

# Exhibitor Prospectus

ASCP 2019

**Annual Scientific Meeting on  
Anogenital and HPV-Related Diseases**

April 4–7, 2019

Lowes Atlanta Hotel | Atlanta, GA

*New  
Directions*



For More Info: [www.asccp.org/2019meeting](http://www.asccp.org/2019meeting) 800-787-7227 [exhibits@asccp.org](mailto:exhibits@asccp.org)

## About **ASCCP**



ASCCP is a professional society for an interdisciplinary group of healthcare professionals including physicians, physician assistants, nurse practitioners, midwives and researchers, who are focused on improving lives through the prevention and treatment of anogenital and HPV-related diseases.

Each year ASCCP hosts an Annual Scientific Meeting, which brings together healthcare professionals from around the world to speak on topics such as colposcopy, cervical cancer, HPV and other sexually transmitted diseases, vulvar diseases, anal diseases, and more!

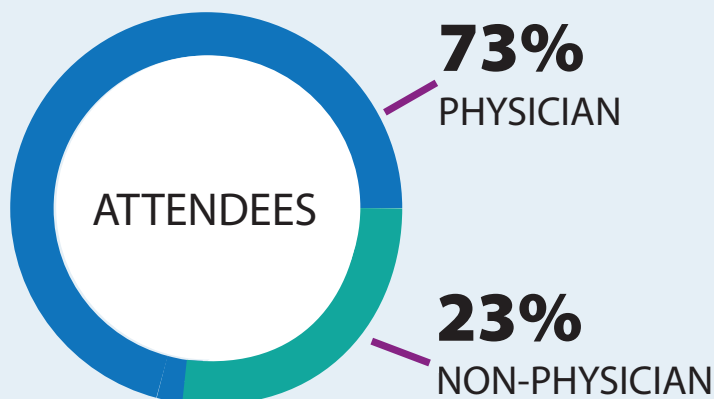
## Why Exhibit at **ASCCP2019**?

Gain access to a variety of healthcare professionals in the following areas:

**Obstetricians and Gynecology**  
**Gynecologic Oncology**  
**Family Practice**  
**General Practice**  
**Internal Medicine**

