



# SAGES 2025

# EXHIBITOR PROSPECTUS

PRIORITY POINT  
DEADLINE:  
AUGUST 30,  
2024

MARCH 12-15, 2025

LONG BEACH CONVENTION CENTER, LONG BEACH, CA - LA'S "WATERFRONT PLAYGROUND"

*Program Chairs: Anne Lidor, MD, MPH, FACS & Michael Ujiki, MD*

SAGES2025.ORG

## WHO ATTENDS?

Allied Health Professionals  
Bariatric Surgeons  
Colorectal Surgeons  
Endoscopic Surgeons  
General Surgeons  
Hepatic/Pancreatic/Biliary Surgeons  
Hernia Surgeons  
Minimally Invasive General Surgeons  
Oncologic Surgeons  
Pediatric Surgeons  
Thoracic Surgeons

## WHAT IS SAGES?

SAGES (The Society of American Gastrointestinal and Endoscopic Surgeons) was founded in 1981 to foster, promote, support and encourage academic, clinical and research achievement in gastrointestinal endoscopic surgery. SAGES currently boasts more than 7,000 general surgeon members from countries ringing the globe. SAGES annual meeting is oriented toward minimally invasive surgery.



# SAGES 2025

Society of American Gastrointestinal and Endoscopic Surgeons

## Annual Scientific Sessions & Postgraduate Courses

MARCH 12-15, 2025

Long Beach, California

*Number of Attendees Anticipated: 2,500+*

**Deadline for Priority Space Assignment:  
August 30, 2024**

Exhibitor application available via this link:

[www.sages2025.org/exhibit-application](http://www.sages2025.org/exhibit-application)

## SAGES ....

- Has been a driving force in MIS general surgery training and education for more than 40 years
- Embraces new ideas and initiatives, propelling the advancement of training, education and application of MIS general surgery modalities worldwide
- Conceived and developed The Fundamentals of Laparoscopic Surgery (FLS), a skills and knowledge assessment test which graduating surgery residents are required to pass
- Fosters industry partnerships to realize mutually beneficial goals
- Has representatives in the American Medical Association and the American Board of Surgery

## FIND SAGES ON THE WEB AT:

[www.sages.org](http://www.sages.org)

[www.sages2025.org](http://www.sages2025.org)



X: @SAGES\_Updates



Facebook: [www.facebook.com/SAGESurgery](http://www.facebook.com/SAGESurgery)

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# IMPORTANT DATES

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## EXHIBITOR DEADLINES

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### August 30, 2024

January 17, 2025

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January 17, 2025

February 7, 2025

February 7, 2025

February 7, 2025

February 7, 2025

February 7, 2025

February 7, 2025

February 7, 2025

February 7, 2025

February 28, 2025

### Priority Space Assignment Deadline

Exhibit Space Balance Due

Hotel Reservations Cut-Off

Exhibitor Company Profile

Exhibitor Appointed Contractor Form & Certificate of Insurance

Exhibitor In-Booth Presentation Form

Giveaway Notification Form

Hotel Door Drop Form

Special Promotions Participation Form

Meeting App Exhibitor Listing Enhancements

Booth design submitted to Show Management (20x20 or larger)

Function Space Request Form

Exhibitor Badge Registration

## EXHIBIT DATES AND HOURS

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Dates and times the exhibit hall is open to registrants:

Wednesday, March 12

5:30 pm – 7:30 pm

Opening Reception

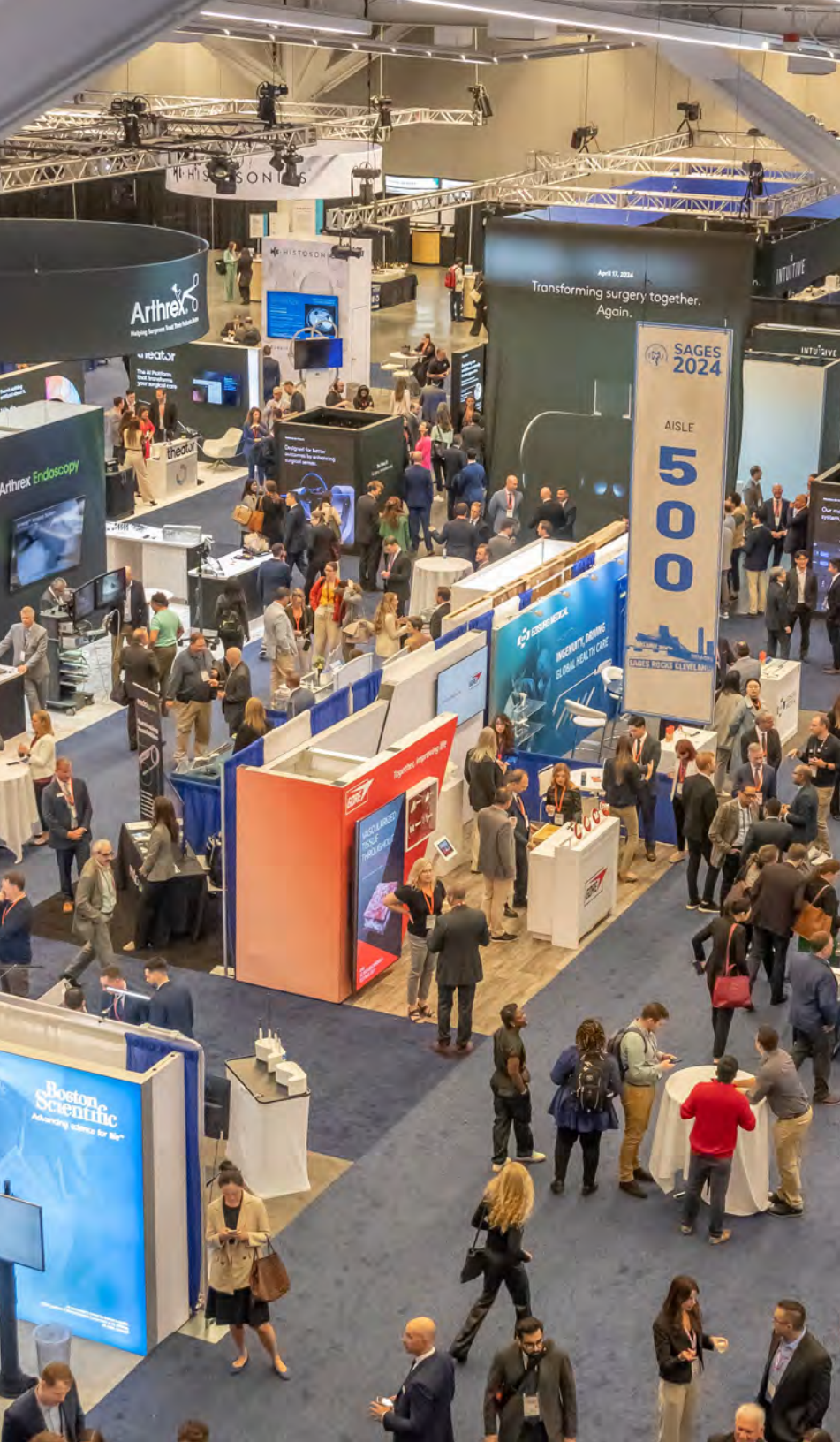
Thursday, March 13

10:00 am – 4:00 pm

Friday, March 14

10:00 am – 4:00 pm

Exhibitor breakdown begins at 4:00 pm



# GENERAL INFORMATION

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March 12 - March 15, 2025  
Long Beach Convention and  
Entertainment Center  
Long Beach, CA

