Surgical Spring Week

SAGES 2017
Scientific Session & Postgraduate Courses

George R. Brown Convention Center
HOUSTON, TX  |  MARCH 22 - 25, 2017

EXHIBITOR PROSPECTUS

Deadline for Priority Space Assignment:
October 28, 2016

George R. Brown Convention Center
HOUSTON, TX  |  MARCH 22 - 25, 2017
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 6,000 general surgeon members from countries ringing the globe. SAGES annual meeting is oriented toward minimally invasive surgery and in 2016 had an attendance of over 2,500 surgeons.

SAGES ....

• Has a representative on the American College of Surgeons Board of Governors
• Is a Nominating Member of the American Board of Surgery
• Holds a seat in the AMA House of Delegates
• Established the first endoscopic and laparoscopic standards of training and practice for surgeons and initiated the Framework for Post Residency Education and Training
• Serves as a strong voice on several committees setting reimbursement and Federal policies on health care
• Established an Exhibitor Advisory Council in accordance with HCEA guidelines so that industry and SAGES leadership may work together toward mutual goals

SAGES is a leading force in both resident education and continuing medical education. Our meeting fosters these dual educational goals. Additionally, we present courses at various institutions for residents and experienced surgeons throughout the year, which feature the pre-eminent experts in the field of minimally invasive surgery.

Who Attends?

General Surgeons
Minimally Invasive Surgeons
Colon/Rectal Surgeons
Bariatric Surgeons
Endoscopic Surgeons
Oncological Surgeons
Pediatric Surgeons
Allied Health Professionals

Number of Attendees Anticipated: 2,500
Exhibit Dates and Hours

Dates and times the exhibit hall is open to registrants:

- **Wednesday, March 22**
  - Opening Reception: 5:30 pm - 7:30 pm

- **Thursday, March 23**
  - Exhibit Hours: 10:00 am - 4:00 pm

- **Friday, March 24**
  - Exhibit Hours: 10:00 am - 4:00 pm

- **Saturday, March 25**
  - Exhibit Hours: CLOSED

**Exhibitor Deadlines**

- September 23, 2016: **Advance Exhibit Space Priority Reservation Deadline**
- September 23, 2016: Placement of Ad Order for Advance Program
- September 23, 2016: Abstract submission deadline - Oral, Poster & Video
- September 30, 2016: Advance Program Ad Payment & Submission of Artwork
- October 28, 2016: **Exhibit Space Priority Space Reservation Deadline**
- January 13, 2017: **Exhibit Space Balance Due**
- January 13, 2017: Exhibitor Company Profile
- February 3, 2017: Hotel Reservations Cut-Off
- February 3, 2017: Special Promotions Participation Form
- February 3, 2017: Function Space Request Form
- February 3, 2017: Exhibitor In-Booth Presentation Form
- February 3, 2017: Giveaway Notification Form
- February 3, 2017: Hotel Door Drop Form
- February 17, 2017: Exhibitor Badge Registration
- February 17, 2017: Exhibitor Appointed Contractor Form & Certificate of Insurance

**General Information**

**Meeting Hotels**

- **Hilton Americas-Houston**
  - 1600 Lamar Street
  - Houston, TX 77010

- **Embassy Suites**
  - Downtown Houston
  - 1515 Dallas Street
  - Houston, TX 77010

- **Marriott Marquis Houston**
  - 1777 Walker Street
  - Houston, TX 77010

**Exhibit Hall Location**

- **George R. Brown Convention Center**
  - Exhibit Hall A3
  - 1001 Avenida De Las Americas
  - Houston, TX 77010

**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

**Contact Information**

- **Show Management:**
  - Shelley Ginsberg
  - Phone: (310) 437-0544, ext. 111
  - Fax: (310) 437-0585
  - E-mail: shelley@sages.org

**SAGES Calendar of Future Events**

- **SAGES/CAGS Hosted World Congress of Endoscopic Surgery**
  - April 11 - 14, 2018
  - Washington State Convention Center
  - Seattle, WA

- **SAGES Scientific Session and Postgraduate Course**
  - April 3 - 6, 2019
  - Baltimore Convention Center
  - Baltimore, MD

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Exhibit Schedule

Exhibitor Registration
Tuesday, March 21 1:00 pm - 5:00 pm
Wednesday, March 22 8:00 am - 5:00 pm
Thursday, March 23 8:00 am - 5:00 pm
Friday, March 24 8:00 am - 5:00 pm

Exhibit Dates and Hours
(Dates and times the exhibit hall is open to registrants)
Wednesday, March 22
Opening Reception: 5:30 pm - 7:30 pm
Thursday, March 23
10:00 am - 4:00 pm
Friday, March 24
10:00 am - 4:00 pm
Saturday, March 25 CLOSED

All exhibit personnel must leave the exhibit floor 15 minutes after close of the exhibit hall.
The exhibit hall will be located at the George R. Brown Convention Center – Exhibit Hall A3.

