 per cling
Wall clings will be placed in prominent areas of the Pennsylvania Convention Center. They will make a big impact in these spaces. Specific locations can be viewed and selected by contacting Melanie Ryan at mryan@atcmeeting.org.

**Conversation Stations**

$12,500 per station
Conversation stations are cozy areas with comfortable seating where people can take time to connect. The stations will be located throughout the convention center. Your company/product branding will be placed on a wall cling that hangs over each station. Branded pillows will be placed on the station seating. Sponsors are responsible for submitting graphics. Sponsorship includes production of graphics. Placement of conversation stations will be determined by ATC.

**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/product logo. Signage acknowledging support will be placed in the coat/luggage check area. Additionally, at your company’s expense, you may provide custom designed luggage tags according to the provider’s specifications. Artwork must be approved by ATC prior to production.

**Branded Street Lights and Planters**

Price Varies
Contact Melanie Ryan, mryan@atcmeeting.org for details.
**New this Year**
This is a unique way to have your company’s branding visible throughout the exhibit hall. These streetlights and planters will be displayed in select aisles of the exhibit hall to create a warm, inviting feeling to the hall. Each streetlight and planter will have space for the sponsoring company to place product or company branding. Locations of the streetlights and planters will be determined by ATC.

**Branded Cubes**

$20,000
**New this Year**
Place your branding on uniquely displayed cubes that will be placed in highly trafficked spaces of the Pennsylvania Convention Center. Placement of the cubes will be determined by ATC.

**Column Wraps**

Pricing Varies
Your large, colorful banner is wrapped around a column in the Pennsylvania Convention Center so it is visible to all ATC attendees. You provide the artwork and we produce the wrap. Contact Melanie Ryan at mryan@atcmeeting.org to select specific locations and get pricing.

**Congress Notebook**

$40,000
Distributed at registration, this handy 5 inch x 7 inch spiral-bound notebook includes the company logo on the cover and up to 6 pages (3 front and back) of company/product branded advertisements. Sponsoring company is responsible for submitting their graphics made to the specifications provided.

**Exhibit Aisle Signs**

$35,000
This exclusive opportunity includes your company logo and booth number on large format, double sided sign that hangs below all 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 exhibit hall. Placements are first come, first served!

**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 while leading them to the exhibit booth. Limited to four exhibitors.
SPONSORSHIP OPPORTUNITIES (CONTINUED)

Free-Standing Panels $10,000
Increase traffic to your booth when thousands pass your advertisement strategically placed near meeting rooms throughout the convention center. Placements are first come, first served!

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.)

Pocket Schedule $30,000
Exclusive Sponsorship
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 exhibit hall. Your company logo will be placed on the back cover for complete visibility throughout the entire Congress. Pocket Schedules are distributed to attendees at registration check-in.

Waste Bin Covers $5,000 per bin
Do you have an environmental message or an ecofriendly product? Sponsorship includes five 4-unit recycle bins (mixed paper, waste, bottles and cans, compost) that are strategically placed in common areas and on the exhibit floor.

ATC Photo/Selfie Lounge $25,000
Exclusive Sponsorship
This photo booth lounge will allow attendees to take memento photos of their time at ATC. Each photo will be branded with your company or product logo.

Philadelphia 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 attendees as a reminder of their trip long after they have returned home.

Hotel Key Cards $45,000
Exclusive Sponsorship
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.

TECHNOLOGY

Charging Stations $40,000 (total of 10 stations)
Exclusive Sponsorship — 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 convention center.

Convention Center WiFi $35,000
Exclusive Sponsorship
Every time an attendee accesses the WiFi within the convention center, your logo will appear on the splash page.

Digital Signage $50,000
Exclusive Sponsorship
Take advantage of advertising your company using electronic displays that show programming, information, and other messages throughout the Pennsylvania Convention Center during ATC.

Cyber Café $25,000
Exclusive Sponsorship
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 or family and confirm flights at computer hubs. Company branded mouse pads, screen saver, and signage will be displayed.

Best in Congress Posters $25,000
Exclusive Sponsorship
ATC will be showing the “Best in Congress” posters daily on an 80” plasma monitor. The posters are selected by attendees daily, and then displayed throughout the duration of the Congress. This is a great educational offering where you are able to get exposure by sponsoring the display area where many attendees gather to view top posters. Your company logo will be displayed on the viewing area. Specific information on the full display area can be provided upon request.