**Exhibit Hall Location**  
Halls B & C

## **ASSOCIATION INFORMATION**

### **Society of American Gastrointestinal and Endoscopic Surgeons (SAGES)**

11300 W. Olympic Blvd., Suite 600  
Los Angeles, CA 90064  
Phone: (310) 437-0544  
Fax: (310) 437-0585  
Web: [www.sages.org](http://www.sages.org) and  
[www.sages2025.org](http://www.sages2025.org)

## **CONTACT INFORMATION**

### **For exhibits contact**

Julia Fisher  
310-437-0544, ext. 174  
[julia@sages.org](mailto:julia@sages.org)

### **For support and visibility opportunities contact**

Shelley Ginsberg  
(310) 437-0544 ext. 111  
[shelley@sages.org](mailto:shelley@sages.org)

## **SAGES CALENDAR OF FUTURE EVENTS**

### **SAGES 2026 Annual Meeting**

March 25-28, 2026  
Tampa, FL

# SAGES 2025 PROGRAM SCHEDULE

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(Tentative as of June, 2024)

The following is an outline of the meeting. Detailed information will be available in the Advance Program in Fall 2024.

SAGES Program Chairs: Anne Lidor, MD, MPH, FACS & Michael Ujiki, MD

## WEDNESDAY, MARCH 12, 2025

### Programming & Posters

SAGES Military Surgical Symposium

Foregut Masters: Video Session - Reoperative Foregut Surgery

How I Do It: Uncommon Scenarios in Abdominal Wall Surgery

Colorectal Masters: Left Colectomy

Bots vs Sticks: HPB Robot and Laparoscopic Techniques - Show Me the Data!

SAGES/AHPBA: Devil's in the Details: Whipple

SAGES/EHS: Strategies for Preventing Abdominal Wall Hernias

### Foundation Awards Luncheon

Getting Out of Trouble During Bariatric Surgery

Devil's in the Details: MIS Esophagectomy

Emergency Management of Hernias

Colorectal Emergencies

Getting Out of Trouble During HPB Surgery

ADOPT Hands-On Course: LCBDE & Imaging

Things I Wish I Knew When Starting My Surgical Practice  
Endoscopic Bariatric Innovations as an Alternative to Gastric Bypass

AI: How to Use It and Make It Work for You

Esophageal Motility Disorders: All Things Foregut Physiology

The Dark Side of the Moon - Expanding Indications for MIS in Complex CRS

Opening Session and Welcome Ceremony

Welcome Reception in the Exhibit Hall

## THURSDAY, MARCH 13, 2025

### Programming & Posters

Exhibits/Education & Innovation Center

ADOPT Hands-On Course: Endo Suture

How to Get New Technology Into Your Hospital

Gerald Marks Lecture

CVS Challenge

Robotic Surgery Curriculums Debate: Are We Neglecting Advanced Laparoscopic Training?

Management of Rectal Tumors: Open, MIS and Endoscopic Approaches

Hernia Masters: Managing Complex Hernias

SAGES/AFS: State of the Art Treatment for Foregut Disease: LINX, POEM, Diverticulum

Optimizing Outcomes in Bariatric Surgery

Safe Chole: Subtotal and Bile Duct Injury Common Mistakes

Early Innovators Course Part 1

Diversity, Equity and Inclusion: The Road to Empowerment

Complimentary Lunch in the Exhibit Hall

Top Controversies in Foregut Surgery (Collis, Fundoplication, Mesh, Gastric Bypass)

Hands-On Course: Endo Flip

Early Innovators Course Part 2

Ergonomics: Panel and Practical Demo

HPB Masters: Complex Gallstone Disease (Pancreatitis, CBD Stones, Choledochal Cyst)

SAGES/AHS: How the Experts Perform Component Separation

Bariatric Masters: Revisional

Best Strategies for Preventing and Treating Anastomotic Leaks

Happy Half Hour in the Exhibit Hall

Overtreatment vs Undertreatment of Abdominal Wall Hernia

Bots vs Sticks: Colorectal Robot and Laparoscopic Techniques - Show Me the Data!

SAGES/ILLS: MIS Liver Debate

Shark Tank

Getting Out of Trouble During Foregut Surgery

GERD Post Sleeve Gastrectomy: What is the Best Solution?

## FRIDAY, MARCH 14, 2025

### Programming & Posters

Exhibits/Education & Innovation Center

Fellowship Council Session: The Art of Giving Effective Feedback

Implementing a Sustainable Surgical Practice

Video Based Assessment in Surgery: The Next Frontier  
AI: What's New Industry Showcase

IPAA - How I Do It

Getting Out of Trouble During Hernia Surgery

Pediatric Minimally Invasive Fundoplication and Other Anti-reflux Procedures

Bots vs Sticks: Bariatric Robot and Laparoscopic Techniques - Show Me the Data!

Morning Mimosas in the Exhibit Hall

# SAGES 2025 PROGRAM SCHEDULE

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(Tentative as of June, 2024)

The following is an outline of the meeting. Detailed information will be available in the Advance Program in Fall 2024.

SAGES Program Chairs: Anne Lidor, MD, MPH, FACS & Michael Ujiki, MD

Karl Storz Lecture

Presidential Address

Complimentary Lunch in the Exhibit Hall

Emerging Technology

Presidential Session

Hands-On Course: ICA

Anti-Obesity Medications: Adjuvant and Neo-Adjuvant  
Adjuncts to Bariatric and Metabolic Surgery

Bots vs Sticks: Foregut Robot and Laparoscopic  
Techniques - Show Me the Data!