Set-up Hours
Tuesday, March 21 1:00 pm - 6:00 pm
Wednesday, March 22 8:00 am - 4:00 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. 111. Permission for early move-in, must be approved by Show Management. All construction must be completed and aisles cleared by 4:00 pm on Wednesday, March 22. All Exhibits must be fully operational by 4:30 pm, Wednesday, March 22.

Dismantling and Removal of Exhibits
Friday, March 24 4:00 pm - 9:00 pm
Saturday, March 25 8:00 am - 12:00 pm
All halls must be cleared by Saturday, March 25 at 12:00 pm. Exhibitors may not begin dismantling until 4:00 pm Friday, March 24.

Exhibitor Kits
Exhibitors will receive two sets of meeting information. The Exhibitor Confirmation Packet disseminated by Show Management contains booth assignments, hotel reservation information, and support/visibility opportunities. It will be emailed in late November 2016. The Exhibitor Service Kit will be disseminated by Freeman, the official decorator. The kit contains shipping information and order forms for onsite services, including labor, electricity, and furniture. It will be emailed by Freeman in December 2016.

Increase Booth Attendance
Exhibitors are encouraged to promote meeting attendance by distributing pre-meeting materials to company representatives and surgeons worldwide. To obtain copies of the Advance Program, or other appropriate materials, please contact Show Management at shelley@sages.org or (310) 437-0544, ext. 111.

SAGES 2016 Exhibitors
3-Dmed
3D Systems, Healthcare
ACell
Aesculap, Inc.
Allied Powers
Andersen Products
Apollo Endosurgery
Applied Medical
Arthrex, Inc.
Artisan Medical Devices
Aspire Bariatrics, Inc.
Automated Medical Products
Axcess Surgical Innovations
Bard Davol
Bariatric Times
BD (formerly CareFusion)
BG Medical
Boston Scientific
CDx Diagnostics
Cine-Med Inc.
Cleveland Clinic
ConMed (formerly SurgiQuest)
ContextMedia:Health
Cook Medical
CooperSurgical
Crospon
DGMR/Global Intercepts
Edwards Lifesciences
EndoChoice
EndoGastric Solutions
Endosim
Enteromedics
ERBE USA
Ethicon US, LLC
FlexDex Surgical
Fortimedix Surgical B.V.
Freehold Surgical, Inc.
Galt Medical Corp.
General Surgery News
The Geneva Foundation
Gore & Associates
Halo Medical Technologies
HealthBreeze
Incise Surgical
Intuitive Surgical, Inc.
KARL STORZ Endoscopy-Latino
KARL STORZ Endoscopy-America
Lapro-Shark
Lara International
LifeCell
Limbs & Things
Mallinckrodt Pharmaceuticals
Mauna Kea Technologies
MBSAQIP
Mederi Therapeutics, Inc.
Medical Measurement Systems
MediCapture, Inc.
The Medicines Company
Mediflex Surgical Products
Medigus Ltd.
Medtronic
Merck & Company
Microlife Surgical
Mimic Technologies
Ministry Health Care
Miromatrix Medical Inc.
MST Medical Surgery
Technologies
eoSurgical
NinePoint Medical
Novadaq
Olympus America
The Optera Group
OpusKSD/SubQIT!
Pacira Pharmaceuticals
Richard Wolf Medical Instruments Corp.
Shire
Sony Electronics
SRA Developments-Lotus
Stryker Endoscopy
Surgical Science Inc.
Suture Ease
TEAC
Teleflex
Titan Medical
Torax Medical
TransEnterix, Inc.
Twistel
Vascular Technology, Inc.
Wolters Kluwer
Xodus Medical
SAGES 2017 Program Schedule

(Tentative as of July 2016)

Wednesday 3/22
- Full Day Military Symposium
- Half-Day Postgraduate Course: Robotic Hernia Surgery
- Half-Day Postgraduate Course: Get Published - How to Write a Scientific Manuscript
- Postgraduate Course: Primary Endoscopic Management of the Bariatric Patient
- Masters Series: Colorectal
- Half-Day Hands-on Course: Exposure to Robotic Hernia Surgery
- Half-Day Hands-on Course: Endolumenal Bariatrics
- Half-Day Workshop: Get Published – How to Write a Scientific Manuscript
- Masters Series: Foregut
- Panel: Meeting the ABS Mandate – Implementing FEC at my Shop
- Session: Prevention of Bile Duct Injury
- Session: The Devil is in the Details – Technical Tips from the Masters: Ventral Hernia
- Symposium: Coaching and Telementoring in the Global Arena – Project 6
- Opening Session
- Welcome Reception in Exhibit Hall 5:30 pm - 7:30 pm

