



ANNUAL MEETING

ASCCP2016

APRIL 13-16, 2016 | HILTON NEW ORLEANS RIVERSIDE

EXHIBITOR PROSPECTUS

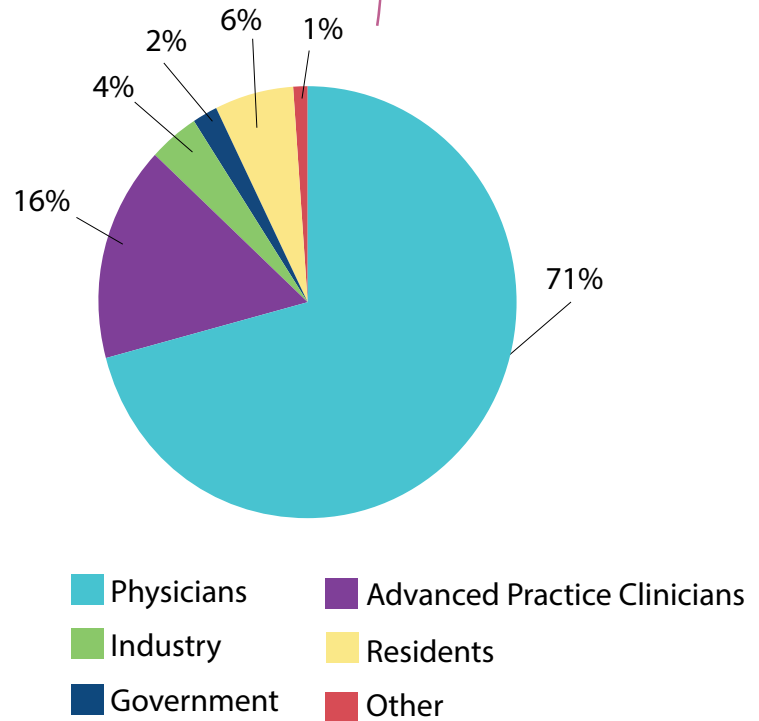


The society for lower genital
tract disorders since 1964

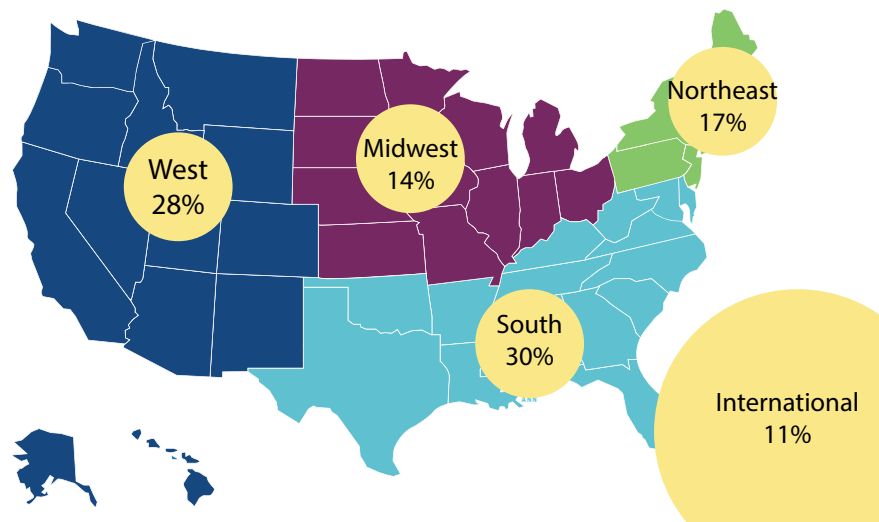
WHY EXHIBIT AT ASCCP2016?

Gain access to a variety of medical professionals...

Obstetricians and Gynecologists
Gynecologic Oncologists
Family Practice Physicians
Internists
Pathologists
Dermatologists
Urologists
Advance Practice Clinicians (Nurse Practitioners, Nurse Midwives, Physician's Assistants, etc.)
Researchers
Residency Directors
Residents/Students
Other Medical Professionals



Who attended ASCCP's 2014 Biennial Meeting in Scottsdale, Arizona?