Chronic Pain After Hernia Repair and How to Manage It  
Pushing the Limits of Natural Orifice-assisted Colorectal  
Surgery

Plenary 1

Hernia Radiology: Understanding Imaging for Outcomes

SAGES/EAES: Management of Diverticulitis

Management Strategies of Benign HPB Tumors

SAGES Family Feud

International Approaches to Gastric Cancer

Bariatric Surgery and Special Scenarios/Complex  
Cases

Meet the Leadership Reception (Invitation Only)

Main Event

## SATURDAY, MARCH 15, 2025

Programming & Posters

SAGES Mini Medical School

Plenary 2

Surgical Treatment of Gastroparesis Evidence and  
Innovations

Residents & Fellows Session

The Best Way to Approach Inguinal Hernias

Bariatric Emergencies for the General Surgeon

Getting Out of Trouble During Colorectal Surgery

Beyond the Operating Room - Billing, Advocacy, and  
Insurance

Unusual Findings from Upper Endoscopy

Flexible Endoscopy Pearls for the Acute Care Surgeon

SAGES/JSES: International Approaches to Colorectal  
Surgery

Current Treatment Options for Rare Diseases (SMAS,  
MALS, and More)

# EXHIBITOR INFORMATION

*SAGES exhibits – designed to drive traffic into the hall via the following activities:*

- Welcome Reception with hosted bar in the exhibit hall
- “Happy (Half) Hour” break on Thursday afternoon to include beer and snacks
- “Morning Mimosas” half-hour refreshment break on Friday morning
- Refreshment break on Friday afternoon
- Unopposed exhibit time daily
- Learning Center located in the exhibit hall
- Attendee lunch in the Exhibit Hall on Thursday and Friday
- SAGES Theatre featuring SAGES video sessions located in the exhibit hall

## EXHIBITOR CONFIRMATION AND SERVICE KITS

The **Exhibitor Confirmation Packet**, disseminated by Show Management via email in November 2024, will contain your booth assignment, hotel reservation information, and support/visibility opportunities. The **Exhibitor Service Kit** will be disseminated by Freeman by email in early December 2024. The kit will contain shipping information and order forms for onsite services, including labor, electricity, and furniture.

## INCREASE BOOTH ATTENDANCE

Exhibitors are encouraged to promote meeting attendance by distributing pre-meeting materials to company representatives and surgeons worldwide.





# EDUCATIONAL GRANT SUPPORT OPPORTUNITIES

Levels Support for SAGES annual meeting is considered an educational grant, subject to ACCME Standards of Integrity and Independence. A signed Letter of Agreement must be received in advance of the meeting in order for support to be acknowledged. For more information about Levels Support, or to receive a complete list of support opportunities, please contact Shelley Ginsberg at 310-437-0544 ext. 111 or [shelley@sages.org](mailto:shelley@sages.org).

All support levels will be acknowledged and receive benefits as follows, in accordance with the level of support:

<b>Diamond</b>	<b>\$70,000</b>	<b>Platinum</b>	<b>\$55,000</b>
<ul style="list-style-type: none"><li>• Acknowledged as supporter of any one (1) Masters Course</li><li>• Acknowledged as supporter of two (2) Panel/Session</li><li>• Acknowledged as supporter of Innovations in Surgical Education Session</li><li>• Acknowledged as supporter of Marks Lecture</li><li>• Support acknowledged in <i>Surgical Endoscopy</i>, issue immediately following the meeting</li><li>• Pre-meeting registration list*</li><li>• Plaque for display in booth (booth not included with levels support)</li><li>• Listed in program materials, on meeting app, on SAGES website, in SAGES newsletter <i>MesSAGES</i> and other print and virtual locales as a Diamond Supporter of the meeting</li></ul>		<ul style="list-style-type: none"><li>• Acknowledged as supporter of any one (1) Masters Course</li><li>• Acknowledged as supporter of one (1) Panel/Session</li><li>• Acknowledged as supporter of Marks Lecture</li><li>• Support acknowledged in <i>Surgical Endoscopy</i>, issue immediately following the meeting</li><li>• Pre-meeting registration list*</li><li>• Plaque for display in booth (booth not included with levels support)</li><li>• Listed in program materials, on meeting app, on SAGES website, in SAGES newsletter <i>MesSAGES</i>, and other print and virtual locales as a Platinum Supporter of the meeting</li></ul>	

# EDUCATIONAL GRANT SUPPORT OPPORTUNITIES

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## Gold

\$45,000

- Acknowledged as supporter of two (2) Panels/Sessions
- Support acknowledged in *Surgical Endoscopy*, issue immediately following the meeting
- Pre-meeting registration list\*
- Plaque for display in booth (booth not included with levels support)
- Listed in program materials, on meeting app, on SAGES website, in SAGES newsletter MesSAGES, and other print and virtual locales as a Gold Supporter of the meeting

## Bronze

\$20,000

- Support acknowledged in *Surgical Endoscopy*, issue immediately following the meeting
- Pre-meeting registration list\*
- Plaque for display in booth (booth not included with levels support)
- Listed in program materials, on meeting app, on SAGES website, in SAGES newsletter MesSAGES, and other print and virtual locales as a Bronze Supporter of the meeting

## Silver

\$35,000

- Acknowledged as supporter of one (1) Panel/Session
- Support acknowledged in *Surgical Endoscopy*, issue immediately following the meeting
- Pre-meeting registration list\*
- Plaque for display in booth (booth not included with levels support)
- Listed in program materials, on meeting app, on SAGES website, in SAGES newsletter MesSAGES, and other print and virtual locales as a Silver Supporter of the meeting

\*Pre-registration list includes only those attendees who have opted in to receive information from exhibitors/industry.



# VISIBILITY & MARKETING OPPORTUNITIES

## INDUSTRY EDUCATION

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Companies interested in hosting an industry education event/satellite symposium are required to complete an application form which will be reviewed by SAGES Program Committee. Spaces and topics are subject to approval and on a first come first served basis. These may be lectures, hands-on demonstrations, or other educational activities. Please refer to the industry education guidelines for more information. There is a maximum of four symposia per time slot.

SAGES does not provide CME for these sessions. If a company determines they would like to provide CME, they may do so through a third party provider; otherwise, these are non-CME activities.

The program will be promoted in the Final Program on the meeting app, and an email will be sent to the SAGES marketing list shortly before the meeting. On site signage will be produced to further promote the events, and other marketing opportunities will be provided.

## LUNCH SYMPOSIA \$20,000 EACH

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- Thursday, March 13      12:15 – 1:15 pm
- Friday, March 14      12:15 – 1:15 pm

## INDUSTRY SPONSORED CONCURRENT SESSION\* \$20,000 EACH

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\*This is an opportunity for your educational symposium to be held during the daytime hours, concurrently with other SAGES sessions. Availability on a first come, first serve basis, and all topics and agendas must be approved by SAGES Meeting Program Chairs. One per company.

*For more information, please contact Shelley Ginsberg at 310-437-0544 ext. 111 or [shelley@sages.org](mailto:shelley@sages.org).*

## ADVERTISING OPPORTUNITIES Prices vary

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Banner ads are available on the SAGES 2025 meeting website, SAGES 2025 meeting marketing email blasts, and on the SAGES 2025 meeting app. Please contact Shelley Ginsberg for more information.

## BANNERS AND DIGITAL SIGNS Prices vary

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**+ production and rigging extra**

For maximum visibility, place your company name on banners, clings and digital signs in and around the exhibit hall, and in various public areas outside the education zone. Please contact Shelley Ginsberg in the SAGES office for various opportunities, guidelines and prices.

## EXHIBIT AISLE SIGNS \$15,000

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Draw more traffic to your booth by placing your company name throughout the exhibit hall! Each hanging aisle sign will include your company logo and booth number, making it easy for attendees to find you.

