2015 Surgical Spring Week

SAGES  IPEG

Society of American Gastrointestinal and Endoscopic Surgeons  International Pediatric Endosurgery Group

Annual Scientific Sessions & Postgraduate Courses  24th Annual Congress for Endosurgery in Children

EXHIBITOR PROSPECTUS

Meeting Dates: April 15 - 18, 2015  Exhibit Dates: April 15 - 17, 2015
Gaylord Opryland Hotel & Convention Center  Nashville, TN

Deadline for Priority Space Assignment: November 7, 2014

What Is It?

SURGICAL SPRING WEEK brings together surgical societies with programs focused on general surgery.
The Society of American Gastrointestinal and Endoscopic Surgeons (SAGES)
April 15 - 18, 2015
These groups share a primary mission to improve the quality of patient care through excellent surgical education.

How Does It Work?

• SAGES and IPEG run concurrently.
• Each group will present programs oriented toward its constituency.
• The program will also feature several joint sessions.
• SAGES and IPEG will share one exhibit hall.
• We expect attendance of 2,400 – 2,600 surgeons.

Who Attends?

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

What Is SAGES?

SAGES (The Society of American Gastrointestinal and Endoscopic Surgeons) was founded in 1981. SAGES Mission is to provide leadership in surgery, particularly gastrointestinal and endoscopic surgery, to optimize patient care through education, research and innovation. 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 2014 had an attendance of over 2,200 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.

What is IPEG?

IPEG (the International Pediatric Endosurgery Group) is the premiere international association for physicians who perform minimally invasive surgery in children. IPEG was founded in 1991 with a handful of pediatric surgeons. Today, IPEG has more than 600 members from over 50 countries. The IPEG annual meeting attracts over 400 surgeons and urologists from around the globe.

Number of Attendees

SAGES 2014, Salt Lake City, UT USA  2200
IPEG 2014, Edinburgh, Scotland  400
Potential Attendance for Surgical Spring Week 2015  2400 - 2600
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Exhibitor Deadlines

September 26, 2014  Placement of Ad Order for Advance Program
September 26, 2014  Abstract submission deadline - Oral, Poster & Video
October 10, 2014  Early-Bird Exhibit Space Priority Reservation Deadline
October 10, 2014  Advance Program Ad Payment & Submission of Artwork
November 7, 2014  Exhibit Space Priority Point Reservation Deadline
January 17, 2015  Exhibit Space Balance Due
February 6, 2015  Final Program Advertising Order Placement
February 20, 2015  Exhibitor Company Profile (for print program and online app)
February 20, 2015  Final Program Ad Payment and Submission of Artwork
February 27, 2015  Hotel Reservations Cut-Off
March 13, 2015  Special Promotions Participation Form
March 13, 2015  Exhibitor Appointed Contractor Form
March 13, 2015  Independent Contractor Form
March 13, 2015  Independent Contractor Insurance Form
March 13, 2015  Function Space Request Form
March 13, 2015  Exhibitor In-Booth Presentation Form
March 13, 2015  Giveaway Notification Form
March 20, 2015  Hotel Door Drop Form
March 27, 2015  Exhibitor Badge Registration

Exhibit Dates and Hours

Dates and times the exhibit hall is open to registrants:

Wednesday, April 15: Exhibit Hours  12:00 pm - 3:30 pm
Wednesday, April 15: Opening Reception  5:30 pm - 7:30 pm
Thursday, April 16: Exhibit Hours  9:30 am - 4:00 pm
Friday, April 17: Exhibit Hours  9:30 am - 4:00 pm
Saturday, April 18: Exhibit Hours  CLOSED

NEW WEDNESDAY AND SATURDAY HOURS!
General Information

Meeting Hotel
Gaylord Opryland Hotel & Convention Center
Part of the Marriott portfolio of brands
2800 Opryland Drive, Nashville, TN 37214

Exhibit Hall Location
Gaylord Opryland Hotel & Convention Center
Ryman Exhibit Hall C

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

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

International Pediatric Endosurgery Group (IPEG)
11300 W. Olympic Blvd., Suite 600, Los Angeles, CA 90064
Phone: (310) 437-0553  Fax: (310) 437-0585
Web: www.ipeg.org