**Pathology**  
**Dermatology**  
**Pediatrics**  
**Basic Research**

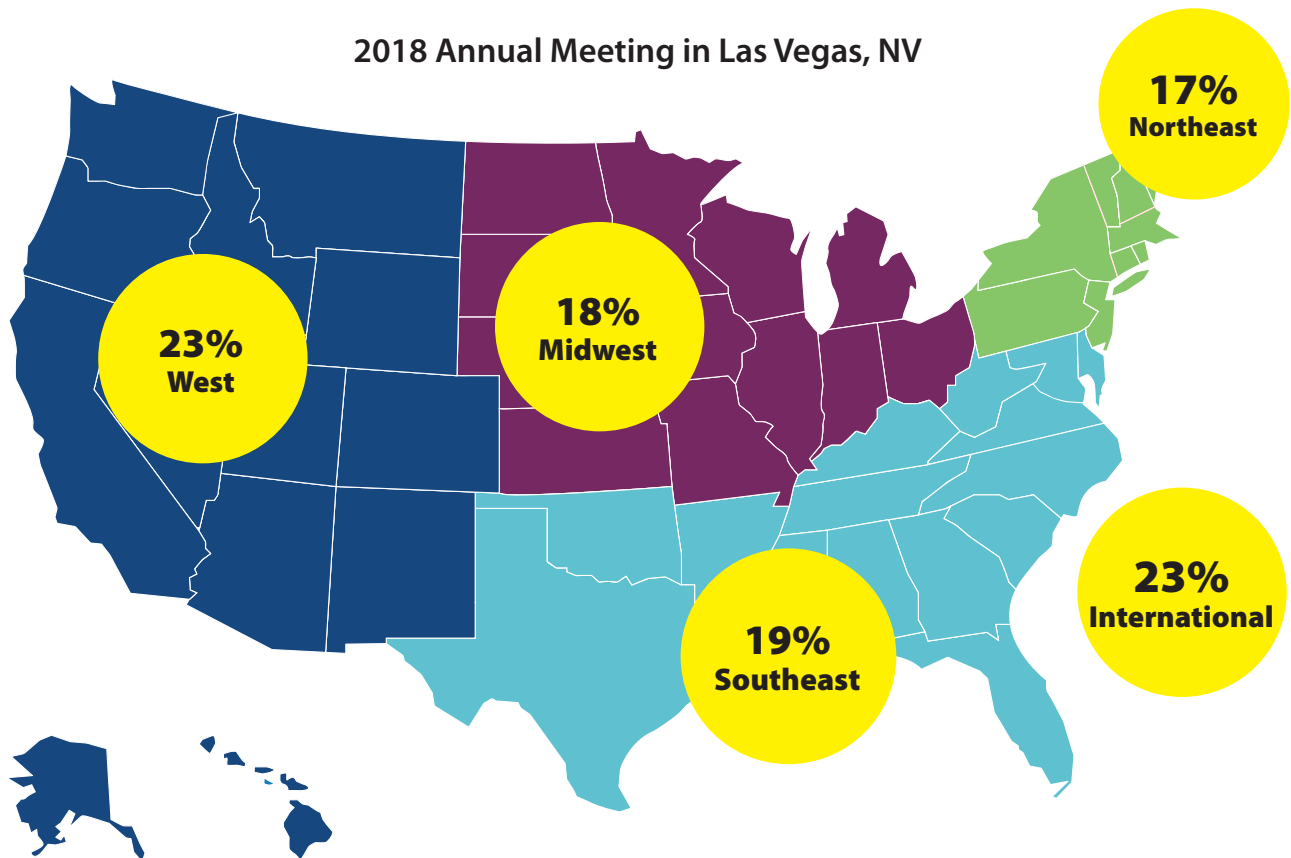
2018 Annual Meeting in Las Vegas, NV



**For More Info:** [www.asccp.org/2019meeting](http://www.asccp.org/2019meeting) 800-787-7227 [exhibits@asccp.org](mailto:exhibits@asccp.org)

# Why Exhibit at **ASCCP2019**?

2018 Annual Meeting in Las Vegas, NV



## Past Exhibitors Include:

American Distributors  
of Colon and Rectal  
Supplies, LLC  
BD  
Beijing Genomics  
Institute  
Cancer Genetics  
CooperSurgical  
Crime Sciences, Inc.  
Cyalume  
Durso Medical  
Devices

DySIS Medical  
Eden  
Elsevier  
Femasys, Inc.  
Gen-Probe  
Guided Therapeutics  
GY Highland  
Biotech, LLC  
Gynex  
Gynius AB  
Histologics, LLC  
Hologic

Liger Medical  
Lutech Industries  
MedGyn  
Merck & Co., Inc.  
Mobile ODT  
mtm Laboratories  
Qiagen  
Quest Diagnostics  
Redfield Corporation  
Roche Diagnostics  
Corporation  
Seiler Microscopes

Shared Instruments  
Resources  
Utah Medical  
Products, Inc.  
Wallach Surgical  
Women Care Global  
Wolters Kluwer Health  
Zinnanti Surgical  
Design Group, Inc.  
Zilico



# Why Exhibit at **ASCCP**2019?

**The Annual Scientific Meeting will give you the opportunity to:**

- Connect with existing and potential customers
- Introduce new products
- Build brand visibility
- Network with attendees at planned social events

**ASCCP creates opportunities to network with potential customers through numerous activities in the exhibit hall including:**

- Welcome Reception
- Poster presentations
- Breakfast, lunch + coffee breaks

**Over 400 medical professionals in attendance from around the world**



# Sponsorships

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

**Recognition on the ASCCP2019 website, including logo and link to website**

**Recognition in the Meeting Program**

*Note: Sponsorships available for confirmed exhibitors only.*

## **Hotel Door Drop \$7,500**

~~3 sponsorships available~~ Only 2 still available!

Have your message delivered right to attendees' doors. Promotional pieces must not be larger than 8.5" x 11" and are subject to approval.

## **Hotel Key Card \$12,000**

Remind attendees about your company each time they enter their room. Your logo/product will be printed on key cards for the Lowes Atlanta Hotel.

## **Lanyards \$2,500**

Your company name will be seen over and over for the duration of the meeting. Each attendee will receive a lanyard with your company name when checking-in at the meeting.

## **Bags \$3,500**

Each attendee will receive a conference bag with your company name.





# Sponsorships (continued)

## Promotional Inserts \$1,500

Have your promotional piece seen by every attendee as they pick up their registration materials.

## Program Advertising

Guaranteed way to reach attendees!

**Inside Front // \$5,000**

**Inside Back // \$5,000**

**Full Page Ad // \$4,000**

**Half Page Ad // \$2,500**

## Satellite Symposia

~~Lunch // \$20,000, 1 sponsorship available (Friday)~~ **SOLD**

**Dinner // \$15,000, 1 sponsorship available (Friday)**

Host a symposium highlighting the latest research or product from your company. Sponsorship includes mailing list, meeting room rental, basic audiovisual (screen, podium with mic, LCD projector), advertising in the final program, on-site signage, website and one email promotion.

## ePoster Kiosks – \$7,500

Be sure to get the attention of attendees by having your company logo displayed on each e-poster kiosk.

## Welcome Reception – \$25,000

Attendees will start the meeting off with networking and poster presentations. Sponsoring this event will get you special marketing promotions as well as placement of your logo on signage throughout the event.