# VISIBILITY & MARKETING OPPORTUNITIES CONT.

## **HAND SANITIZERS, MASKS**

**\$20,000**

Personalize small hand sanitizers or masks, which may be distributed to all meeting attendees. Please contact Shelley Ginsberg for various opportunities and guidelines.

## **HOTEL KEY CARDS**

**\$15,000**

**+ production and distribution**

Receive early exposure to meeting attendees as you greet them checking in to their hotels.

## **COMPANY INFORMATION FOR PROGRAMS**

Exhibitors will be listed on the SAGES Meeting App (which has replaced the printed final program) along with company detail and descriptions. Companies must submit a brief description of their company or products by **January 17, 2025**. Please complete the profile form located in the Exhibitor Confirmation Kit.

## **WEDNESDAY NIGHT OPENING RECEPTION**

On Wednesday, March 12, 2025 from 5:30 pm- 7:30 pm SAGES will host bars throughout the hall.

## **BOOTH REFRESHMENTS**

Exhibitors are encouraged to provide refreshments within their booths through the run of the show. This has proved to be a popular offering among attendees and exhibitors alike. All food and beverage must be ordered from the Convention Center caterer. Menus, order forms, and contact information will be included in the Exhibitor Confirmation Kit.

## **DOOR DROPS**

Forms for the SAGES hotel door drop will be provided in the Confirmation Kit and also in the Exhibitor Services Kit (from Freeman), or call the provider, General Surgery News at (212) 957-5300. The door drop participation deadline is **February 7, 2025**.

DOOR DROPS-DATE SUBJECT TO CHANGE.

## **MAILING LIST**

The SAGES advance registration list may be purchased for \$500. Please contact Julia Fisher at [julia@sages.org](mailto:julia@sages.org). (No cost for Levels Supporters – see pages 9-10).

**NOTE: Pursuant to ACCME guidelines, registrants will have to “opt in” to consent to having their name and institutional mailing addresses shared with meeting vendors, sponsors, and exhibitors. Pre-registration lists will include the names and institutional mailing addresses of only those registrants who have consented to having their information shared.**

# VISIBILITY & MARKETING OPPORTUNITIES CONT.

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## **TECHNOLOGY SUITES:**

SAGES is providing a limited number of suites in the Exhibit Hall, offering exhibitors the opportunity for private and convenient meeting space inside the exhibit hall. The suites will be located near the back of the Exhibit Hall and will be available during exhibit hours. Technology Suites are available on a first come, first serve basis, and spaces are limited.

Technology Suites are available in 10'x10' and 10'x20' sizes; included with each Suite is a hardwalled meeting space with lockable door (no ceiling), carpet, and a table and chairs. Space/locations will be assigned by SAGES.

### **Prices:**

10'x10': \$6000

10'x20': \$8000

To reserve a Technology Suite, please apply online:

[sages2025.org/tech-suite-application/](https://sages2025.org/tech-suite-application/)

*Please note:* Not all space occupied by SAGES is available for marketing opportunities; specifically, there will be no marketing/branding immediately outside session rooms. Educational grant support will be acknowledged in accordance with ACCME guidelines.

If you have an idea for a visual impact opportunity not listed here, please contact Shelley Ginsberg in the SAGES office at 310-437-0544, ext. 111 or via email at [shelley@sages.org](mailto:shelley@sages.org)



## EXHIBITOR REGISTRATION

Tuesday, March 11	1:00 pm - 5:00 pm
Wednesday, March 12	8:00 am - 5:00 pm
Thursday, March 13	8:00 am - 5:00 pm
Friday, March 14	8:00 am - 5:00 pm

## SET-UP HOURS

Tuesday, March 11	1:00 pm - 6:00 pm
Wednesday, March 12	8:00 am - 2:30 pm

All set-up personnel must wear a set-up badge or wristband, which will be available at the registration desk.

For questions regarding move-in, please contact Show Management at (310) 437-0544, ext. 174 or email Julia at [julia@sages.org](mailto:julia@sages.org). Permission for early move-in must be approved by Show Management.

All construction must be completed and aisles cleared by 2:30 pm on Wednesday, March 12. All Exhibits must be fully operational by 4:00 pm, Wednesday, March 12.

## EXHIBIT DATES AND HOURS

*The exhibit hall will be located in Exhibit Halls B & C*

**Dates and times the exhibit hall is open to registrants:**

Wednesday, March 12	5:30pm - 7:30 pm <i>Opening Reception</i>
Thursday, March 13	10:00 am - 4:00 pm
Friday, March 14	10:00 am - 4:00 pm <i>Exhibitor breakdown begins at 4:00 pm</i>

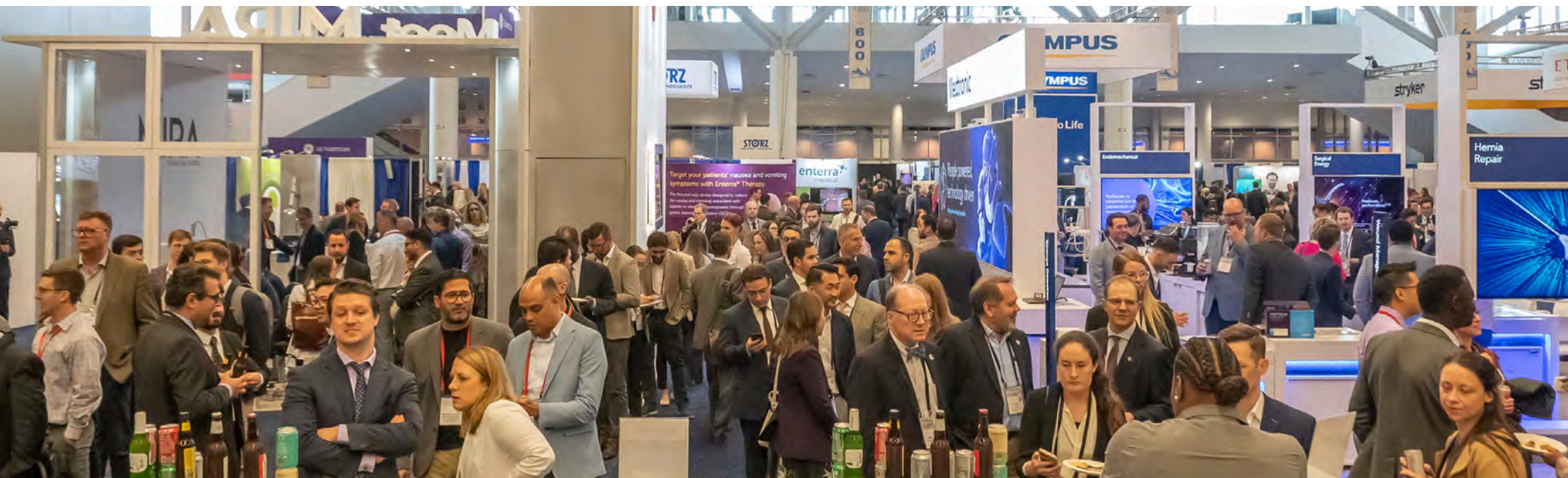
All exhibit personnel must leave the exhibit floor **15 MINUTES** after close of the exhibit hall on Wednesday and Thursday.

