



# EXHIBITOR PROSPECTUS

ASCCP 2018 ANNUAL MEETING

April 18–21, 2018 \* Las Vegas, Nevada



The society for lower genital  
tract disorders since 1964





## ABOUT ASCCP

ASCCP, the Society for Lower Genital Tract Disorders, is a non-profit organization that provides educational activities and other resources to an interdisciplinary audience with the expectation to improve patient outcomes in the lower genital tract.

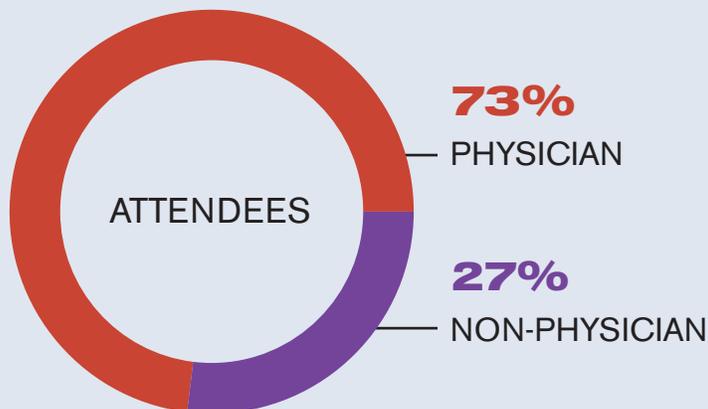
Each year the ASCCP hosts an Annual Meeting, which brings together healthcare professionals from around the world to speak on topics such as colposcopy, cervical cancer, HPV and other sexually transmitted diseases, vulvar disease, anal diseases, and more!



## WHY EXHIBIT AT ASCCP 2018?

Gain access to a variety of healthcare professionals including physicians, physician assistants, midwives, nurse practitioners, and researchers in the following areas:

- \* Obstetricians + Gynecology
- \* Gynecologic Oncology
- \* Family Practice
- \* Internal Medicine
- \* Pathology
- \* Dermatology
- \* Pediatrics
- \* Basic Research
- \* And More