Thursday 3/23
- SAGES Scientific Sessions
- Video Panel: Nissen
- Session: The Devil is in the Details – Technical Tips from the Masters: Bariatric Conversion
- Panel: SAGES/AAST – Acute Care Surgery
- Panel: SAGES/KSLS – Gastric Cancer
- Exhibits / Posters / Learning Center Open 10:00 am - 4:00 pm
- Panel: Program of the Americas
- Postgraduate Course: SAGES/ILLS – Overview of Minimally Invasive Liver Resection
- Postgraduate Course: SMART Enhanced Recovery – Beyond Colorectal
- Video Panel: Band to Bypass
- Sessions: Firsts and Pioneers – Evolution in Surgery
- Lunch in Exhibit Hall 12:00 pm - 1:30 pm
- Half-Day Hands-on Course: Colon
- Postgraduate Course: SAGES/ILLS – Techniques of Laparoscopic Liver Resection Video Session and Liver Tumor Board
- Panel: SAGES/SES
- Video Panel: Inguinal Hernia
- Half-Day Workshop: SMART – For the Team
- Session: Foregut – Presented Differently
- Session: SAGES/ASMB Appropriateness Conference – Metabolic Surgery: BMI Threshold for Surgery
- Session: The Devil is in the Details – Technical Tips from the Masters: Laparoscopic Gastric Resection for Cancer
- Happy (Half) Hour Break in Exhibit Hall 3:00 pm - 3:30 pm
- Masters Series: Laparoscopy in Acute Care
- Resident and Fellows Scientific Session: SAGES Got Talent
- Symposium: International Hernia Symposium
- Video Panel: CBDE
- Industry Education

Friday 3/24
- SAGES Scientific Sessions
- Presidential Address
- Gerald Marks Lecture
- Exhibits / Posters / Learning Center Open 10:00 am - 4:00 pm
- Morning Mimosas in the Exhibit Hall 10:00 am - 10:30 am
- Session: Management of Complications of Bariatric Surgery
- Session: Abdominal Wall Hernia
- Session: The Devil is in the Details – Technical Tips from the Masters: Laparoscopic Hartman’s Reversal
- Panel: Finishing Residency – I’m Done! Now What? Transitioning to Practice
- Lunch in Exhibit Hall 12:00 pm - 1:30 pm
- Session: Global Surgery – I want to do it! Where do I Start? What do I Need?
- Videos Panel: Laparoscopic Right Colon
- Masters Series: Mentoring, Proctoring, Coaching and Teaching
- Panel: SAGES/AHPBA – Pancreas
- Panel: Endoscopic & Laparoscopic Enteral Access: How to do it – How to Treat Complications
- Video Panel: Distal Pancreatectomy
- Panel: SAGES/EAES
- Panel: SAGES/ASCRS – Laparoscopy for IBD
- Session: GERD and Achalasia
- Session: The Devil is in the Details – Technical Tips from the Masters: Redo Anti-Reflux Surgery
- Session: SAGES/SSAT – Incidental GI Findings During Surgery
- Panel: Robotics – New Platforms and Learning Curve

Saturday 3/25
- Scientific Sessions
- Mini-Med School Boot Camp
- Session: SAGES/AGA – Shark Tank
- Session: Wild Cases Presented in the Wild West
- Masters Series: SAGES/AHS – Hernia
- Emerging Technology Session
- Session: Congenital GI Anomalies in Adult Surgery
- Session: Complications – Oops! When Things Go Wrong
- Panel: SAGES/ASGE – Endoscopic Management of Colon Lesions
- Postgraduate Course: FUSE
- Panel: SAGES/ASE – Tools for the Surgical Educator
Support Opportunities

Levels Support for SAGES annual meeting is considered an educational grant, subject to ACCME Standards of Commercial Support. 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.

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<td>Acknowledged as supporter of Friday and Saturday Plenary Sessions</td>
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<td>Pre-meeting registration list</td>
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<td>Support acknowledged with plaque for display in booth (booth not included with levels support)</td>
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<td>To be listed in program materials, on SAGES websites, in SAGES newsletter SCOPE, and other print and virtual locales as a Diamond Supporter of the meeting.</td>
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SAGES Industry Sponsored Symposia

**Thursday, March 23, 2017 5:30 pm - 7:30 pm**

Symposium fee: $20,000

Companies interested in hosting a satellite symposium are required to complete an application form. Spaces are available upon approval and on a first-come-first served basis.

The program will be promoted in the Advance Program (if confirmed before October 7, 2016) and in the Final Program. On-site signage will be produced to further promote the event at the meeting.