## DISMANTLING AND REMOVAL OF EXHIBITS

Friday, March 14	4:00 pm - 9:00 pm
Saturday, March 15	8:00 am - 12:00 pm

**All halls must be cleared by Saturday, March 15 at 12:00 pm.** Exhibitors may not begin dismantling until 4:00 pm Friday, March 14.

Exhibitor application available via this link:  
[www.sages2025.org/exhibit-application](http://www.sages2025.org/exhibit-application)



AcuityMD  
Aesculap  
AKTORMed GmbH  
Allergan Aesthetics  
Ambu  
Anaut Inc.  
Applied Medical  
Applied Medical Technology, Inc.  
Arthrex Vet Systems  
Bayou Surgical, Inc., makers of troCarWash System  
BD  
BG Medical / Surgimesh  
BK Medical / GE HealthCare  
Boston Scientific  
Calmoseptine, Inc.  
CAREstream America  
Castle Biosciences  
CDx Diagnostics  
CONMED  
Cook Biotech  
Cook Medical  
Coronis Health  
Diversatek Healthcare  
EBM  
EndoGastric Solutions  
Endolumik  
Enterra Medical  
Erbe USA  
Ethicon

EziSurg Medical  
FlexDex Surgical  
FluidAI Medical  
FSN Medical Technologies  
FUJIFILM Healthcare Americas Corporation  
General Surgery News  
GloShield  
Gore & Associates  
HistoSonics  
Hologic  
IMRA Surgical  
Infinitus Medical Technologies  
Inovus Medical  
International Society for Fluorescence Guided Surgery (ISFGS)  
Intuitive  
JSR Medical  
Karl Storz Endoscopy – America, Inc.  
LEXION Medical  
Limbs & Things  
LivsMed  
Lucid Diagnostics  
MAST Biosurgery USA, Inc.  
Medical Expo Supplies  
Medspira  
Medtronic  
MedTube  
Mesh Suture, Inc.  
MOLLI Surgical

New Wave Endo  
Northgate Technologies, Inc.  
Olympus America Inc.  
OptoMedic  
Ovesco Endoscopy  
Plasmatica  
Platform Innovations  
Pristine Surgical  
RefluxStop – Implantica  
Sentinel Medical Technologies  
Stryker  
Surgease Innovations Ltd  
Surgeons Capital Management  
Surgical Science- Symbionix Simulators  
Suture Ease, Inc.  
Synapse Biomedical, Inc.  
Takeda Pharmaceuticals USA, Inc.  
TELA Bio, Inc.  
Teleflex  
Theator  
University at Buffalo Department of Surgery – Mental Imagery Experiment  
Vantedge Medical  
Vioptix, Inc.  
VirtaMed  
Virtual Incision  
Virtual Ports

## EXHIBITOR QUALIFICATION

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All products and services to be exhibited must be directly related to the practice of surgery, medicine, or medical/surgical education, or contribute to the educational, instructional and professional atmosphere of the meeting. All exhibiting companies are subject to approval by Show Management, whose decisions in this regard are final. Exhibitors must comply with FDA regulations concerning the exhibition of investigational products and class III devices.

## EXHIBITOR STAFF CONDUCT

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Exhibitors must set up, occupy and staff their exhibits during all hours exhibits are open. Failure to do so may result in ineligibility for future meetings. Names of all participants affiliated with exhibits must appear on the corresponding company staff list sent to show registration. False certification of individuals as exhibitor's representatives, misuse of exhibitor badges, or any other method assisting unauthorized persons access to the exhibit floor will be just cause for expelling the violator from the exhibition or barring him/her from further entrance to the exhibit floor, or removing his/her exhibit from the exhibit floor without obligation on the part of Show Management for refund of fees.

Exhibit personnel are expected to remain in their rented space and not view other exhibits except by invitation of other exhibitors. Interviews, demonstrations and the distribution of literature must be made within the booth area assigned to the exhibitor. Canvassing or distributing of advertising materials beyond the parameters of the exhibitor's own booth will not be allowed. Additionally, exhibitors are prohibited from posting signs relating to exhibits or any company activity outside the parameter of the exhibitor's own booth. Violators may be sanctioned 50% of their current priority point total.

Exhibitors may not place signage regarding any company related event outside their booth at anytime.

## EXHIBITOR GUEST POLICY

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Guests of exhibitors should be included on the individual company's staff list. Charges for additional badges over the number included with the purchase of booth space will be assessed at \$50 per badge (as outlined on page 18), to be invoiced following the meeting. An exhibitor may not register as staff any person eligible for registration as a meeting attendee.

## POLICY FOR EXHIBITORS ATTENDING SCIENTIFIC SESSIONS

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Exhibitors may attend didactic sessions or postgraduate courses, with the caveat that if a session becomes too full, an exhibitor may be asked to give up their seat for a registered meeting attendee. Exhibitors may not attend hands-on labs, luncheon sessions, or any course that is not part of the general sessions and for which attendees have to register and pay separately. Exhibitors may not register as company staff any individual who is eligible for registration as a meeting attendee.

[CLICK HERE TO VIEW THE 2025 FLOOR PLAN](#)



## CANCELLATION & REDUCTION/ RELOCATION POLICY

Notification of cancellation or reduction of space must be in writing. If this agreement is canceled by the exhibitor for any reason or by Show Management because of Exhibitor's default or violation of this agreement, monies paid to SAGES by the Exhibitor shall be retained as follows:

- \$1,000 per 10' x 10' space if application is received before January 17, 2025

**NO REFUNDS for any cancellations or reductions after January 17, 2025.**

## SUBLETTING OF SPACE

Exhibitors may not assign or apportion to others the whole or any part of the space allocated, and may not display goods or services other than those manufactured or regularly distributed by the applicant(s).

## PRIORITY POINTS

SAGES priority points system is in accordance with HCEA guidelines, which insures fairness for all exhibitors.

The initial assignment of booth space occurs just after **the August 30, 2024 priority point deadline.**

Applications received after the **August 30, 2024** deadline will not be included in the initial space allocation and will be assigned space on a "first come, first served" basis.