Second Screen Slide Technology $25,000
**New this Year** Saturday In-Depth Symposia Program Only
ATC will be providing a technology that will allow Saturday In-Depth Symposia attendees to view speaker presentation slides on their own mobile devices while the presentations are being given. Attendees will have the ability to take notes on slides, and the slides presented will be emailed to registered In-Depth Symposia attendees after the symposia concludes. Your company sponsorship would include a strategically placed logo on the splash page of the technology, as well as a company branded email banner in the notification sent once presentation slides are made available.
STAY GREEN WITH ATC!

Mobile App $55,000
Exclusive Sponsorship
For the sixth 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 $5,000
Exhibitor Spot
Have your company highlighted on the mobile application in the exhibitor section. This will include your company name and booth number. Enhance your visibility by utilizing the mobile application upgrade feature.

Infused Water Stations Price per station
These water stations will allow attendees to fill their water bottles and add fresh fruit to infuse their water with flavor. The station will have branded signage promoting the sponsoring company. The sponsoring company can provide branded water bottles to display at the station. Contact Melanie Ryan, mryan@atcmeeting.org, for specific locations and pricing.

Virtual Meeting Bag $10,000
Exclusive Sponsorship
For the fifth 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 includes one insert is included. Reports on how many attendees clicked on your insert 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 to promote your company brand, encourage attendees to visit your exhibit booth, and provide 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.

FOOD & BEVERAGE

Opening Exhibit Hall Reception $30,000
Exclusive Sponsorship
The Exhibit Hall Opening Reception is a two-hour reception held on Saturday, May 30, to officially open ATC. Attendees can enjoy beverages and light snacks while perusing the exhibit hall and scientific posters. Signage will be placed throughout the event near food and beverage stations in accordance with PhRMA code. At your company’s expense, 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 $20,000 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. Signage will be placed throughout the event near food and beverage stations in accordance with PhRMA code. At your company’s expense, you may provide plates, cups, and napkins with your company name, booth number, and logo only. ATC must approve artwork prior to production.

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.
ADVERTISING

Doctor’s Bag Hotel Delivery $15,000
Exclusive Sponsor
Get outside exposure – your logo and message will be 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 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, May 30, 2020.

Space reservation/sample for approval/payment due: April 24, 2020
Materials due: May 8, 2020
Upon purchase you will receive guidelines with specs, deadlines, and shipping 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 Bag Door Drop circulation is based on projected attendance and room blocks at the time of printing.

Housing Confirmation Email Notification $20,000
Stand out to attendees when they receive a housing email confirmation with your company’s electronic banner. The notification will reach approximately 4,500 attendees. To ensure that your banner is seen by all attendees, this opportunity must be purchased by Monday, December 9, 2019.

Pre-Congress Mailing List $5,500
A mailing list of all pre-registered attendees can be purchased for a one-time usage to promote your product, booth or sponsored activities taking place in relation to the Congress. A one-time use agreement must be signed and sent 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. To ensure that your banner is seen by all attendees, this opportunity must be purchased by Monday, December 9, 2019.

In-Room Video Presentation $20,000
Shown in Congress Headquarter Hotels: Saturday, May 30 – Wednesday, June 3. Video provided by sponsor and approved by ATC.
A Satellite Symposium is a 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, 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, Pennsylvania 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 Philadelphia Marriott Downtown, conveniently connected to the Pennsylvania Convention Center.

FEES, TERMS & CONDITIONS

Luncheon Symposium $75,000
Sunday, May 31; Monday, June 1; Tuesday, May 2
1:15 pm – 2:15 pm
Includes: Classroom-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) lavaliere microphone) and three (3) lead retrieval units.

Evening Symposium $65,000
Sunday, May 31; Monday, June 1; Tuesday, May 2
7:30 pm – 8:30 pm
Includes: Classroom-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) lavaliere microphone) and three (3) lead retrieval units.

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 Philadelphia Marriott Downtown by ATC staff.
• Space assignments will be confirmed in January 2020.
• Contact Melanie Ryan at 856-380-6895 or mryan@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, ATC mobile app, and Satellite Wall (in the convention center).

Pre-Meeting Policies
• ATC reserves the right to review all symposium applications, programs 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 organizer/sponsoring company 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.