This is a great opportunity to have an exclusive audience with attendees focused on education directly related to your marketing goals.

If your company is interested in learning more about this opportunity, please contact Shelley Ginsberg at shelley@sages.org or 310-437-0544, ext. 111.
Marketing Opportunities

SAGES makes an effort to encourage meeting attendees to visit the exhibits. Some of the ways we hope to do this are:

- The two-hour Welcome Reception will be held in the exhibit hall
- On Thursday, there will be a 30-minute “Happy (Half) Hour” break, which will include beer and snacks.
- NEW THIS YEAR: on Friday morning, there will be a half-hour “Morning Mimosas” refreshment break, which will include coffee and mimosas.
- Each day’s sessions provide for some unopposed exhibit time
- The Learning Center and Posters will be located inside the exhibit hall, with access from the exhibit hall
- Lunch will be provided in the exhibit hall for all meeting attendees
- SAGES Theater, where SAGES video sessions will be held each day during exhibit hours.

In addition, we provide you with the following opportunities to assist you in your marketing efforts:

**Mailing List**

The SAGES advance registration list may be purchased for $500. Please contact Show Management at exhibits@sages.org. (No cost for Levels Supporters – see page 6).

If you would like to request a SAGES member mailing list, please email membership@sages.org.

**Company Information for Programs**

Exhibitors will be listed in the SAGES Final Program, and company detail and descriptions will be included on the SAGES Meeting App. Companies must submit a 50-word description of their company or product line by **February 3, 2017**. Please submit via email to exhibits@sages.org.

Companies will have the opportunity to enhance their listing on the SAGES Meeting App, with longer company descriptions (up to 350 words), email and website applications, and the ability to include media items (PDF, images, videos). Additional information will be available in the Exhibitor Confirmation Kit. For details, please contact Show Management at shelley@sages.org.

**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 3, 2017**.

DOOR DROPS-DATE SUBJECT TO CHANGE.

**Wednesday Night Opening Reception**

On Wednesday, March 22, 2017 from 5:30 pm - 7:30 pm, SAGES will host bars throughout the hall.

**Serve as a Host**

Exhibitors will have the opportunity to provide food at their booths. Choices for selections will run the gamut from modest munchies to extravagant delights. Menus and order forms will be included in the Exhibitor Confirmation Kit. This has proved to be a very popular event with attendees and exhibitors alike, and you are encouraged to take advantage of this opportunity. All food and beverage must be ordered from George R. Brown Convention Center. To order food or beverage for your booth, please contact Andrea Thomasson of Aramark, at thomasson-andreas@aramark.com, 713-853-8106.

**Special Promotions**

Exhibitors are permitted to operate special promotional activities during the Opening Reception, Wednesday, March 22, 2017, which are not ordinarily allowed during regular exhibit hours. These activities should be geared toward encouraging registrants to visit the exhibit hall. You may hold special demonstrations, or, for example, bring in a magician or juggler. The goal is to increase traffic at your booth.

These events or activities must be approved by Show Management. Any activities taking place in the exhibitor booths must respect the diversity represented by all attendees. Please submit the Special Promotions form by **February 3, 2017**.

All activities must be in accordance with the AdvaMed Code.

**Booth Refreshments**

Exhibitors are encouraged to host snacks or refreshments within their booths throughout the run of the show. You can choose to host cappuccino, popcorn, cookies, lemonade or other snack foods. All food and beverage must be ordered from George R. Brown Convention Center. To order food or beverage for your booth, please contact Andrea Thomasson of Aramark, at thomasson-andreas@aramark.com, 713-853-8106.
Visual Impact Opportunities

SAGES has established an “education zone” at the annual meeting. No marketing or company branding will be permitted in the designated education zone, except for acknowledgement of support for educational activities, as required by the ACCME. SAGES does offer a variety of visibility and marketing opportunities in designated areas located outside the education zone.

**Charging Stations** $10,000

Help keep meeting attendees connected by sponsoring stations where they may charge the batteries in their cell phones, iPads and other electronic devices. Charging stations will be located in the Exhibit Hall, Registration, and other high-traffic areas.

**Banners, Escalator/ Window Clings, Column Wraps, Production and Rigging** $10,000 - $20,000

For maximum visibility, place your company name on banners and 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** $10,000

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.

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.

**Exhibitor Hosted Events**

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 22 at 7:30 am and ending Saturday, March 25 at 3:00 pm.

**If there is an official meeting activity taking place, including educational activities, exhibit viewing, or social activity, exhibitors are not permitted to host activities during those times.**

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

- **Wednesday, March 22**, after 7:30 pm
- **Thursday, March 23**, prior to 7:30 am
- **Thursday, March 23**, after 7:30 pm
- **Friday, March 24**, prior to 7:30 am
- **Saturday, March 25**, 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.
Space Assignment & Fees

Exhibitor Qualification
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
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.