ASCCP will bring new leads to you...



With many activities taking place in the Exhibit Hall you will have ample opportunity to connect with new customers and demonstrate new products to medical professionals who are actively working in the area of lower genital tract disease.

Exhibit Hall activities will include:

- Welcome Reception
- Morning & Afternoon Coffee Breaks
- Breakfast & Lunch
- Poster Sessions

Your competitors will be there...

Past Exhibitors have included:

- American Distributors of Colon and Rectal Supplies, LLC
- Cancer Genetics
- CooperSurgical
- Durso Medical Devices
- DySISmedical
- Elsevier
- Femasys, Inc.
- Gen-Probe
- Guided Therapeutics
- Gynex
- Histologics, LLC
- Hologic
- Lippincott Williams & Wilkins
- Lutech Industries
- MedGyn
- Merck & Co., Inc.
- mtm Laboratories
- National Practitioners in Women's Health
- Qiagen
- Quest Diagnostics
- Redfield Corporation
- Roche Diagnostics Corporation
- Seiler Microscopes
- Shared Medical Resources
- Utah Medical Products, Inc
- WALLACH Surgical
- Women Care Global
- Wolters Kluwer Health
- Zinnanti Surgical Design Group, Inc.

**Over 400
medical
professionals
from around
the world will
be in
attendance.**

ASCCP

EXHIBIT BOOTH

Reserve Your Space Early! Space is Limited.

Exhibit Space Includes:

- Pipe & drape with 8 ft. high back wall
- 3 ft. high side dividers
- (1) 6' draped table
- 2 chairs
- 2 Exhibitor Badges
- Listing in the meeting program, website and mobile app

Note:

The exhibit floor is fully carpeted.

Power, A/V and additional furniture are available through the decorator at an additional rate.

Cost:

Early Bird Rate (Until November 30)

10'x10'	\$2,500
10'x20'	\$4,800

Regular Rate

10'x10'	\$2,800
10'x20'	\$5,400

Exhibit Hours:

Wednesday, April 13

Exhibitor Move-In

8:00 AM – 5:00 PM

Thursday, April 14

7:00 AM – 6:00 PM

Friday, April 15

7:00 AM – 6:30 PM

Saturday, April 16

7:00 AM – 12:00 NOON

ABOUT THE VENUE

Hilton New Orleans Riverside
Two Poydras Street
New Orleans, Louisiana

Located in the heart of downtown New Orleans, this hotel will give you and attendees easy access to some of New Orleans greatest attractions.