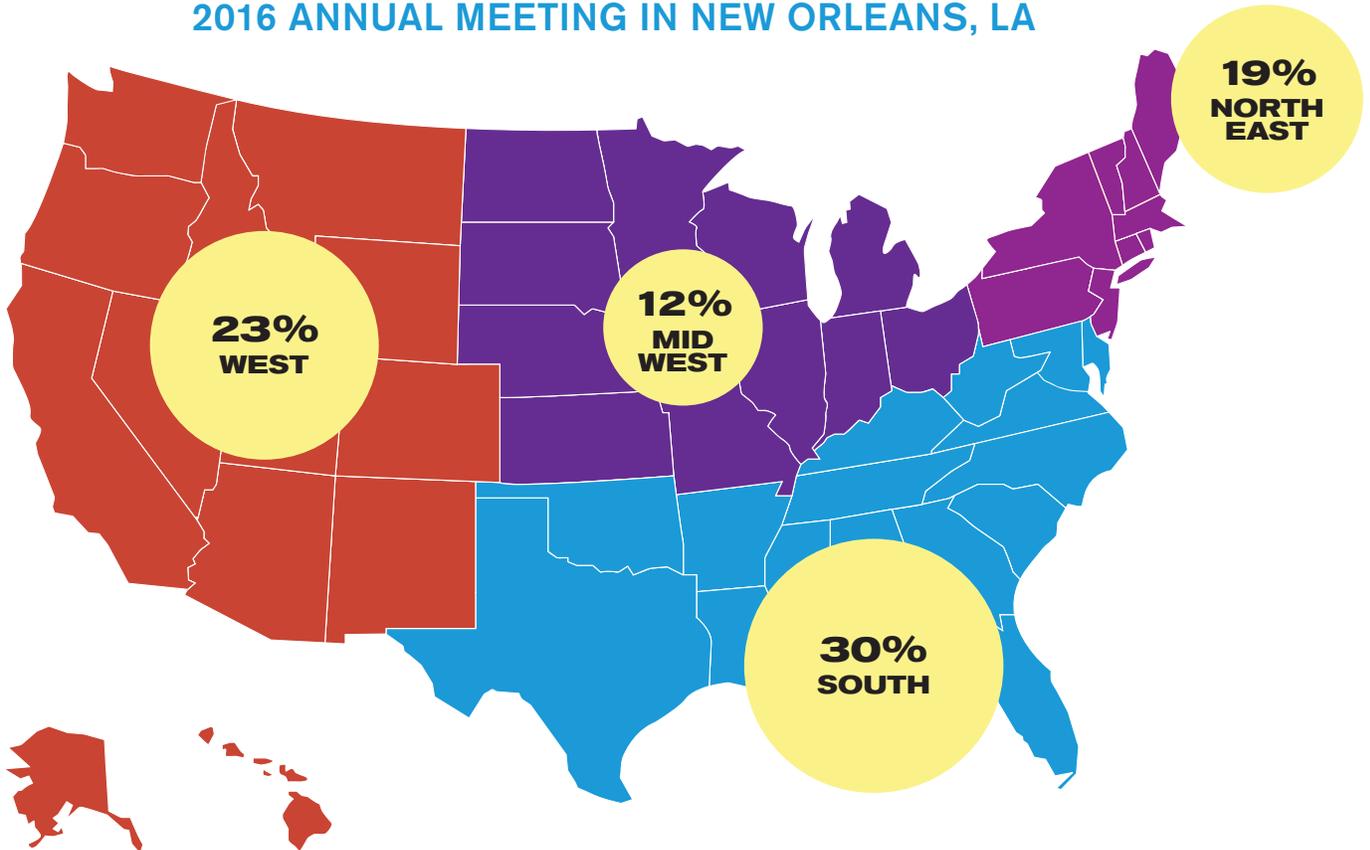


For More Info: [www.asccp.org/2018meeting](http://www.asccp.org/2018meeting) \* 800-787-7227 \* [exhibits@asccp.org](mailto:exhibits@asccp.org)



# WHY EXHIBIT AT ASCCP 2018?

## BREAKDOWN OF ATTENDEES BY LOCATION FROM 2016 ANNUAL MEETING IN NEW ORLEANS, LA



### 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 2018?

**The 2018 Annual 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
- \* “Posters Up – Wine Down” (Poster presentations)
- \* Breakfast, lunch + coffee breaks



OVER 400 MEDICAL PROFESSIONALS IN ATTENDANCE FROM AROUND THE WORLD



For More Info: [www.asccp.org/2018meeting](http://www.asccp.org/2018meeting) \* 800-787-7227 \* [exhibits@asccp.org](mailto:exhibits@asccp.org)



# SPONSORSHIPS

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

- \* Recognition on the ASCCP2018 website, including logo and link to website
- \* Recognition in select ASCCP2018 emails and Meeting Program

*Note: Companies must be a confirmed exhibitor prior to purchasing sponsorships*



## **HOTEL DOOR DROP \* \$7,500**

*3 sponsorships available (1 drop per day)*

Have your message delivered right to attendees' doors. This is a great way to invite attendees to your booth upon arrival. 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 Headquarter Hotel.

## **ALL ATTENDEE EMAIL BANNER AD \* \$1,500**

*Exclusive Sponsorship*

Make your ad visible in the final email 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.



## SPONSORSHIPS (CONTINUED)

### **WIFI \* \$15,000**

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 throughout the day. Your company name will appear on the home screen each time attendees gain access to the internet.

### **TOTE BAG INSERTS \* \$1,500**

Each attendee will see your promotional piece as they pick up their meeting tote bag. Direct them to your booth for more information.

### **MEETING NOTEPADS \* \$2,500**

Meeting notepads will be included in each registration bag guaranteeing your company name will get in front of attendees.

### **PROGRAM ADVERTISING**

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

- \* Inside Front // \$5,000
- \* Inside Back // \$ 5,000
- \* Full Page Ad // \$4,000
- \* Half Page Ad // \$2,500
- \* Quarter Page Ad // \$1,300

### **SATELLITE SYMPOSIA**

- \* Lunch // \$20,000, 1 sponsorship available (Thursday)
- \* Dinner // \$15,000, 2 sponsorships available (Thursday and Friday)

The attention will be on you! Host a session 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 promotion of the symposia in the final email blast to attendees.



# CORPORATE SPONSORSHIP LEVELS

Become a corporate sponsor and reap the benefits! All exhibits and sponsorships for the ASCCP2018 can be counted towards your sponsorship level. Reach the levels below and become a familiar name to attendees.