MARKETING & PROMOTIONAL MATERIALS
• All marketing and printed material related to the symposium must receive a written authorization from ATC prior to final production and distribution. PDF files may be submitted via email for this purpose and are preferred. Review and approval by ATC will be within an appropriate timeframe, but not less than three business days.
• The names, logos, and acronyms of the American Transplant Congress, American Society of Transplant Surgeons and the American Society of Transplantation...
are the exclusive property of each society. They may not be used in any way, for any purpose, or any time without the express written permission and approval of the ATC and the individual society. The following language must appear on all materials produced in association with the symposium, including emails, websites, flyers, marketing/ advertising, enduring products, post meeting materials, and articles intended to be published after ATC:

“This symposium is not part of the ATC official educational program and the sessions and content are not endorsed by ATC.”

- It is not acceptable and is prohibited to use “at the ATC” or “in conjunction with the ATC” or “during the ATC”.

VIOLATIONS AND SANCTIONS
ATC, at its sole discretion, reserves the right to revoke privileges for future programs of any sponsoring organization, supporting organization, or activity organizer involved in planning a satellite activity that does not comply with the rules and requirements set forth in this policy.

APPLICATION FEE
A fee of $1,000 is required with the organizer/sponsoring company submits their application. This fee is non-refundable.

CANCELLATION
ATC must be notified promptly in writing of the cancellation of any scheduled satellite event 30 days in advance or sooner if possible. No refunds will be issued for cancelled events.

In the event of cancellation, ATC will not be responsible for cancelling any arrangements that may have been made by the organizer/sponsoring company in connection with the proposed event. In addition, ATC will not be responsible for any penalties and/or costs incurred for the cancelled event. Non-refunded program fees cannot be transferred for another use within ATC for any reason.

DISCLAIMER
- ATC is not responsible for unsatisfactory attendance and/or marketing of satellite symposia.
- The opinions presented at the satellite symposia are solely those of the speaker and the commercial supporter. They do not represent the opinion of the ATC/ASTS/AST. ATC does not review the full presentations or contents and doesn’t evaluate the products or services discussed at these sessions and make no warranty, endorsement or recommendation regarding the safety, effectiveness, quality or costs of such products or services.
- ATC does not provide CME credit for these programs.
- ATC reserves the right to have an ATC staff member or volunteer onsite to monitor the scope and content of your symposium.

PROMOTION AND MARKETING ASSISTANCE
Promotional Services
The following services are provided by ATC at no additional cost:
All deadlines for materials will be provided in the satellite symposia confirmation packet.

ATC Website
- ATC will publicize approved satellite symposia on the ATC website prior to Congress upon receipt of full payment, and full program information such as the program title and agenda. This will be posted in a special location dedicated to these events. It will not be included in the actual program of the ATC.

Mailing List
- The organizer is offered a one-time use of the ATC pre-registration list for a pre-approved mail/email piece. The pre-registration list will be available on or around May 6, 2020. Design and production are the responsibility of symposium organizer/sponsoring company. The list will include email addresses of those attendees who have approved the distribution of their email address. Note: Attendees have the option to “opt out” of distribution of their email; we cannot guarantee the email addresses of all ATC attendees.

Virtual Meeting Bag
- One (1) pre-approved satellite symposium flyer may be provided by organizer/sponsoring company for inclusion in the virtual meeting bag that is available to attendees prior to the Congress and up to one month after the Congress. Announcements must be pre-approved. You will receive information for uploading your insert to the virtual meeting bag from ATC Staff.

Onsite Signage
- ATC will produce a satellite symposia wall with sponsor’s approved promotional graphics, to be displayed at the Pennsylvania Convention Center. All graphics must be sent to mryan@atcmeeting.org for approval.

Directional Assistance
- On the day of your scheduled symposium there will be temporary staff set in place at the Pennsylvania Convention Center and along the route to the meeting room location at the Philadelphia Marriott Downtown directing attendees to the satellite symposia. No other staff may solicit attendees outside of their designated meeting room.
ADDITIONAL PROMOTIONAL OPPORTUNITIES

Please review the below information regarding promotional items onsite at the meeting:

Posters
- On the day of the scheduled event ONLY, at the hotel’s discretion, the organizer may put up one 22” wide x 28” high poster in the Philadelphia Marriott Downtown. Please check with the hotel for exact locations allowed. Posters must be pre-approved by ATC before production. All costs are the responsibility of the organizer and must be professionally produced. Posters must be removed immediately following the scheduled event. Shipping instructions will be provided prior to the meeting.