The system has been applied to all companies who have exhibited with SAGES since 2006. The points will be applied toward the 2025 meeting as follows:

- 5 points for each year of exhibiting at SAGES
- 5 points for each 10 x 10 space (Maximum 15 points)

**The maximum number of points any single company can be awarded in a given year is 25.**

## EXHIBITOR FEES

Linear Booths – 10' x 10' (feet):	\$4,000
Corner Booths – 10' x 10' (feet):	\$4,200
Linear Booths – 10' x 20' (feet):	\$8,400
Linear Booths – 10' x 30' (feet):	\$12,600

### **Booth Price List**

ISLAND – 20' x 20':	\$16,800
ISLAND – 20' x 30':	\$25,200
ISLAND – 30' x 30':	\$37,800
ISLAND – 30' x 40':	\$50,400
ISLAND – 40' x 40':	\$67,200
ISLAND – 40' x 50':	\$84,000

## PAYMENT SCHEDULE

- A 50% deposit of the total exhibit rental charge must accompany submitted application.
- **Total balance due January 17, 2025.**

Applications not accompanied by a 50% deposit will be considered invalid. If full payment is not received by **January 17, 2025** the space may be reassigned or resold. All reservations must be made in writing via exhibitor application. Applications from exhibitors who have outstanding balances due to SAGES from any previous year will not be processed without full payment of delinquent accounts. **After January 17, 2025, all applications will require payment in full.**

**All exhibitor registration must be completed online. Do not submit hard copy lists of your exhibitor staff.** Show Management will email complete instructions for the online registration system at the time your confirmation packet is emailed.

- Exhibitor badges may be picked up on-site by the individual. Badges are filed under the company name. **BADGES MUST BE WORN AT ALL TIMES** the exhibitor is on the show floor.
- The exhibit registration fee includes a maximum of 5 personnel per 10' x 10' space. Regardless of booth size, the total maximum number of personnel included in an exhibit registration fee is 45.

- Registration of exhibit personnel beyond maximum allowed (45 staff members), either in advance or on site, will have an additional registration badge fee of \$50. Companies will be invoiced after the meeting for all badges over their maximum allowance.
- Exhibitor badges must not be given or lent to any individual except the exhibit personnel to whom the badge has been issued.
- Business cards may not be inserted over badge name.
- The person who signs the application, or a designee, shall be the exhibitor's official representative.
- Exhibitor Badge Registration deadline is **February 28, 2025.**

## **ONSITE BADGE POLICY**

For companies submitting a list of more than 10 name additions or changes onsite:

- Companies will be charged a \$250 fee per list of 10 names additions or changes onsite and will be invoiced after the meeting.
- The list must be typed and printed or sent via email formatted in an Excel spreadsheet to include first and last names, and company name.
- A minimum of 4 hours will be required to enter the badge list.

**Exhibitor application available via this link:**  
[www.sages2025.org/exhibit-application](http://www.sages2025.org/exhibit-application)



## INSTALLATION OF EXHIBITS

Exhibit space will not be released to the Exhibitor until all conditions are met and all balances paid. Except for those in designated freight aisles, please abide by the following schedule. If set-up of an exhibit has not started by 12:00 pm, Wednesday, March 12, Show Management may order the exhibit to be assembled and the exhibitor billed for all charges incurred. Show Management will not be responsible for any damage incurred.

### **Set-up Hours:**

Tuesday, March 11	1:00 pm – 6:00 pm
Wednesday, March 12	8:00 am – 2:30 pm

**All construction must be completed and aisles cleared by 2:30 pm, Wednesday, March 12, 2025. All Exhibits must be fully operational by 4:00 pm, Wednesday, March 12, 2025.**

## DISMANTLING & REMOVAL OF EXHIBITS

### **Breakdown Hours:**

Friday, March 14	4:00 pm – 9:00 pm
Saturday, March 15	8:00 am – 12:00 pm

Exhibitors may not begin dismantling until 4:00 pm, Friday, March 14. All Exhibits must be packed and ready for shipment by 12:00 pm, Saturday, March 15. No extensions for dismantling will be given. Any materials not called for by 12:00 pm, Saturday, March 15 will be shipped at the exhibitor's expense by the carrier selected by the official drayage contractor. All space occupied by an exhibit must be left in the same condition as it was before set up. Exhibitors are responsible for removal of excess debris, bulk quantities of printed material, floor covering, and any items other than those that can be easily swept up.



# SERVICE CONTRACTOR INSTALLATION & DISMANTLE

20

## OFFICIAL SHOW SERVICE CONTRACTOR

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### Freeman

Provided that all payments and information required have been submitted, Freeman will e-mail an Exhibitor Service Kit to your company contact in December 2024.

## EXHIBITOR APPOINTED CONTRACTORS

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Use of exhibitor appointed contractors is permitted. Submission of a completed Exhibitor Appointed Contractor form is required and will be included in the Exhibitor Confirmation Packet. Exhibitor Appointed Contractor information must be accompanied by Certificates of Insurance and received by Show Management on or before February 7, 2025. Exhibitors who use independent contractors and do not provide Certificates of Insurance will not be allowed on the exhibit floor.

## AUDIO VISUAL

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A form for ordering AV will be included in your service kit.

## LABOR

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Freeman will provide the labor for set-up, dismantling, and material handling. Labor will be available based upon advance orders. To ensure that the correct craftsmen are available, exhibitors are urged to order labor in advance. Complete details and order forms will be provided in your service kit to be emailed December 2024.

## INSTALLATION/DISMANTLING LABOR

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Complete details will be provided in Exhibitor Service Kit.

## ELECTRICAL LABOR:

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Complete details and order forms will be provided in Exhibitor Service Kit.

## PLUMBING LABOR:

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Complete details and order forms will be provided in service kits.

## FREIGHT HANDLING & SHIPPING

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The official drayage contractor will have total control of all dock and loading facilities and will receive direct and advance shipments and handle all freight. All services not ordered in advance must be obtained on-site through the Exhibitor Service Desk, on-site freight handling, also called drayage, is charged by weight. Shipments made directly to the convention center are billed at the same rate as those shipped in advance to the warehouse. Advance shipment rates include up to 30 days of storage for your shipment in the contractors warehouse facility. Drayage rates include delivery of shipment to your booth and the removal of empty crates to storage.

Drayage rates are calculated per hundred pounds (hundred weight [cwt.]). A minimum of two hundred pounds (cwt.) will be charged for each round-trip shipment. Shipments of less than 100 pounds will be rounded up (75 lbs. to 1 cwt.), shipments of less than 200 pounds will be rounded up (125 lbs. to 2 cwt.), and so on.

*NOTE:* To facilitate move-in and reduce additional fees, exhibitors are advised to send shipments to the warehouse. Warehouse and on-site shipping information will be included in Exhibitor Service Kit. For further details, contact Julia Fisher at (310) 437-0544, ext. 174 or via e-mail: [julia@sages.org](mailto:julia@sages.org).

# BOOTH CONSTRUCTION INFORMATION

A complete set of construction specifications will be sent with the service kit to be emailed December 2024.

- Exhibits must conform to the educational/professional environment of the meeting.
- Exhibits must be designed and exhibit personnel must operate so that traffic in aisles is not impeded.
- Exhibitor identification on all signs, graphics & literature must be the company name submitted on the Exhibitor Application.
- Exhibits must be assembled and dismantled safely.
- Materials used in the exhibit must be flame retardant in accordance with the Fire Ordinances of the City of Long Beach, CA.
- Electrical equipment must conform to the electrical codes of the City of Long Beach, CA.

## BOOTH DESCRIPTION

Included with each linear or corner booth will be an 8' high background drape, 3' high side drape, and, one (1) 7" x 44" identification sign for booths up to 10'x30'. Larger booths may request identification signs at no additional charge. Special requirements, electrical hook-ups, audiovisual rental, etc., must be arranged through the appropriate service contractor and billed directly to the exhibitor.