SAGES Calendar of Future Events

SAGES Scientific Session and Postgraduate Course
March 16 - 19, 2016
John B. Hynes Veterans Memorial Convention Center
Boston, MA

SAGES Scientific Session and Postgraduate Course
March 22-25, 2017
George R. Brown Convention Center
Houston, TX
Exhibit Schedule

Exhibitor Registration

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
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<tbody>
<tr>
<td>Tuesday, April 14</td>
<td>1:00 pm - 5:00 pm</td>
</tr>
<tr>
<td>Wednesday, April 15</td>
<td>8:00 am - 5:00 pm</td>
</tr>
<tr>
<td>Thursday, April 16</td>
<td>8:00 am - 5:00 pm</td>
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<tr>
<td>Friday, April 17</td>
<td>8:00 am - 5:00 pm</td>
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<tr>
<td>Saturday, April 18</td>
<td>8:00 am - 1:00 pm</td>
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Set-up Hours

<table>
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<tr>
<th>Day</th>
<th>Time</th>
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<tbody>
<tr>
<td>Tuesday, April 14</td>
<td>8:00 am - 5:00 pm</td>
</tr>
<tr>
<td>Wednesday, April 15</td>
<td>8:00 am - 10:30 am</td>
</tr>
</tbody>
</table>

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 10:30 am on Wednesday, April 15. All Exhibits must be fully operational by 11:00 am, Wednesday, April 15.

Exhibit Dates and Hours

(Dates and times the exhibit hall is open to registrants)

NEW: WEDNESDAY AND SATURDAY HOURS

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
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<tbody>
<tr>
<td>Wednesday, April 15</td>
<td>12:00 pm - 3:30 pm</td>
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<tr>
<td>Wednesday, April 15</td>
<td>Opening Reception:</td>
</tr>
<tr>
<td></td>
<td>5:30 pm - 7:30 pm</td>
</tr>
<tr>
<td>Thursday, April 16</td>
<td>9:30 am - 4:00 pm</td>
</tr>
<tr>
<td>Friday, April 17</td>
<td>9:30 am - 4:00 pm</td>
</tr>
<tr>
<td>Saturday, April 18</td>
<td>CLOSED</td>
</tr>
</tbody>
</table>

All exhibit personnel must leave the exhibit floor 15 minutes after close of the exhibit hall.

The exhibit hall will be located at the Gaylord Hotel and Convention Center, Ryman Exhibit Hall C.

Dismantling and Removal of Exhibits

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
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<tbody>
<tr>
<td>Friday, April 17</td>
<td>4:00 pm - 9:00 pm</td>
</tr>
<tr>
<td>Saturday, April 18</td>
<td>8:00 am - 12:00 pm</td>
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</tbody>
</table>

All halls must be cleared by Saturday, April 18 at 12:00 pm.

Exhibitors may not begin dismantling until 4:00 pm Friday, April 17.

Exhibitor Kits

Exhibitors will receive two sets of information. The first will be the Exhibitor Confirmation Packet disseminated by Show Management that contains booth assignments and hotel reservation forms, among other materials. These packets will be mailed in late November 2014.

The second set of information is the Exhibitor Service Kit disseminated by the official decorator, Freeman. The Exhibitor Service Kit contains shipping information and forms for ordering labor, electricity, and furniture. The Exhibitor Service Kit will be sent directly from Freeman via e-mail in early January 2015.

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 (310) 437-0544, ext. 111 or via e-mail at shelley@sages.org.
**SAGES 2015 Program Schedule**  
*(Tentative as of July 2014)*

**Program Chair: Aurora Pryor, MD; Program Co-Chair: Michael Holzman, MD**

### Wednesday 4/15
- Half-Day Postgraduate Course: Colorectal
- Half-Day Postgraduate Course: Advances in Foregut Surgery
- Half-Day Postgraduate Course: The Recurrent Hernia – Strategies for Success
- Half-Day Postgraduate Course: Endolumenal Management of Complications
- Half-Day Hands-on Course: All Things Hernia