ASCCP Rate: Single or Double is \$219/night*

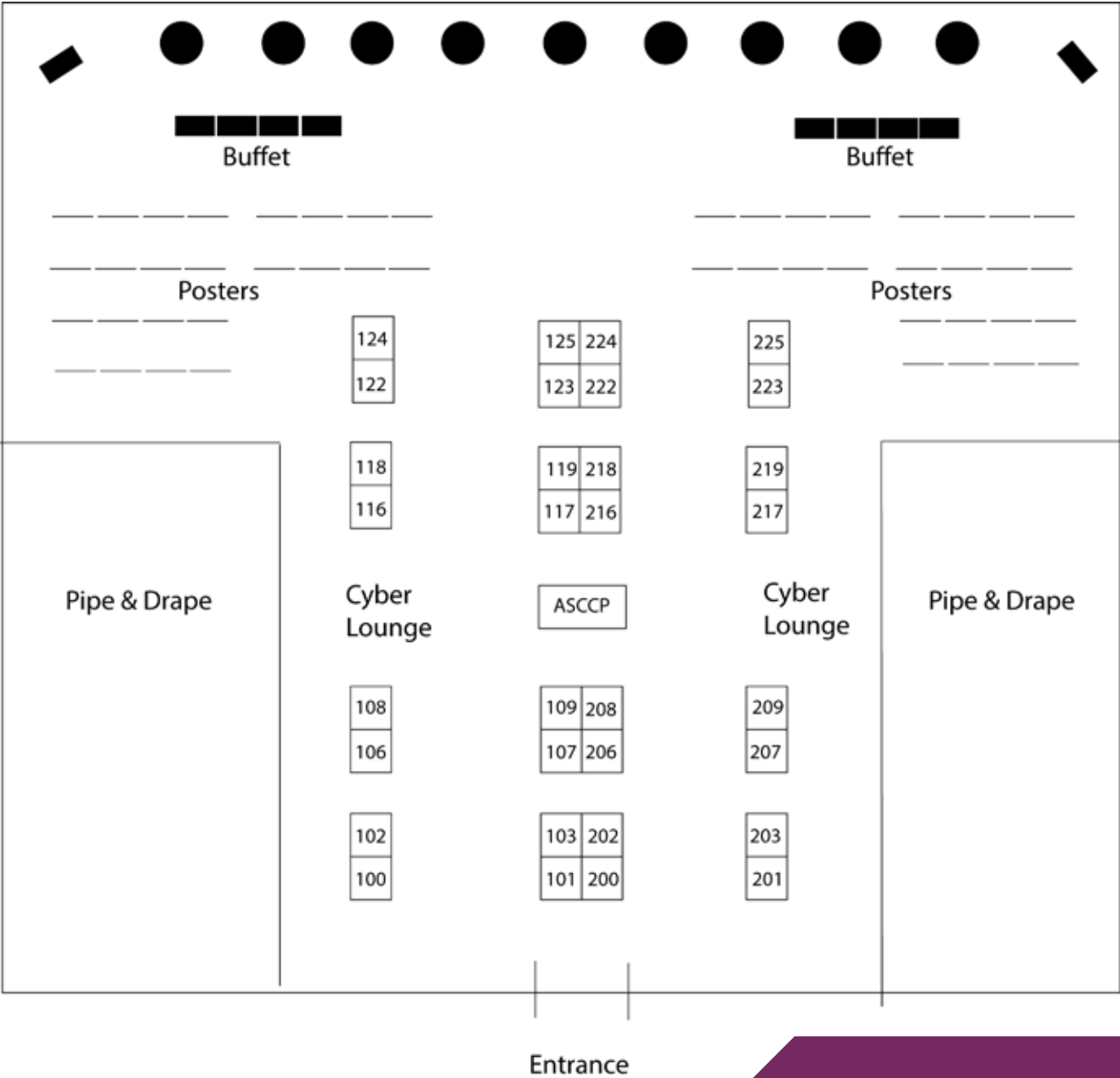
*upgraded room rates available

Housing Deadline: March 11, 2016

Book your room at www.asccp.org/2016annualmeeting



FLOOR PLAN



**Contact ASCCP
to Reserve Your
Exhibit Space!**

**exhibits@asccp.org
(800) 787-7227**

SPONSORSHIP & ADVERTISING

Gain Additional Visibility Through These Opportunities.



Hotel Door Drop \$2,500

(3 sponsorships available)

Have your message delivered right to attendee's doors. This is a great way to invite attendees to your booth upon arrival. Promotional pieces must not be larger than 8.5x11 in. and are subject to approval.

Hotel Key Card \$3,000

(1 sponsorship available)

Remind attendees about your company and product each time they enter their room. Your logo/product will be printed on each key card of attendees staying at the head-quarter hotel.

Program Advertising

Advertising in the Program is a guaranteed way to reach attendees about new products or publications.

Inside Front/Inside Back/

Back Cover—\$4,000

Inside Full Page Ad—\$2,000

Inside Half Page Ad—\$1,000

Banner Ad in Count Down Email to Attendees

\$500 per email/\$2,000 for all five emails

(5 sponsorships available)

Make your ad visible in the final emails being sent to attendees. An email will be sent each day in the five days prior to the meeting with important information to attendees. Your banner ad will be hyperlinked making it easy for attendees to access your website and learn more about your company or product.





Satellite Symposia \$15,000

(4 sponsorships available)

Includes mailing lists, meeting room rental, basic audiovisual (screen, podium with mic, LCD projector), advertising in final program, on-site signage, website and count down email.

Electronic Charging Stations— Call for Pricing

Provide attendees with the opportunity to re-charge their electronics. Your logo will be visible as attendees take a break to charge their devices.