Exhibit Booth
- Exhibit booth representatives may distribute invitations and other promotional material for the event at their booth only. Canvassing outside of an organizer/sponsoring company’s exhibit booth is strictly prohibited.

Door Drops & Giveaways
- Distribution of symposium invitations at onsite locations other than those specified is not permissible. Individual door drops are NOT permitted; however, the ATC is planning a “doctor’s bag” door drop on Saturday, May 30. The cost will be $5,500 for this opportunity. For information regarding the flyer in the doctor’s bag contact Melanie Ryan, ATC Meetings Exhibit and Sponsorship Manager, mryan@atcmeeting.org.
- Giveaways or incentives to meeting attendees to attend a symposium, including inappropriate onsite promotional tactics, are strictly prohibited.

Sales Lead Retrieval System
- Three (3) state-of-the-art sales lead retrieval systems will be available to you. The system uses a scanner wand that scans the bar code that is printed directly onto the attendee’s badge. The system will record encoded information of all attendees that visit your symposium with a swipe of the wand. If you require more than three (3) units, please contact Melanie Ryan, ATC Director of Meetings & Exhibits, mryan@atcmeeting.org for more information.

Literature/Meeting and Career Opportunities
- There are literature and career opportunity boards located in the Registration area. All announcements must be approved by the ATC Registration Manager. You may email the information to Gabriella Pasquini, ATC Registration Manager at gpasquini@atcmeeting.org or present any material you wish to have displayed on the boards at the registration desk onsite. Meeting announcements are NOT to be left in any other area of the convention center or any of the hotels being used for the ATC.

PROMOTIONAL CONTENT & USE OF ATC LOGO

ALL promotional and advertisement materials must include the following language: “This symposium is not part of the ATC official educational program and the sessions and content are not endorsed by ATC.”

All printed and published materials must bear the following information: Sponsored by..., Supported by..., and Coordinated by...

The ATC Logo or name 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.

All payments must be sent to:
American Transplant Congress
Attn: Melanie Ryan
1120 Route 73, Suite 200
Mt. Laurel, NJ 08054
mryan@atcmeeting.org

Applications will be accepted on a first come, first served basis.
KEY DATES AND TIMES

Meeting Dates
Saturday, May 30
In-Depth Symposia
Program Hours
Saturday, May 30 1:00 pm - 5:30 pm

American Transplant Congress
Program Hours
Saturday, May 30 5:30 pm - 7:30 pm
Sunday, May 31 - Tuesday, June 2 7:00 am - 7:00 pm
Wednesday, June 3 7:00 am - 12:00 pm

Open Hours for Attendees to Access Exhibits & Posters
(Exhibitors Must Staff Their Booth During These Times)
Saturday, May 30 5:30 pm - 7:30 pm
Sunday, May 31 10:30 am - 2:00 pm 3:30 pm - 7:00 pm
Monday, June 1 10:30 am - 2:00 pm 3:30 pm - 7:00 pm
Tuesday, June 2 10:30 am - 2:00 pm 3:30 pm - 7:00 pm

The exhibit hall will be closed from 2:00 pm to 3:30 pm Sunday, Monday, and Tuesday for general attendee accessibility.

Important: Attendees accessing Exhibit Hall Meeting Rooms, located in the back of Exhibit Hall A, will have access to enter the exhibit hall and attend meetings starting at 7:00 am - 7:00 pm, Sunday, May 31, Monday, June 1, Tuesday, June 2.

Exhibitor Registration
Thursday, May 28 1:00 pm - 5:00 pm
Friday, May 29 8:00 am - 5:00 pm
Saturday, May 30 6:30 am - 7:30 pm
Sunday, May 31 6:30 am - 7:00 pm
Monday, June 1 6:30 am - 7:00 pm
Tuesday, June 2 6:30 am - 7:00 pm

Installation
Thursday, May 28 1:00 pm - 5:00 pm
Friday, May 29 8:00 am - 5:00 pm
Saturday, May 30 8:00 am - 2:00 pm

Dismantling*
Tuesday, June 2 7:00 pm - 9:30 pm
Wednesday, June 3 8:00 am - 4:00 pm

*Booth dismantling may not begin before 7:00 pm on Tuesday, June 2. All exhibit material must be packed and ready for shipment by 12:00 pm on Wednesday, June 3.