Policy for Exhibitors Attending Scientific Sessions
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.

Payment Schedule
• A deposit of 50% of the total exhibit rental charge must accompany signed application.
• Total balance due January 13, 2017

Applications not accompanied by at least a 50% deposit will be considered invalid. If full payment is not received by January 13, 2017, the space may be reassigned or resold. All reservations must be made in writing. Applications from exhibitors who have outstanding balances due to SAGES from any previous year will not be processed without full payment of delinquent accounts.

Exhibitor Guest Policy
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 11). An exhibitor may not register as staff any person eligible for registration as a meeting attendee.

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:
• $100 per 10’ x 10’ space if application is canceled prior to October 28, 2016.
• $1,000 per 10’ x 10’ space if application is canceled after October 28, 2016 and prior to January 13, 2017.
• NO REFUNDS for any cancellations or reductions after January 13, 2017.

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).

Exhibitor Fees
10’ (feet) x 10’ (feet) @ $3,300 for linear booths
10’ (feet) x 10’ (feet) @ $3,500 for corner booths

Booth Price List
LINEAR BOOTH: $3,300
CORNER BOOTH: $3,500

ISLAND – 20’ x 20’: $14,000
ISLAND – 20’ x 30’: $21,000
ISLAND – 20’ x 40’: $28,000
ISLAND – 30’ x 30’: $31,500
ISLAND – 30’ x 40’: $42,000
ISLAND – 40’ x 40’: $56,000
ISLAND – 40’ X 50’: $70,000
ISLAND – 50’ x 50’: $87,500
Space Assignment & Fees (continued)

Priority Points

2017 Booth Assignments:
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 October 28, 2016 priority point deadline. Applications received after the October 28, 2016 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 Surgical Spring Week since 2006. The points will be applied toward the 2017 meeting as follows:
- 5 points for each year of exhibiting at SAGES
- 5 points for each 10 x 10 space (Maximum 15 points)
- 5 points for receipt of complete exhibit application (including deposit) by October 28, 2016.
The maximum number of points any single company can be awarded in a given year is 25.

Exhibit Staff Registration

Deadline for registration of your exhibit staff list is February 17, 2017. All exhibitor registration must be completed online. Do not submit hard copy lists of your exhibit staff. Instructions for the online registration system will be included with your confirmation packet.
- Exhibitor badges may be picked up onsite 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.
- After the close of online registration on February 17, 2017, all additions or changes to badge lists must be made onsite. All changes or additions made onsite are subject to a $50 fee for each change or addition TO BE PAID ONSITE.

ONSITE BADGE POLICY

For companies submitting a list of more than 15 name additions or changes onsite:
1. The list must be formatted in an Excel spreadsheet to include first and last names, company name, and city/state.
2. The file must be submitted to exhibitor registration on a flash drive
3. A minimum of 4 hours will be required to enter the badge list;
4. In addition to the onsite fee of $50 per badge, a $250 administrative fee (per list) will be charged for processing.
- 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.

Booth Installation & Dismantle

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 1:00 pm, Wednesday, March 22, 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 21 1:00 pm - 6:00 pm
- Wednesday, March 22 8:00 am - 4:00 pm
All construction must be completed and aisles cleared by 4:00 pm, Wednesday, March 22, 2017. All Exhibits must be fully operational by 4:30 pm, Wednesday, March 22, 2017.

Dismantling & Removal of Exhibits

Breakdown Hours:
- Friday, March 24 4:00 pm - 9:00 pm
- Saturday, March 25 8:00 am - 12:00 pm
Exhibitors may not begin dismantling until 4:00 pm, Friday, March 24. All Exhibits must be fully operational by 4:30 pm, Wednesday, March 22, 2017. Exhibitors may not begin dismantling until 4:00 pm, Friday, March 24. All Exhibits must be packed and ready for shipment by 12:00 pm, Saturday, March 25. Any materials not called for by that time 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.

Exhibit Dates and Hours

Dates and times the exhibit hall is open to registrants:
- Wednesday, March 22 Opening Reception 5:30 pm - 7:30 pm
- Thursday, March 23 Exhibit Hours 10:00 am - 4:00 pm
- Friday, March 24 Exhibit Hours 10:00 am - 4:00 pm
- Saturday, March 25 Exhibit Hours CLOSED
Service Contractor Installation & Dismantle

Official Show Service Contractor
Freeman
Contact: John J. Walsh
Phone: 703-928-2619
Provided that all payments and information required have been submitted, Freeman will e-mail an Exhibitor Service Kit to you in December 2016.