WiFi—Call for Pricing

Internet is a necessity to attendees. You will be sure to get the attention of attendees through sponsoring the wifi connection allowing them to stay connected with their offices or labs throughout the day.

In addition to the benefits mentioned, all sponsors will receive the following benefits in return for their valuable support:

- Recognition on the ASCCP website, including logo and link references.
- Recognition in select ASCCP emails and Meeting Program.

NEW!

Mobile App Sponsorships

As a new feature of the ASCCP Annual Meeting, this sponsorship is a guaranteed way to get your company name in front of attendees!

Sponsorship types will include:

- Splash Screen
(1 sponsorship)
\$3,000
- Banner Ads
\$1,500
- Highlighted Exhibitor
\$500



EXHIBITOR RULES & REGULATIONS

Exhibitor Badges

It is the responsibility of each exhibiting company to provide an accurate list of representatives who plan to attend. Each 10 ft. x 10 ft. booth receives two exhibit staff badges which will be prepared in advance, for the two listed personnel. These badges do not allow access to the Scientific Sessions. For information on additional exhibitor-only badges, please contact exhibits@asccp.org.

Cancellations

Cancellation of exhibit space must be made in writing and will be effective the date such notice is received in the ASCCP office. ASCCP's cancellation policy will apply as follows:

On or Before January 13, 2016

Full Refund minus \$100 processing fee

January 13, 2016 – February 23, 2016

50% of Contracted Fee

After February 23, 2016

No refund

Security

Security will be provided as follows:

Wednesday, April 13, 2016:

5:00 PM to 7:00 AM (Thursday morning)

Thursday, April 14, 2016:

6:00 PM to 7:00 AM (Friday morning)

Friday, April 15, 2016:

6:30 PM to 7:00 AM (Saturday)

ASCCP is not responsible for loss or damage to exhibitor property. Each exhibitor must take precautions to safeguard its goods, materials, equipment and display at all times.

Purpose

The American Society for Colposcopy and Cervical Pathology (ASCCP) is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

To complement the ASCCP Annual Meeting, exhibits of the latest developments in equipment, supplies and services available in the marketplace add value to the professionals' learning experiences. Therefore, companies providing relevant goods and services can rent booth space to showcase their products and services.

ASCCP strictly adheres to the ACCME's Standards for Commercial Support regarding exhibits, which state: The distribution or granting of CME credits, in any category, from an exhibit booth is strictly prohibited.

Exhibits—When commercial exhibits are part of the overall program, arrangements for these shall not influence planning or interfere with the presentation of CME activities. Exhibit placement shall not be a condition of commercial support for a CME activity.

Commercial Activities During Education Activities—In accordance with ACCME guidelines, product information cannot be distributed in any other location besides the exhibitor's booth area inside the exhibit hall. Such materials are not permitted in the registration area, poster session area or in or near education rooms.

Commercial Supporters at Educational Activities — Representatives of commercial interests may attend an educational activity, but may not engage in sales or promotional activities while in the space or place of the CME activity. Any representative of a commercial supporter wishing to attend the educational activity may do so at the non-medical/industry consultant rate, but is strictly prohibited from the sale of and/or discussion of products while attending the educational activity.

2009 PhRMA CODE—By applying for exhibit space, the commercial interest agrees to adhere to the 2009 PhRMA Code on Interactions with Healthcare Professionals.

The exhibitor agrees that interactions between company representatives and health care providers should be focused on providing information on products and scientific and educational information. The code prohibits distribution of non-educational items such as pens, mugs and other logo-branded items, as well as items for personal benefit (e.g., tickets to recreational or entertainment events).

Codes & Regulations

By applying for exhibit space, an exhibitor agrees to adhere to and be bound by ASCCP's Exhibitor Rules and Regulations. Exhibitors shall not permit others to do anything to the booth or do anything in the facility that will in any way increase the insurance premiums payable by ASCCP or the owners or managers of the facility.

Exhibitor shall not sublet the booth or any equipment provided by ASCCP, nor shall the exhibitor assign its lease in whole or in part to any party without prior written notice to and approval from ASCCP.