**Exhibits Open**  
12:00 pm - 3:30 pm
- Session: Video Shorts in Exhibit Hall
- Joint SAGES / EAES Session: Lessons Learned from Around the World
- Panel: Evidence Based Perioperative Care
- Half-Day Postgraduate Course: Bariatric Revisions from Historical Operations
- Debate: Inguinal Hernia
- Session: Technology Innovation from Overseas – Program of the Americas
- Panel: Colorectal Strategies to Minimize the Impact of Surgery
- Session: Update to Latest Advances in Endocrine
- Session: Innovations in the US
- Joint SAGES/KSELS Panel: GI Cancer Management
- Half-Day Postgraduate Course: Career Development Seminar
- Half-Day Hands-on Course: Career Breakouts

**Welcome Reception in Exhibit Hall**  
5:30 pm - 7:30 pm

### Thursday 4/16
- SAGES Scientific Sessions
- Military Symposium
- Session: Video Shorts in Exhibit Hall
- Half-Day Postgraduate Course: Updates in Abdominal Wall Management: Mesh Theory, Tissue Use, Complex Locations
- Joint SAGES/SSAT Panel: Complex and Unusual Esophageal Disorders
- Postgraduate Course: FUSE Preparation/Refresher Course
- Symposium: Minimal Access – Lessons Learned from NOTES and Single Site Surgery
- Military Symposium

**Exhibits / Posters / Learning Center Open**  
9:30 am - 4:00 pm
- Panel: Ted X Talks
- Session: The Science Behind Diabetes Therapy – Surgery, Medical Updates and Mechanisms
- Half-Day Postgraduate Course: HPB / Robotics
- Half-Day Hands-on Course: Minimal Access Tricks and Techniques
- Half-Day Hands-on Course: Endolumenal
- Panel: JSES

**Happy (Half) Hour Break in Exhibit Hall**  
3:00 pm - 3:30 pm
- Session: Optimizing Laparoscopic Cholecystectomy – Evidence and Safety
- SAGES/IPEG Session: Adolescent Bariatric Surgery
- Session: Open to MIS

### Friday 4/17
- SAGES Scientific Sessions
- Military Symposium
- Session: Video Shorts in Exhibit Hall
- Session: Mock Trial – Sleeve Leak or CBD Injury
- Session: Jeopardy

**Exhibits / Posters / Learning Center Open**  
9:30 am - 4:00 pm
- Presidential Address
- Gerald Marks Lecture
- Presidential Debates

**Lunch in Exhibit Hall for all SAGES and IPEG Meeting Attendees**  
12:30 pm - 2:00 pm
- Symposium: SAGES SMART
- Panel: Acute Care
- Session: Emerging Technologies

**Happy (Half) Hour Break in Exhibit Hall**  
3:30 pm - 4:00 pm
- Panel: Complex Paraesophageal Hernias
- Session: Lessons Learned from Military Surgery – Transition Back Into Practice
- Resident/Fellows Scientific Session

### Saturday 4/18
- SAGES Scientific Sessions
- Mini-Med School
- Panel: Simulation and Telerobotics – Partnering with the Military
- Session: Top 21 Video – Expecting the Unexpected
- Session: Practice Building
- Advocacy Luncheon
- Session: Education

**SAGES Industry Sponsored Symposia:**

*Thursday, April 16, 2015  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 10, 2014) 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 310-437-0544, ext. 111 or, via email: shelley@sages.org.
# IPEG 2015 Program Schedule
(Tentative as of July 2014)