Exhibitor Appointed Contractors
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 before February 17, 2017. Exhibitors who use independent contractors and do not provide Certificates of Insurance will not be allowed on the exhibit floor.

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

Labor
Freeman will provide the labor for set-up, dismantling, and material handling. Labor for electrical will be provided by Freeman. 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 2016.

Installation/Dismantling Labor
(Rates subject to change. Updated and detailed information will be provided in Exhibitor Service Kit.)
Straight time: $83.00 per hour
Overtime: $125.00 per hour

Electrical Labor:
Updated and detailed information will be provided in Exhibitor Service Kit, to be emailed December 2016.

Plumbing Labor:
Complete details and order forms will be provided in service kits to be emailed December 2016.

Freight Handling & Shipping
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 than 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.

ADVANCE SHIPMENT RATE:
Crated warehouse $83.00 per cwt. / $166.00 (200 lb. minimum). Accepted up to 30 days in advance to contractor’s warehouse. Address and dates that shipments can be received, to be published in Exhibitor Service Kit.

DIRECT SHIPMENT RATE:
Crated show site $79.00 per cwt. / $158.00 (200 lb. minimum). Shipments sent directly to show site. Address and dates that shipments can be received, to be published in Exhibitor Service Kit.

NOTE: To facilitate move-in, 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 Shelley Ginsberg at (310) 437-0544, ext. 111 or via e-mail: shelley@sages.org.
Booth Construction Information

A complete set of construction specifications will be sent with the service kit to be emailed December 2016.

- 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 Houston, TX.
- Electrical equipment must conform to the electrical codes of the City of Houston, TX.

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. Special requirements, electrical hook-ups, audiovisual rental, etc., must be arranged through the appropriate service contractor and billed directly to the exhibitor. THE EXHIBIT HALL IS NOT CARPETED. Aisle carpet color will be Tuxedo (black & white tweed).

Hanging Signs or Banners

Height Restriction = 22 Feet: Exhibitors may suspend an approved sign from the exhibit hall ceiling. The top of the sign or banner must not be more than 22 feet from the exhibit hall floor and must not block official show signs. Additional 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 eight (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. Equipment and/or structure must be located so as not to place the viewer or exhibit personnel in the aisle. All island exhibits should have access from all four sides.

See-Through Visibility Guidelines

Vertical wall construction: booth components and fixtures may be not be arranged within the booth to build a wall that exceeds 40% of any one side of the booth boundary. Display counters, or any solid wall construction, must maintain a minimum of a 1’ setback from all sides, and sufficient space must be left within the exhibit to accommodate spectators, attendees or booth visitors.
Insurance and Liability

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 and 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 George R. Brown Convention 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 George R. Brown Convention Center and SAGES regarding the exhibit premises, and further, an exhibitor shall at all times protect, indemnify, save and keep harmless SAGES and Show Management and the George R. Brown Convention 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 of exhibitors or their employees or agents will be the financial responsibility of the exhibitor causing such loss, damage or injury is in any way connected 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 hereby waive any claim against SAGES or Show Management, their members, 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 George R. Brown Convention 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 George R. Brown Convention Center and SAGES regarding the exhibit premises, and further, an exhibitor shall at all times protect, indemnify, save and keep harmless SAGES and Show Management and the George R. Brown Convention 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 of exhibitors or their employees or agents will be the financial responsibility of the exhibitor causing such loss, damage or injury is in any way connected 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 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

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

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

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 George R. Brown Convention 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

Technology Suites:

SAGES is providing a limited number of suites in the Exhibit Hall, offering exhibitors the opportunity for private and convenient meeting space. The suites will be located near the back of the Exhibit Hall and will be available during exhibit hours. Technology Suites are only available to exhibiting companies.

Technology Suites are available in 10’x10’ and 10’x20’ sizes; included with each Suite is a hard-walled meeting space with lockable door (no ceiling), carpet, and a table and chairs. Space/locations will be assigned by SAGES. For questions and pricing, please contact Shelley Ginsberg, shelley@sages.org.

Gifts and Giveaways

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 17, 2017 on the Giveaway Notification Form provided in the exhibitor kit.

Photography

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.
Policy on ACCME Standards for Commercial Support (SCS)

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 Commercial Support (http://www.accme.org/requirements/accreditation-requirements-cme-providers/standards-for-commercial-support), and in particular:

**Standard 4: Appropriate Management of Associated Commercial Promotion:**

STANDARD 4.1 Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

STANDARD 4.2 Product-promotion material or product-specific advertisement of any type is prohibited in or during CME activities. The juxtaposition of editorial and advertising material on the same products or subjects must be avoided. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME... There will be no ‘commercial breaks.’ For live, face-to-face CME, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after a CME activity. Providers cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or place of the CME activity.