The exhibitor further agrees to adhere to and be bound by:

- 1) all applicable fire, utility, and building codes and regulations;
- 2) any and all rules and regulations of the facility where the program is held;
- 3) applicable terms of all leases and agreements between ASCCP and the managers or owners of the facility; and,
- 4) the terms of any and all leases and agreements between ASCCP and any other party relating to the exhibit.

Demonstrations

All demonstrations, displays, and audio equipment must be confined to the booth and regulated so as to not disturb neighboring exhibits.

ASCCP shall have the right to exclude or to require modification to any display or demonstration that, in its sole discretion, is considered unsuitable to, or not in keeping with, the character of the exhibition.

U.S. Food and Drug Administration (FDA)

ASCCP requires that all exhibitors must be in compliance with FDA regulations regarding all products or devices regulated by the FDA.

Any mention of product names that are accompanied by information on usage and indications is considered advertising and subject to applicable FDA guidelines.

Exhibitors shall comply with all applicable FDA regulations, including, without limitation, FDA restrictions on the promotion of investigational and pre-approved drugs and devices and the FDA prohibition on promoting approved drugs and devices for unapproved uses. Any product not FDA-approved for a particular use or not commercially available in the U.S. may be exhibited only if accompanied by easily visible signs indicating the status of the product. Exhibitors shall have available at their exhibit space a letter from the FDA that describes the allowable use of any drug or device exhibited. Information and guidance may be obtained from the FDA's information line at 1-888-463-6332 or 1-301-796-5000, or through the FDA Division of Drug Marketing, Advertising and Communications Research by email at DTCP@fda.hhs.gov

Space Assignment

Whenever possible, space will be assigned according to the exhibitor's choice, but the final arrangements will be determined by ASCCP. Booths will be assigned on a first-come, first-served basis.

Once an application with full payment is received, the Exhibitor will receive confirmation and all corresponding paperwork regarding shipping instructions and exhibit set-up process.

Dismantling of Exhibits

Exhibits may be dismantled on the last day of the conference after the final break in the exhibit area.

Liability

ASCCP and the hotel will not be responsible for loss or damage to displays or exhibits, including but not limited to damage incurred during the installation, removal, maintenance, occupancy or use of the display or exhibit. The exhibitor further agrees to protect, defend, indemnify and save ASCCP and the Hotel, its owners and operators, and their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by the installation, removal, maintenance, occupancy or use of the display or exhibit.

In all cases, the exhibitors will assume responsibility for damage of property and accidents and injuries to exhibitors, employees, contractors, or meeting participants.

Violation of Rules & Regulations

Violation of any of ASCCP's regulations or FDA regulations may lead to immediate closure of the exhibitor's booth, banning of an exhibitor representative, or barring of an exhibitor's representative at future meetings. No monetary adjustments will be made for exhibit shutdowns.

Care of Hotel Property

No signs or other articles are to be fastened to walls or electrical fixtures. The use of thumbtacks, scotch tape, nails, screws, bolts or any tool, which could mark the floor or walls, is PROHIBITED.

Liability and Insurance: An exhibitor is responsible for any damage to persons or property caused by his exhibit, employees, agents, or servants. The American Society for Colposcopy and Cervical Pathology, persons representing Brede Exposition Services, or the Hilton New Orleans Riverside Hotel will not be responsible for loss, by any means whatsoever (theft, fire, etc.), of any or all material or equipment owned or used by the exhibitor. Exhibitors must carry their own fire, theft, and liability insurance.

Fire Protection

Exits and fire hose cabinets must be left accessible and in full view at all times. All display materials must be flameproof and subject to inspection. No flammable liquids or substances may be used or shown in booths. All exhibits are subject to inspection by the Fire Department.

Ancillary Meetings

The Society welcomes groups of members, organized along scientific or geographic boundaries, to hold an ancillary meeting during the Annual Meeting. The primary purpose of an ancillary meeting is to provide a social or networking opportunity but not a scientific meeting or session. Please note that ancillary meetings may not be scheduled in conflict with scientific sessions at the ASCCP Annual Meeting. If approved by the Society, groups holding ancillary meetings will be provided space in the convention center for their events and the time and location of the event will be listed in the printed program. Contact exhibits@asccp.org for more information.