# Corporate Sponsorship Levels

**Become a corporate sponsor and reap the benefits!**



## Platinum Sponsorship Level \$50,000+

- Recognition in the final program, on-site signage and promotion on the ASCCP2019 website
- Invitation to VIP reception
- Discounted registration on full-access conference badges
- 7 additional exhibit only badges

## Gold Sponsorship Level \$30,000+

- Recognition in the final program, on-site signage and promotion on the ASCCP2019 website
- Discounted registration on full-access conference badges
- 5 additional exhibit only badges



## Silver Sponsorship Level \$15,000+

- Recognition in the final program, on-site signage and promotion on the ASCCP2019 website
- Discounted registration on full-access conference badges
- 3 additional exhibit only badges

## Bronze Sponsorship Level \$5,000+

- Recognition in the final program, on-site signage and promotion on the ASCCP2019 website
- 1 additional exhibit only badge

# Purchase Exhibit Space

## Exhibit Space Costs

Booth Size	Early Bird Rate <i>*Until November 1</i>	Regular Rate
10 ft. × 10 ft.	\$2,800	\$3,100
10 ft. × 20 ft.	\$5,400	\$6,000
20 ft. × 20 ft.	\$10,600	\$11,800

### Exhibit Space Includes:

- 8 ft. high pipe + drape back wall
- 3 ft. high pipe + drape side dividers
- 2 exhibit badges per 10 ft. × 10 ft. booth
- Listing in the meeting program and on website

### Please Note

#### 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.

#### Exhibit Badges

It is the responsibility of each exhibiting company to provide an accurate list of representatives who plan to attend. Each 10 ft. × 10 ft. booth receives two exhibit only 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 purchasing additional exhibit badges, please contact [exhibits@asccp.org](mailto: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. The cancellation policy is as follows:

On or Before January 5, 2019	January 5, 2019– February 21, 2019	After February 21, 2019
Full refund minus \$100 processing fee	50% of contracted fee	No refund