Times are subject to change.

Important Dates & Deadlines
January 17, 2020
• Exhibit booth spaces assigned
• Confirm booth space assignment via email confirmation to exhibit companies

February 4, 2020
• Official housing opens to exhibitors
• Registration opens to exhibitors

March 10, 2020
• Exhibitor Service Online Manual e-mailed to exhibiting companies

March 25, 2020
• 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 25, 2020
Forms due to show management:
• Affiliate event space request forms
• Notification of use of independent contractor form
• Decorator certificates of insurance
• Request for novelty/giveaway approval form

SPECIAL EVENTS IN THE EXHIBIT HALL

Saturday, May 30
Opening Wine and Cheese Reception 5:30 pm - 7:30 pm
Poster Session with Presenters in Attendance

Sunday, May 31, Monday June 1 and Tuesday, June 2
Poster Viewing 10:30 am - 2:00 pm 3:30 pm - 7:00 pm
Morning Coffee Break 10:45 am - 11:15 am
Afternoon Coffee Break 4:00 pm - 4:30 pm
Poster Session & Reception with Presenters in Attendance
EXHIBIT FEES, TERMS AND 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 ............................................. $3,500
10x10 Corner Booth ............................................ $4,500
Island Booth ....................................................... $40 per square foot
Non-Profit ........................................................ $750*

*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. Space will not be confirmed without the completed application and full payment. Checks should be made payable to ATC/American Transplant Congress.

Assignment of Space
ATC has instituted a priority point system for space assignment. Booth location will be determined by application submission date and based on the following criteria from the previous year: booth size, marketing dollars spent, hotel rooms used within the housing block, EAC participation, and Society support. ATC 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 $750 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 13, 2020, ATC will retain 25% of the total booth cost. Any exhibitor who cancels space after March 13, 2020, will be responsible for the total booth cost. Refunds for cancellations are not available after March 13, 2020. If written notification of downsizing booth space is received on or before March 13, 2020, 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 13, 2020.

Failure to Occupy Space
Booth space not occupied by the exhibitor by 2:00 pm on Saturday, May 30, 2020, 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 10, 2020. 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 two 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. Electrical and internet requirements must be arranged directly with the Convention Center. All rates and specifications will appear in the Exhibitor Services Online Manual.

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 heights in the Hall A and B of the Pennsylvania Convention Center are 30 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 this document. 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 20 x 20 booths or larger are due to Exhibit Management by March 25, 2020. 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 (May 28, 2020) 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 of 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.
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. The 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.

Americans 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 have 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. 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 25, 2020, 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 25, 2020 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.
- 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 25, 2020. 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 Pennsylvania 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 Pennsylvania 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 Pennsylvania 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 (ASTS) and American Society of Transplantation (AST), both nonprofit scientific and educational associations. The purpose of the exhibits, an integral part of the Congress’ educational activity, is to complement the scientific and clinical sessions by enabling attendees to evaluate the latest developments 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 with satellite symposia information in the prospectus and on the website.

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 or convention center 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 opening and closing hours. It is imperative that no exhibitor begins dismantling, packing or teardown of their space until Tuesday, June 2, 2020 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, May 30, 2020, 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, May 30, 2020, 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.

EXHIBIT HALL MEETING SPACE RENTAL

ATC is committed to creating opportunities to increase exhibitor and attendee engagement. In our commitment to enhance overall experiences, ATC has created exhibitor meeting space in the Pennsylvania Convention Center in the Exhibit Hall (Hall A) to allow better access to attendees.

We are offering the EXCLUSIVE opportunity for full-paying exhibit companies to host specific meetings over the course of the American Transplant Congress. Non-profit exhibit companies are not eligible for this opportunity.

Permitted Meeting Types
ATC will be permitting the following types of meetings to be held by full paying exhibitors. All space is held on a 24 hour basis.

Offices/Staff Meetings
Meetings of 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.

One on One Meetings
Meetings with ATC attendees. This space provides the opportunity for company representatives to speak with attendees one on one or in small groups privately.

Hospitality Suite
Social gatherings sponsored and financially supported by industry for business purposes. Educational activity of any kind is strictly prohibited.

Meetings of 20 People or Less

ADVISORY BOARD MEETINGS
Small meetings, 20 people or fewer. Sponsored and financially supported by a full paying exhibitor.