STANDARD 4.3 Educational materials that are part of a CME activity, such as slides, abstracts and handouts, cannot contain any advertising, trade name or a product-group message.

STANDARD 4.4 Print or electronic information distributed about the non-CME elements of a CME activity that are not directly related to the transfer of education to the learner, such as schedules and content descriptions, may include product-promotion material or product-specific advertisement.

**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.

**Exhibitor Programs and Presentations**

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. Any visual or other transmissions from off-site locations, including tele-surgery, require written permission from Show Management. Please contact Show Management at shelley@sages.org for additional information.

**Display of Class III Devices**

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.

**Direct Sales on Exhibit Floor**

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 state to state.

**Display of Investigational Products**

All exhibitors must comply with FDA rules regarding display of investigational products. Display of any investigational product 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.
- 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
DDMAC901-B Ammendale Rd., Beltsville, MD 20705-1266
Phone: (301)796-1200 Fax: (301) 796-9878
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. SAGES has pre-booked blocks of hotel rooms at two hotels designed to accommodate various budgets. Both are within easy walking distance of the George R. Brown Convention Center. We request that you book your housing within the block at the Hilton-Americas Houston, Marriott Marquis Houston, or Embassy Suites Downtown Houston.

WHY?

- This ensures that exhibitors have accommodations at the current meeting as well as future meetings.
- All conferences are able to reserve hotel space for the future based on hotel space they have filled in the past.
- 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 headquarters.
- 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 because 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

Hotel reservation instructions will be included with your confirmation packet and again in the Exhibitor Service Kit.

Hotel Policy

- Exhibitors are strongly requested to reserve rooms within the meeting room block.
- We request that you book rooms at the Hilton Americas-Houston, Marriott Marquis Houston, or Embassy Suites Downtown Houston.
- There is a "cap" of 10 rooms per exhibiting company at the Hilton Americas-Houston. There is no cap at the Marriott Marquis Houston or Embassy Suites. You may book as many rooms as needed at either hotel; however, at any convention hotel, you will be required to set up a sub-block contract for reservations of 10 or more rooms. If you would like assistance in reserving a room block of more than 10 rooms, please contact Shelley Ginsberg.
- Exhibitors are required to follow the hotel reservation policy as defined in the Exhibitor Confirmation Packet. This will entail the use of a specific reservation form or a direct reservation system.
- Hotel rooms reserved and occupied by exhibitors will be booked directly with the hotel.
- To insure equal opportunity for all exhibitors to obtain hotel rooms, the Hotel will not accept exhibitor reservations until one week after the date confirmation packets are emailed.

Cancellations & Penalties

- The hotel reservation cut-off date is February 3, 2017. Exhibiting companies may reserve one or more rooms without individual names, or a company block until the cut-off date. After February 3, 2017, rooms or room blocks without individual names (rooming list) will be released.
- A credit card number or payment of one night’s room and tax as a deposit for each room reserved is required.
- Reservations received after February 3, 2017 will be accommodated as availability permits. If the meeting room blocks are not filled by the cut-off date, the hotels may release the remainder of the rooms within the meeting block for general (public) reservations.
- For hotel rooms reserved and not used or appropriately canceled, including no-shows and early departures, exhibitor will be obligated for the full room night cost of the entire length of the stay.
- Exhibitors reserving 10 or more rooms will be required to sign a sub-block contract directly with the hotel. Any penalties or attrition accrued based on the terms of that contract will be the responsibility of the exhibitor.
2017 Surgical Spring Week – SAGES Advance Program Ad Form

Please circulate this form to your marketing manager — Send your message to 30,000 surgeons.

Circulation:
NEW THIS YEAR: THE ADVANCE PROGRAM WILL NOT BE PRINTED/MAILED. The Advance Program will be distributed ELECTRONICALLY to 30,000 surgeons in the U.S. and abroad, including approximately: 6,000+ SAGES members and applicants, ACS, ASMBS, EAES, and surgical leaders in Europe, Japan, Canada and South America. The Advance Program will also be available on the SAGES website at www.sages2017.org.

Schedule:
The Advance Program will be mailed in November 2016.

Deadline:
Ad Order must be placed by September 23, 2016. Camera-ready PDF must be received by September 30, 2016 with complete payment.

Note: Ad deadline precedes exhibit registration deadline.

ADS ARE NON-COMMISSIONABLE
ALL ADS ARE FOUR-COLOR

Mechanical Requirements:
Full Page Trim Size: 8 1/2” x 11”
Half Page Trim Size: 8 1/2” x 5 1/8”
Option: If bleed, please bleed image 1/8” past ad size

Please indicate if your ad requires specific orientation:
☐ Right page  ☐ Left page

FILE FORMATS ACCEPTED: PDF files are preferred. All files should have a resolution of 300 dpi. Files set up incorrectly are not the responsibility of Show Management. Email artwork to exhibits@sages.org.