ASCCP 2016 Exhibit Booth Application

April 13-16, 2016, New Orleans, LA

Early Registration
Deadline:
November 30

Contact (All materials will be sent to the person listed below)

Name: _____

Email: _____ Phone: _____

Company Information (Name will appear in final program as written below)

Company Name: _____

Mailing Address: _____

Email: _____ Phone: _____

Fax: _____ Website: _____

Company Description — Submit no more than 50 words to exhibits@asccp.org

Exhibit fee must be received by Feb. 23, 2016 to be recognized in the final program and on-site signage. Registration forms to register company representatives and an Exhibitor Kit will be sent after ASCCP receives payment.

Early Bird Rate (Until November 30)

☐ 10 ft x 10 ft booth.....\$2,500 ☐ 10 ft x 20 ft booth.....\$4,800

Regular Rates

☐ 10 ft x 10 ft booth.....\$2,800 ☐ 10 ft x 20 ft booth.....\$5,400

Exhibit Space Preference: (1) _____ (2) _____ (3) _____

I prefer not to be close to (please list companies): _____

Payment Information

☐ Check (Make Check payable to ASCCP) ☐ Credit Card: Visa MC AMEX Discover

Credit Card #: _____

Expiration Date _____ CCV #: _____

Name on Card: _____

We/I agree to abide by all the requirements, restrictions, and obligations for the ASCCP 2016 Annual Meeting. We/I assume the entire responsibility and liability for losses, damages, and claims arising from injury or damage to our/my displays, equipment, and other property brought upon the premises of the Hilton New Orleans Riverside Hotel and shall indemnify and hold harmless the agents and employees of the Hilton New Orleans Riverside Hotel, and the ASCCP from any such losses, damages and claims. By signing this, we/I state that we/I am hereby authorized to reserve space for our/my use in the exhibit area of the ASCCP 2016 Annual Meeting to be held April 13-16, 2016 at the Hilton New Orleans Riverside Hotel

Cancellations

Cancellation of exhibit space must be made in writing and will be effective the date such notice is received in the ASCCP office.

Signature: _____

ASCCP 2016 Sponsorship Form
April 13-16, 2016, New Orleans, LA

Sponsorship Form
Deadline:
February 23, 2016

Contact (All materials will be sent to the person listed below)

Name: _____

Email: _____ Phone: _____

Company Information (Name will appear in final program as written below)

Company Name: _____

Mailing Address: _____

Email: _____ Phone: _____

Fax: _____ Website: _____

Sponsorship fee must be received by Feb. 23, 2016 to be recognized in the final program and on-site signage.

Sponsorships

- | | |
|---|--|
| <input type="checkbox"/> Hotel Door Drop.....\$2,500 | <input type="checkbox"/> Satellite Symposium Dinner.....\$15,000 |
| <input type="checkbox"/> Hotel Key Card.....\$3,000 | <input type="checkbox"/> Electronic Charging Stations (Call for Pricing).....\$_____ |
| <input type="checkbox"/> Program Advertising | <input type="checkbox"/> WiFi (Call for Pricing).....\$_____ |
| <input type="checkbox"/> Inside Front Cover.....\$4,000 | <input type="checkbox"/> Mobile App |
| <input type="checkbox"/> Inside Back Cover.....\$4,000 | <input type="checkbox"/> Splash Screen.....\$3,000 |
| <input type="checkbox"/> Back Cover.....\$4,000 | <input type="checkbox"/> Banner Ad.....\$1,500 |
| <input type="checkbox"/> Inside Full Page.....\$2,000 | <input type="checkbox"/> Featured Exhibitor.....\$500 |
| <input type="checkbox"/> Inside Half Page.....\$1,000 | |
| <input type="checkbox"/> Banner Ad Count Down Emails | |
| <input type="checkbox"/> One Email.....\$500 | |
| <input type="checkbox"/> All Five Emails.....\$2,000 | |

TOTAL \$_____

Payment Information

☐ Check (Make Check payable to ASCCP) ☐ Credit Card: Visa MC AMEX Discover

Credit Card #: _____

Expiration Date _____ CCV #: _____

Name on Card: _____

Signature: _____