## HANGING SIGNS OR BANNERS

Information about hanging signs will be available in the Exhibitor Service Kit.

## LINEAR EXHIBITS

(One or more exhibits in a straight line)

- Minimum space is 10' x 10'.
- The rear half of the exhibit may be occupied up to a height of eight (8) feet.
- The front half of the space may be occupied up to a height of four (4) feet, except for equipment which may be up to eight (8) feet provided it does not block sight lines of other exhibitors.
- Live or video demonstrations must not block sight lines of other exhibitors.
- Exhibits located along perimeter walls may have a rear height of up to twelve (12) feet, with prior approval.

## END-CAP

(Two booths across the end of an aisle)

The use of the two end booths across the end of an aisle provides exposure on three aisles and is defined as an END-CAP, as in capping the end of an aisle. If you chose this configuration, be sure your exhibit property can adhere to the requirements.

- Not to exceed four (4) feet in height from the outer back edges of the booth space extending five (5) feet into the booth space. The ten (10)

center feet in rear of booth space, not to exceed 8 feet in height.

- Live or video demonstrations must not block sight lines of other exhibitors

## ISLAND AND PENINSULA EXHIBITS

(20' x 20' or larger free-standing - Island)

**Maximum height, including hanging signs, is 22 feet.**

All island exhibits should have access from all four sides.

## SEE-THROUGH VISIBILITY GUIDELINES

Vertical wall rules:

Any booth with a vertical wall that encompasses  $\geq 40\%$  of any side of the display may be placed on the periphery of the exhibit hall. A vertical wall that occupies  $\geq 40\%$  of any one side of a booth blocks the exhibit sight lines. NOTE: after initial booth assignments, if it is determined that a booth design includes such a wall, the Exhibit Manager has the right to relocate that booth.

Setback rules:

A minimum setback of 1' on all sides must be maintained for display counters, and/or any solid wall construction. Booth must have sufficient space to accommodate booth staff and booth visitors, so that aisle traffic is unimpeded.

## **INSURANCE AND LIABILITY**

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The Exhibitor assumes entire responsibility and liability for losses, damages and claims arising out of injury to any person, or any loss of, or damage to property when such loss, damage or injury is in any way connected to the exhibitor's participation in the exhibition. Exhibitors shall indemnify and hold harmless SAGES, Show Management, their officers, directors, agents, members and employees and, the designated convention facilities, their agents, and employees from any and all such losses, damages and claims. Exhibitors agree to protect, save, and keep SAGES, Show Management and the Long Beach Convention & Entertainment Center forever harmless from any damage or charges imposed for violation of any law or ordinance whether occasioned by the negligence of the exhibitor, or its agents, as well as strictly to comply with the applicable terms and conditions contained in the agreement between the Long Beach Convention & Entertainment Center and SAGES regarding the exhibit premises, and further, an exhibitor shall at all times protect, indemnify, save and keep harmless SAGES, Show Management and the Long Beach Convention & Entertainment Center against any

and all loss, cost, damage, liability or expense arising from, or out of, or by reason of said exhibitor's occupancy and use of exhibit premises or part thereof.

Though security is provided by Show Management, the furnishing of such security shall not be deemed to effect the non-liability SAGES and Show Management, their members, officers, representatives or the official service contractors or the Long Beach Convention & Entertainment Center to modify in any way the assumptions or risk provided herein. If any part of the exhibit hall is damaged or destroyed in such a way as to prevent SAGES or Show Management from allowing an exhibitor to occupy its assigned space during any portion of the exhibition, or if same is prevented by strikes, Acts of God, national emergency, or other causes beyond the control of SAGES or Show Management, exhibitors will be charged for space during the time it was or could have been occupied; and exhibitors hereby waive any claim against SAGES or Show Management, their members, directors, agents or employees for losses or damages that may occur due to such inability to occupy assigned space.

## **SECURITY**

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Show Management will furnish security staff to be on duty in the exhibit hall when exhibits are closed, but the safekeeping of the exhibitor's property shall remain the responsibility of the exhibitor at all times. Exhibitors may hire additional security personnel for their booths. Complete information for obtaining security services will be provided in your Exhibitor Service Kit.

SAGES and Show Management assume no responsibility for any losses sustained by exhibitors.

## **CARE OF BUILDING**

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Nothing shall be affixed to walls, drapes, electrical outlets, etc., by the use of nails, tacks, staples, or scotch tape. Where food and liquids are displayed there must be suitable floor coverings to protect facility property. Any damage to facility property through carelessness of exhibitors or their employees or agents will be the financial responsibility of the exhibitor causing such damage.

## **FIRE PRECAUTIONS**

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No combustible decoration, such as crepe paper, tissue paper, cardboard, or corrugated paper, shall be used by Exhibitors in the Exhibit Halls at any

time during the exhibition. All packing containers, excelsior, and wrapping paper, which must be flame proof, are to be removed from the floor and must not be stored under tables or behind displays. All muslin, velvet, or any other cloth decorations, must withstand a flameproof test. All materials and fluids that are flammable are to be kept in safety containers. Open flame, butane gas, oxygen tanks, etc. are not permitted without permission of the Long Beach Convention & Entertainment Center. No obstructions shall be placed in any aisle, passageway, lobby or exit leading to any fire extinguishing appliance. Direct passageways leading to any fire alarm or telegraph communication must be kept free of any obstructions. A complete set of applicable fire regulations will be included in the Exhibitor Service Kit sent by Freeman.

## **RULES & REGULATIONS AMERICANS WITH DISABILITIES ACT**

Exhibitors shall be fully responsible for compliance with all applicable provisions of the Americans with Disabilities Act (ADA) with regard to their booth space. This includes, but is not limited to, the wheelchair access provisions.

## **POLICY ON ACCME STANDARDS FOR INTEGRITY AND INDEPENDENCE**

As an ACCME accredited provider, SAGES is committed to presenting CME activities that promote improvements or quality in healthcare and are independent of the control of commercial interests. As part of this commitment, SAGES requires clear separation between exhibit/marketing/advertising activities and educational activities.

Exhibitors are requested to review the [ACCME Standards for Integrity and Independence](#), in particular Standard 2 and Standard 5:

### **Standard 2: Prevent Commercial Bias and Marketing in Accredited Continuing Education**

Accredited continuing education must protect learners from commercial bias and marketing.

1. The accredited provider must ensure that all decisions related to the planning, faculty selection, delivery, and evaluation of accredited education are made without any influence or involvement from the owners and employees of an ineligible company.
2. Accredited education must be free of marketing or sales of products or services. Faculty must not actively promote or sell products or services that serve their professional or financial interests during accredited education.
3. The accredited provider must not share the names or contact information of learners with any ineligible company or its agents without the explicit consent of the individual learner.