FOCUS GROUPS
Small meeting, 20 people or fewer. Meetings that target a specific group of attendees to obtain specific data, evaluate services or test new ideas. Sponsored and financially supported by a full paying exhibitor.
INVESTIGATOR MEETINGS
Small meetings, 20 people or fewer. Investigator meetings are closed to the public and must focus on institutional review board or regulatory agency approved protocol and must review or 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. Sponsored and financially supported by a full paying exhibitor.

Guidelines
All Exhibit Hall Meeting Space Rental must be approved by ATC and approval will be based on the regulations outlined below and listed here.

• Meeting participants must be registered Congress attendees — no outside persons permitted.
• Applications to be submitted and meeting space assigned in the same method as exhibit booths based on floor plan.
• Meeting times are shown below.
• Eligibility is for full paying exhibitors only.
• Catering must be ordered directly with ATC/Pennsylvania Convention Center caterer directly.
• Audiovisual must be ordered through ATC designated AV provider, PSAV.
• Furniture must be ordered through the ATC designated contractor, Freeman.

Meetings Times
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.

Schedule:
Contact Melanie Ryan for full schedule details, mryan@atcmeeting.org.

Saturday, May 30  5:30 pm – 7:30 pm
Sunday, May 31 – Tuesday, June 2  7:00 am – 8:00 am, 10:30 am – 7:00 pm

Fees:
Contact Melanie Ryan for full pricing details, mryan@atcmeeting.org.

Exhibit Hall Meeting Space Rental — Terms & Conditions
ATC is committed to creating opportunities to increase exhibitor and attendee engagement. In our commitment to enhance overall experiences, ATC has created exhibitor meeting space in the ATC Exhibit Hall of the Pennsylvania Convention Center to allow better access to attendees. We are offering the EXCLUSIVE opportunity for full-paying exhibit companies to host specific meetings over the course of the American Transplant Congress.

* *Non-profit exhibit companies are not eligible for this opportunity.

Approval of Events:
All events must fall within the stated guidelines on available times and activities allowed. Exceptions will not be made.

Cancellation Policy:
Any exhibitor that cancels the Exhibit Hall Meeting Space Rental will forfeit a non-refundable rental fee paid to ATC. Cancellation of the event must be received in writing to Melanie Ryan, mryan@atcmeeting.org.

Fees & Payment:
Exhibit Hall Meeting Space Rental fees are a non-refundable rental fee paid to ATC and include rental of the space only. Room setup, food and beverage, audiovisual, and other costs must be arranged and paid for directly with Freeman, Pennsylvania Convention Center Catering, and PSAV.

Payment must be made by check or credit card within 5 business days of the official confirmation of space. Failure to remit payment may result in a forfeit of space.

Marketing Benefits:
Included in Rental Onsite marketing activities for Exhibit Hall Meeting Space Rental events are permitted in the following areas:

• Sponsor’s exhibit booth
• 22 x 28 sign directly outside the meeting space build. Sponsor is responsible for creative and production costs.
• Pre-Congress Mailing List – Additional Fee
  A mailing list* of all pre-registered attendees can be purchased for a one-time usage. 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. *One-time use agreement must be signed and ATC must approve the marketing in order to receive the list.

Please see Content and Use of ATC Name and Logo. Prohibited Marketing Activities Promotion of the event is specifically forbidden in ATC designated convention centers or hotels.
The following promotion is not permitted:

- Hotel door drops
- Distribution of invitations outside of exhibit booth
- Signs outside of exhibit booth or exhibit staff holding signs outside of exhibit booth. Such invitations and signage will be removed and destroyed.
- Any advertisements, promotions or invitations for affiliate events 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 or name may not be used in any promotions, advertisements, meeting materials, or correspondence related to events.

Space Requests:
Payment must be submitted within 5 business days of each confirmed application in order to be officially considered confirmed and approved. Exhibitors and/or meeting coordinators are not permitted to reserve meeting rooms directly through the convention center contracted by ATC.

Space Assignments:
Space assignments will begin in mid-February 2020 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. Presentation Services Audio Visual (PSAV) is the official audiovisual company for the American Transplant Congress and their services are available for your events. All arrangements for audiovisual equipment and support, including billing, must be made directly with PSAV and not through ATC. Freeman is the official exhibit contractor company for the American Transplant Congress and their services are available for your events. All arrangements for room setup equipment and support, including billing, must be made directly with Freeman and not through ATC.