**Program Chair:** Katherine Barsness, MD; **Program Co-Chairs:** Pablo Laje, MD; Go Miyano, MD

<table>
<thead>
<tr>
<th>Day</th>
<th>Schedule</th>
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<tbody>
<tr>
<td><strong>Tuesday, 4/14</strong></td>
<td>Postgraduate Course: MIS in Infants and Neonates</td>
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</table>
| **Wednesday, 4/15** | Half-Day Hands-on Course: Critical Skills  
Half-Day Hands-on Course: Parallel High Fidelity Simulation  
Exhibits Open: 12:00 pm - 3:30 pm  
Welcome Reception in Exhibit Hall: 5:30 pm - 7:30 pm |
| **Thursday, 4/16** | Video Session I: Coolest Tricks, Extraordinary Procedures  
Welcome Address  
Scientific Session: Gastrointestinal  
Exhibits / Posters / Learning Center Open: 9:30 am - 4:00 pm  
Presidential Address  
Expert Panel: Bridging the Education Gap with New Technology  
Poster Tour: Top 1-10 Posters of Distinction  
Scientific Session: Single Site Surgery  
SAGES/IPEG Session: Adolescent Bariatric Surgery  
Refreshment Break in Exhibit Hall: 3:00 pm - 3:30 pm  
Scientific Session: Basic Science and Innovations  
Karl Storz Lecture  
Session: Emerging Technology |
| **Friday, 4/17** | Video Session II  
Scientific Session: Urogenital  
**Exhibits / Posters / Learning Center Open:** 9:30 am - 4:00 pm  
Scientific Session: Gastrointestinal, Colorectal & Hepatobiliary  
IPEG/SAGES Session: Adolescent Achalasia – The Great Debate  
**Lunch in Exhibit Hall for all SAGES and IPEG Meeting Attendees:** 12:30 pm - 2:00 pm  
Poster Tour: Top 11-20 Posters of Distinction  
Keynote Lecture  
Expert Panel: The Art, Science and Ethics of Innovation  
Refreshment Break in Exhibit Hall: 3:00 pm - 3:30 pm  
Expert Panel: What’s New in Pediatric MIS?  
Scientific Session: Thorax |
| **Saturday, 4/18** | Miscellaneous Short Oral Papers  
Support Opportunities – SAGES

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.

<table>
<thead>
<tr>
<th>Diamond</th>
<th>Platinum $37,500</th>
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<tbody>
<tr>
<td>• Support acknowledged at Main Event (Friday night) – 10 company staff invited</td>
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<tr>
<td>• Acknowledged as supporter of Friday and Saturday Plenary Sessions</td>
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<tr>
<td>• Acknowledged as supporter of any one (1) Hands-on Course</td>
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<td>• Acknowledged as supporter of one (1) Panel</td>
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<td>• Acknowledged as supporter of Marks Lecture</td>
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<td>• Acknowledged as supporter of Posters</td>
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<tr>
<td>• Support acknowledged in Surgical Endoscopy, issues immediately preceding and following the meeting</td>
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<tr>
<td>• Pre-meeting registration mailing 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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<tr>
<td>• To be listed in program materials, on SAGES websites, in SAGES newsletter SCOPE, and other locales as a Diamond Supporter of the meeting (If committed prior to October 10, 2014, support will be noted in Advance Program, as well as the Final Program distributed to approximately 2,400 surgeon attendees at the meeting.)</td>
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<table>
<thead>
<tr>
<th>Silver $15,000</th>
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<tr>
<td>• Acknowledged as supporter of one (1) Panel</td>
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<tr>
<td>• Acknowledged as supporter of Career Development Course</td>
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<td>• Support acknowledged in Surgical Endoscopy, issues immediately preceding and following the meeting</td>
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<table>
<thead>
<tr>
<th>Gold $27,500</th>
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<tr>
<td>• Support acknowledged at Main Event (Friday night) - 4 company staff invited</td>
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<tr>
<td>• Acknowledged as supporter of one (1) Panel</td>
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<tr>
<td>• Acknowledged as supporter of Educator’s Lunch</td>
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<tr>
<td>• Acknowledged as supporter of Emerging Technologies Session</td>
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<tr>
<td>• Support acknowledged in Surgical Endoscopy, issues immediately preceding and following the meeting</td>
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<tr>
<td>• Pre-meeting registration mailing list</td>
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<tr>
<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 website, in SAGES newsletter SCOPE, and other locales as a Gold Supporter of the meeting (If committed prior to October 10, 2014, support will be noted in Advance Program, as well as the Final Program distributed to approximately 2,400 surgeon attendees at the meeting.)</td>
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<table>
<thead>
<tr>
<th>Bronze $9,000</th>
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<tbody>
<tr>
<td>• Acknowledged as co-supporter of SAGES Leadership Lunch, Tuesday, April 14, 2015</td>
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<tr>
<td>• Support acknowledged in Surgical Endoscopy, issues immediately preceding and following the meeting</td>
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<td>• Pre-meeting registration mailing 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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<tr>
<td>• To be listed in program materials, on SAGES website, in SAGES newsletter SCOPE, and other locales as a Bronze Supporter of the meeting (If committed prior to October 10, 2014, support will be noted in Advance Program, as well as the Final Program distributed to approximately 2,400 surgeon attendees at the meeting.)</td>
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Support Opportunities – IPEG

Levels support for IPEG’s 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 for a complete list of support opportunities, please contact Shelley Ginsberg at 310-437-0553, ext. 111 or shelley@ipeg.org.