# Floor Plan & Exhibitor Hours

## Exhibit Hours

### Thursday, April 4

1:00 pm–5:00 pm  
Exhibitor Move-In

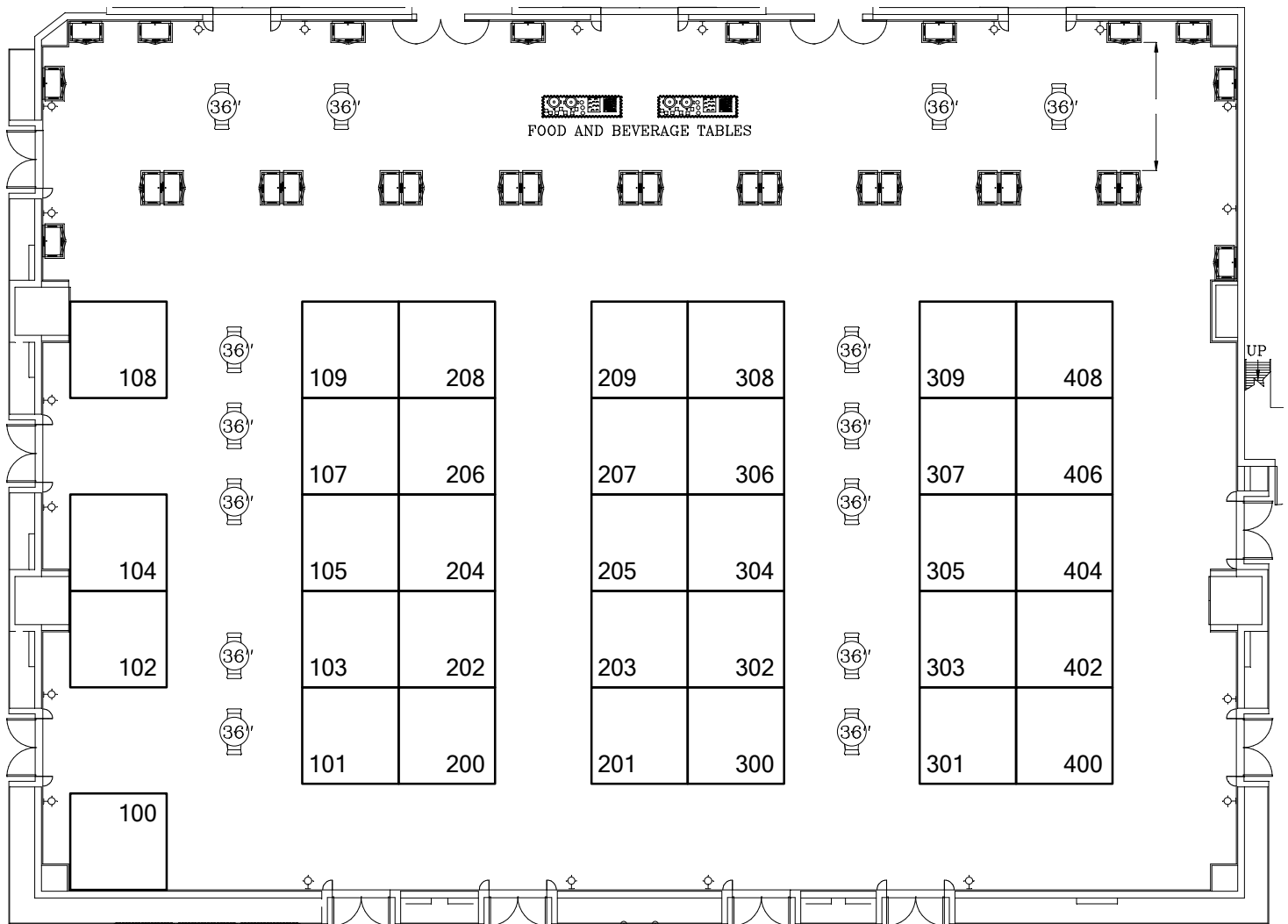
### Friday, April 5

6:45 am–5:30 pm

### Saturday, April 6

7:00 am–4:00 pm

Exhibitor Move-Out  
4:00 pm–8:00 pm



# Venue Information

## **Lowes Atlanta Hotel**

1065 Peachtree St. NE, Atlanta, GA 30309

## **Housing Information**

Discounted Room Rate: \$229.00 / night

**Rates Available Until: March 4, 2019**



**For More Info:** [www.asccp.org/2019meeting](http://www.asccp.org/2019meeting) 800-787-7227 [exhibits@asccp.org](mailto:exhibits@asccp.org)

# Exhibitors Rules & Regulations

## Purpose

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 noneducational 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).

## 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 Rules & Regulations

## (continued)

### **Photography**

Picture taking, other than by the official photographer is prohibited, with the exception of an exhibitor taking pictures of his/her own display.

### **Distribution of Printed Materials**

Distribution of printed materials by an exhibitor is limited to their booth space.

### **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.

### **Ancillary Meetings**

The Society welcomes groups of members, organized along scientific or geographic boundaries, to hold an ancillary meeting during the ASCCP2019. 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 ASCCP2019.

### **Dismantling of Exhibits**

Exhibits may be dismantled on Saturday after the last event in the exhibit hall.

### **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.

### **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.

# ASCCP2019 ANNUAL SCIENTIFIC MEETING

## Exhibit Application

April 4–7, 2019 | Atlanta, GA

**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](mailto:exhibits@asccp.org)*

Exhibit fee must be received by Feb. 1, 2019 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 1*

☐ 10 ft. × 10 ft. booth **\$2,800**   ☐ 10 ft. × 20 ft. booth **\$5,400**   ☐ 20 ft. × 20 ft. booth **\$10,600**

**Regular Rates**

☐ 10 ft. × 10 ft. booth **\$3,100**   ☐ 10 ft. × 20 ft. booth **\$6,000**   ☐ 20 ft. × 20 ft. booth **\$11,800**

Exhibitors will be contacted on a first-come, first-served basis for space preferences.

**Payment Information**

☐ Check *Make check payable to ASCCP.*

☐ Credit Card *Please check one:*   ☐ 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 ASCCP2019 Annual Scientific 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 Lowes Hotel Atlanta and shall indemnify and hold harmless the agents and employees of the Lowes Hotel Atlanta, 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 ASCCP2019 Annual Scientific Meeting on April 4–7, 2019 at the Lowes Hotel Atlanta.

**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:** \_\_\_\_\_

# ASCCP2019 ANNUAL SCIENTIFIC MEETING

## Sponsorship Application

April 4–7, 2019 | Atlanta, GA

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Mailing Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ Website: \_\_\_\_\_

### Sponsorship

- ☐ Hotel Door Drop ..... \$7,500
- ☐ Hotel Key Card ..... \$12,000
- ☐ Promotional Insert..... \$1,500
- ☐ Bags..... \$3,500
- ☐ Lanyards ..... \$2,500
- ☐ ePoster Kiosks..... \$7,500

### Program Advertising

- ☐ Inside Front Cover ..... \$5,000
- ☐ Inside Back Cover ..... \$5,000
- ☐ Inside Full Page ..... \$4,000
- ☐ Inside Half Page ..... \$2,500

### Satellite Symposium

- ☐ Lunch // Friday, April 5 ..... \$20,000
- ☐ Dinner // Friday, April 5 ..... \$15,000

**TOTAL** ..... \$ \_\_\_\_\_

### Payment Information

☐ Check *Make check payable to ASCCP.*

☐ Credit Card *Please check one:*    ☐ Visa    ☐ MC    ☐ AMEX    ☐ Discover

Credit Card #: \_\_\_\_\_ CCV #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_