### **Standard 5: Manage Ancillary Activities Offered in Conjunction with Accredited Continuing Education**

Accredited providers are responsible for ensuring that education is separate from marketing by ineligible companies—including advertising, sales, exhibits, and promotion—

and from nonaccredited education offered in conjunction with accredited continuing education.

1. Arrangements to allow ineligible companies to market or exhibit in association with accredited education must not:
  - a. Influence any decisions related to the planning, delivery, and evaluation of the education.
  - b. Interfere with the presentation of the education.
  - c. Be a condition of the provision of financial or in-kind support from ineligible companies for the education.
2. The accredited provider must ensure that learners can easily distinguish between accredited education and other activities.
  - a. Live continuing education activities: Marketing, exhibits, and nonaccredited education developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must not occur in the educational space within 30 minutes before or after an accredited education activity. Activities that are part of the event but are not accredited for continuing education

must be clearly labeled and communicated as such.

- b. Print, online, or digital continuing education activities: Learners must not be presented with marketing while engaged in the accredited education activity. Learners must be able to engage with the accredited education without having to click through, watch, listen to, or be presented with product promotion or product-specific advertisement.
  - c. Educational materials that are part of accredited education (such as slides, abstracts, handouts, evaluation mechanisms, or disclosure information) must not contain any marketing produced by or for an ineligible company, including corporate or product logos, trade names, or product group messages.
  - d. Information distributed about accredited education that does not include educational content, such as schedules and logistical information, may include marketing by or for an ineligible company.
3. Ineligible companies may not provide access to, or distribute, accredited education to learners.

## PHOTOGRAPHY

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An exhibit or its products may not be photographed or videotaped without the permission of the legitimate occupants of that booth. Show Management reserves the right to photograph exhibits for society purposes.

## DISPLAY OF INVESTIGATIONAL PRODUCTS

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All exhibitors must comply with FDA rules regarding display of investigational products. Display of any investigational products is not an endorsement by SAGES. To comply with the Food and Drug Administration's Guidelines on Notices of Availability, any investigational product exhibited or graphically depicted should:

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

It is the responsibility of each exhibitor to comply with FDA regulations. Please contact the Regulatory Affairs Department with any questions on Food and Drug Administration guidelines.

Food and Drug Administration  
Center for Drug Evaluation and Research  
DDMAC5901-B Ammendale Rd.  
Beltsville, MD 20705-1266  
Phone: (301)796-1200  
Fax: (301) 796-9878

## DIRECT SALES ON EXHIBIT FLOOR

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Sales and order taking are permitted provided all transactions are conducted in a manner consistent with the professional nature of the meeting. Products for sale must be the exhibitor's own unaltered products and the products or services must be pertinent to the attendees' professional interest. Show Management reserves the right to restrict sales activities that it deems inappropriate or unprofessional. **Exhibitors must comply with all sales tax requirements. Exhibitors selling or taking orders during the meeting must adhere to certain business license, sales, and use tax regulations, which vary from country to country.**

## DISPLAY OF CLASS III DEVICES

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Any display of Class III devices for off-label use must be accompanied by the following statement:

- Display of this device for off-label use is not endorsed by SAGES.

## GIFTS AND GIVEAWAYS

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Small token gifts may be distributed with Show Management's prior approval. Requests to distribute handout items must be submitted in writing, along with a sample, photograph or description of each item. Please submit all such requests by February 7, 2025 on the Giveaway Notification Form provided in the exhibitor kit.

Exhibitor application available via this link:  
[www.sages2025.org/exhibit-application](http://www.sages2025.org/exhibit-application)



## EXHIBITOR HOSTED EVENTS

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### Function Space:

Neither exhibitors nor their representatives may sponsor, host or participate in any educational or marketing activities aimed at meeting registrants other than as part of an official exhibit or meeting program beginning Wednesday, March 12 at 8:00 am and ending Saturday, March 15 at 3:00 pm

**Exhibitors are prohibited from hosting activities during any official meeting events including educational sessions/courses, exhibit hours, and social events.**

**Exhibitors may host social events, meetings, or educational activities, with approval by Show Management at the following times:**

**Wednesday, March 12, prior to 8:00 am**

**Wednesday, March 12, after 7:30 pm**

**Thursday, March 13, prior to 8:00 am**

**Thursday, March 13, after 6:30 pm**

**Friday, March 14, prior to 8:00 am**

**Saturday, March 15, prior to 8:00 am**

All events hosted by exhibitors during non-program hours must be cleared through the show office. A completed Function Request Form must be submitted to the show office to obtain space at any of the official hotels. Show Management will contact the appropriate hotel, which will release the space for exhibitor use. A Function Request Form must be submitted for all events to be held off-site.

Function Request Forms will be included in the Exhibitor Confirmation Packet.

## EXHIBITOR PROGRAMS AND PRESENTATIONS

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Exhibitor presentations may take place during any hours the exhibit hall is open to registrants.

Exhibitor programs or presentations must be confined to the exhibitor's booth space. The sound intensity of such activities, as determined by Show Management, must not interfere with the activities of neighboring exhibitors. Show Management reserves the right to determine at what point sound constitutes interference with others and whether it must be discontinued. Exhibitors may be sanctioned if appropriate sound levels are not reasonably maintained.

Programs or presentations are to be straightforward in nature and must avoid the use of sideshow or theatrical gimmicks.

Videotapes and films may be shown provided that screens are placed in the rear of the booth to eliminate congestion in the aisles. **Live-surgery telecasts are prohibited**; however, previously taped operations may be shown. Any visual or other transmissions from off-site locations, require written permission from Show Management.

Please contact Show Management at [shelley@sages.org](mailto:shelley@sages.org) for additional information.

# EXHIBITOR HOUSING/STAFF LIST POLICIES

## *Booking your hotel through the association is good for everyone!*

Save yourself the hassle of finding a good hotel room and minimize your liability. SAGES has contracted with a Housing Management company, and we request that you book your hotel reservations within the SAGES blocks through them. SAGES has secured blocks at the following hotels: Hilton Long Beach, Courtyard Marriott Long Beach, and The Westin Long Beach. All hotels are within walking distance of the Convention Center.

### **WHY BOOK THROUGH HOUSING MANAGEMENT?**

- This ensures that exhibitors have accommodations at this as well as future meetings.
- SAGES ability to reserve hotel space for future annual meetings is based on our history of filling hotel blocks.
- Show Management strives to procure a variety of accommodations, addressing both cost (show rate is usually significantly lower than the hotels' quoted rate) and proximity to the convention center.
- Hotels are booked three to five years in advance. To protect SAGES and the hotels for this long-term commitment, the Society is contractually liable for attrition penalties in case of unfilled rooms. Unfilled rooms include un-booked rooms, as well as those caused by early departure. Reserve only the number of rooms you need for the time you expect to stay.
- If the Society suffers attrition penalties, this will bear directly on future space and hotel costs.
- Compliance with this policy benefits all exhibitors.

### **HOW TO MAKE RESERVATIONS**

Details and instructions will be included with your confirmation packet (sooner if available) and again in the Exhibitor Service Kit.