Advertising Rates/Order Form
2017 Surgical Spring Week Advance Program:

<table>
<thead>
<tr>
<th>Type of Advertisement</th>
<th>Fee</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page – Inside Front Cover</td>
<td>$4,150</td>
<td>$</td>
</tr>
<tr>
<td>Full Page – Inside Rear Cover</td>
<td>$3,900</td>
<td>$</td>
</tr>
<tr>
<td>Full Page (Interior)</td>
<td>$3,650</td>
<td>$</td>
</tr>
<tr>
<td>Half Page (Interior)</td>
<td>$1,950</td>
<td>$</td>
</tr>
</tbody>
</table>

TOTAL COST OF AD $____________

50% Deposit Required (DUE September 16, 2016) $____________
BALANCE DUE (September 30, 2016) $____________

Please make check payable to SAGES or
Please charge $____________ to the credit card below:
Visa MC AMEX Expiration: ______________

CARD NUMBER:

NAME ON CARD: ____________________________

SIGNATURE: ______________________________

Return completed form to:
SAGES Advance Program Ad, Attn: Show Management
11300 W. Olympic Blvd., Suite 600, Los Angeles, CA 90064. Fax: (310) 437-0585 or Email: exhibits@sages.org
2017 Surgical Spring Week - SAGES Exhibitor Application

Exhibit Dates: Wednesday, March 22, 2017 - Friday, March 24, 2017
Meeting Dates: Wednesday, March 22, 2017 - Saturday, March 25, 2017
Location: George R. Brown Convention Center, Houston, TX

We, the undersigned, apply for technical exhibit space at the above referenced meeting to be held in the George R. Brown Convention Center, Houston, TX.

Please complete and RETURN TO: Show Management, Attn: Shelley Ginsberg, 11300 W. Olympic Blvd., Ste. 600, Los Angeles, CA 90064. Email: shelley@sages.org  Fax: 310-437-0585

Company Name (as you want it to appear in the program) __________________________________________________________________________________________

Date ____________________________________________________________________________________________________________

Additional Company Names used presently or in recent past (For Office Reference Only) __________________________________________________________________________________________

City ______________________________________________________________________ State ______________________________________________________________________ Country ______________________________________________________________________ Zip ______________________________________________________________________

Telephone ______________________________________________________________________ Fax ______________________________________________________________________ Website ______________________________________________________________________

Product or Service __________________________________________________________________________________________

CONTACT INFORMATION:

Pre-Meeting Title __________________________________________________________________________________________

Telephone ______________________________________________________________________ E-mail Address ______________________________________________________________________

On-site Exhibit Manager Title __________________________________________________________________________________________

E-mail Address ______________________________________________________________________ Cell Phone ______________________________________________________________________

EXHIBIT RESERVATION: See Prospectus for FIRST COME FIRST SERVED GUIDELINES and PRICES

You are hereby authorized to reserve up to ________ square feet of exhibit space. Do not limit selection to corner booths or one location. Please list at least 5 choices by booth numbers:

1st choice ___________ 4th choice ___________ 7th choice ___________

2nd choice ___________ 5th choice ___________ 8th choice ___________

3rd choice ___________ 6th choice ___________ 9th choice ___________

We prefer not to be in proximity to the following exhibitors: (Please list no more than 2)

Signature: X __________________________________________________________________________________________

Your signature on this application indicates that you understand and agree to comply with all the policies, rules, regulations, terms, and conditions contained in the Exhibitors Prospectus, and will abide by the payment schedule as outlined above, and have read the rules and agree to distribute them to those involved with your booth.

PAYMENT SCHEDULE:
(please see page 10 for booth prices)

• One-half total booth cost due with application
• Balance due January 13, 2017
• Total booth price due with applications submitted after January 13, 2017
• SAGES Tax ID #52-1219359

Total Estimated Cost of Exhibit $ ____________________

Deposit (one-half total booth cost) $ ____________________

TOTAL AMOUNT ENCLOSED $ ____________________

☐ Check Enclosed
(Please make check payable to SAGES)
11300 W. Olympic Blvd, Suite 600, Los Angeles, CA 90064

☐ Credit Card Payment - Please circle one:

VISA MASTERCARD AMERICAN EXPRESS

Cardholder Name __________________________________________________________________________________________

Credit Card Number __________________________________________________________________________________________

Exp. Date __________________________________________________________________________________________

Cardholder Signature __________________________________________________________________________________________

Amount Payment Authorized __________________________________________________________________________________________
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