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## PLATINUM SPONSORSHIP LEVEL \* \$50,000+

- \* Recognition in the final program, on-site signage and on the ASCCP2018 website
- \* Invitation to VIP reception
- \* Discounted registration on full-access conference badges
- \* 7 additional exhibit badges

## GOLD SPONSORSHIP LEVEL \* \$30,000+

- \* Recognition in the final program, on-site signage and on the ASCCP2018 website
- \* Discounted registration on full-access conference badges
- \* 5 additional exhibit badges

## SILVER SPONSORSHIP LEVEL \* \$15,000+

- \* Recognition in the final program, on-site signage and on the ASCCP2018 website
- \* Discounted registration on full-access conference badges
- \* 3 additional exhibit badges

## BRONZE SPONSORSHIP LEVEL \* \$5,000+

- \* Recognition in the final program, on-site signage and on the ASCCP2018 website
- \* 1 additional exhibit badge





# PURCHASE EXHIBIT SPACE

## COST OF EXHIBIT SPACE

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 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 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:

<b>On or Before January 5, 2018</b>	<b>January 5, 2018– February 21, 2018</b>	<b>After February 21, 2018</b>
Full refund minus \$100 processing fee	50% of contracted fee	No refund



# FLOOR PLAN AND EXHIBITOR HOURS

## EXHIBIT HOURS

**Wednesday, April 18**

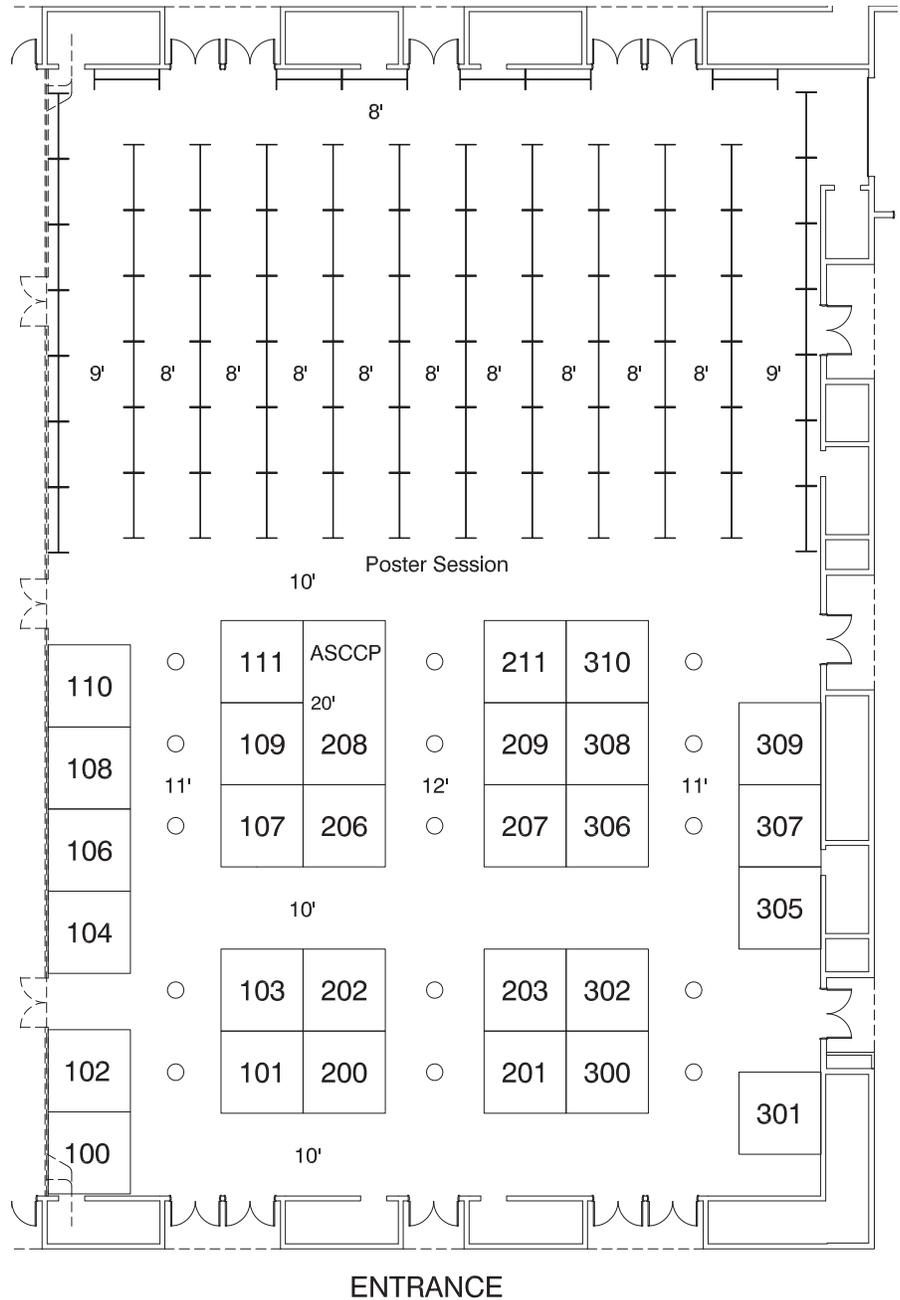
12:00 PM–08:00 PM  
(EXHIBITOR MOVE-IN)

**Thursday, April 19**

7:00 AM–7:00 PM

**Friday, April 20**

7:00 AM–6:30 PM  
6:30 PM–10:30 PM  
(EXHIBITOR  
MOVE-OUT)





# VENUE INFORMATION

## RED ROCK CASINO \* RESORT \* SPA

11011 W. Charleston Blvd., Las Vegas, NV 89135

## HOUSING INFORMATION

Single or Double Room: \$210.00

Check-in Time: 3:00 pm \* Check-out Time: 12:00 noon

**Deadline: March 16, 2018**

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For More Info: [www.asccp.org/2018meeting](http://www.asccp.org/2018meeting) \* 800-787-7227 \* [exhibits@asccp.org](mailto:exhibits@asccp.org)





# EXHIBITOR RULES AND REGULATIONS

## **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).

## **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.

\* *Continued on next page*



# EXHIBITOR RULES AND REGULATIONS (CONTINUED)

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](mailto:DTCP@fda.hhs.gov)

## **Americans with Disabilities Act (ADA)**

Exhibitors are required to be in compliance with the ADA and are asked to be sensitive and accommodating to attendees with disabilities. For more information visit: [www.ada.gov/infoline.htm](http://www.ada.gov/infoline.htm)

## **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.

## **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. ASCCP, persons representing Alliance, or the Red Rock Casino Spa Resort 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.

\* *Continued on next page*



# EXHIBITOR RULES AND 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 ASCCP2018. 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 ASCCP2018.

## Dismantling of Exhibits

Exhibits may be dismantled on Friday 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.

**Mark Your Calendar! \* ASCCP 2019 Annual Meeting**

April 3–6, 2019 // Atlanta, Georgia // [www.asccp.org](http://www.asccp.org) for more info

# ASCCP 2018 ANNUAL MEETING EXHIBIT APPLICATION

**APRIL 18–21, 2018 \* LAS VEGAS, NV** Application Deadline: February 7, 2018

**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. 7, 2018 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. x 10 ft. booth \$2,800    10 ft. x 20 ft. booth \$5,400    20 ft. x 20 ft. booth \$10,600

**Regular Rates**

10 ft. x 10 ft. booth \$3,100    10 ft. x 20 ft. booth \$6,000    20 ft. x 20 ft. booth \$11,800

**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 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 ASCCP2018 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 Red Rock Hotel and shall indemnify and hold harmless the agents and employees of the Red Rock 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 ASCCP2018 Annual Meeting on April 18–21, 2018 at the Red Rock Casino Resort Spa.

**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 2018 ANNUAL MEETING SPONSORSHIP APPLICATION

APRIL 18–21, 2018 \* LAS VEGAS, NV | Application Deadline: February 7, 2018

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

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

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

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

## Sponsorships

- Hotel Door Drop ..... \$7,500
- Hotel Key Card ..... \$12,000
- All Attendee Email Banners ..... \$1,500
- WiFi ..... \$15,000
- Tote Bag Insert ..... \$1,500
- Meeting Notepads ..... \$2,500

## Program Advertising

- Inside Front Cover ..... \$5,000
- Inside Back Cover ..... \$5,000
- Inside Full Page ..... \$4,000
- Inside Half Page ..... \$2,500
- Inside Quarter Page ..... \$1,300

## Satellite Symposium

- Lunch // Thursday, April 19 // 12:00–1:30 PM ..... \$20,000
- Dinner // Thursday, April 19 // 6:30–8:00 PM ..... \$15,000
- Dinner // Friday, April 21 // 6:30–8:00 PM ..... \$15,000

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

## 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: \_\_\_\_\_

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