DIAMOND LEVEL SUPPORT $35,000
- Acknowledged as supporter of the IPEG Keynote Address
- Acknowledged as a supporter of the Hands-on Courses
- Acknowledged as a supporter of the MIS in Infants and Neonates Postgraduate Course
- Acknowledged as supporter of Poster Presentations
- Acknowledged as supporter of official IPEG Event – up to 6 company staff invited
- Pre- and post-meeting registration mailing lists
- Support acknowledged with plaque for display in booth (booth not included in level support)
- Support acknowledged in *Journal of Laparoendoscopic and Advanced Surgical Techniques* in issues immediately preceding and following the meeting
- To be acknowledged in the Final Program, on the IPEG website, and other locales as a Diamond supporter of the meeting

PLATINUM LEVEL SUPPORT $24,000
- Acknowledged as a supporter of one (1) Hands-on Course
- Acknowledged as a supporter of the MIS in Infants and Neonates Postgraduate Course
- Acknowledged as a supporter of the Poster Presentations
- Acknowledged as supporter of official IPEG Event – up to 4 company staff invited
- Support acknowledged on flyer in meeting bag
- Pre- and post-meeting registration mailing lists
- Support acknowledged in *Journal of Laparoendoscopic and Advanced Surgical Techniques* in issues immediately preceding and following the meeting
- Support acknowledged with plaque for display in booth (booth not included in level support)
- To be acknowledged in the Final Program, on the IPEG website, and other locales as a Platinum supporter of the meeting

SILVER LEVEL SUPPORT $14,000
- Acknowledged as supporter of the Video Session II
- Support acknowledged in *Journal of Laparoendoscopic and Advanced Surgical Techniques* in issues immediately preceding and following the meeting
- Pre and post-meeting registration mailing lists
- Support acknowledged on flyer in meeting bag
- Support acknowledged with plaque for display in booth (booth not included in level support)
- To be acknowledged in the Final Program, on the IPEG website, and other locales as a Silver supporter of the meeting

GOLD LEVEL SUPPORT $19,000
- Acknowledged as a supporter of the MIS in Infants and Neonates Postgraduate Course
- Acknowledged as supporter of “Coolest Tricks” Video Session
- Acknowledged as a supporter of the Poster Presentations
- Acknowledged as supporter of one (1) Scientific Session
- Support acknowledged in *Journal of Laparoendoscopic and Advanced Surgical Techniques* in issues immediately preceding and following the meeting
- Pre and post-meeting registration mailing lists
- Support acknowledged on flyer in meeting bag
- Support acknowledged with plaque for display in booth (booth not included in level support)
- To be acknowledged in the Final Program, on the IPEG website, and other locales as a Gold supporter of the meeting

BRONZE LEVEL SUPPORT $9,500
- Acknowledged as supporter of IPEG Committee Luncheon
- Support acknowledged in *Journal of Laparoendoscopic and Advanced Surgical Techniques* in issues immediately preceding and following the meeting
- Pre and post-meeting registration mailing lists
- Support acknowledged on flyer in meeting bag
- Support acknowledged with plaque for display in booth (booth not included in level support)
- To be acknowledged in the Final Program, on the IPEG website, and other locales as a Bronze supporter of the meeting
Marketing Opportunities

SAGES and IPEG make 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 and Friday, there will be a 30-minute “Happy (Half) Hour” break, which will include beer and snacks.
- Posters will be located in the exhibit hall
- Each day’s sessions provide for some unopposed exhibit time
- The Learning Center will be located inside the exhibit hall, with access from the exhibit hall
- Lunch will be provided in the exhibit hall on Friday for all meeting attendees
- NEW THIS YEAR: SAGES Café and Theatre, where SAGES new “Video Shorts” Presentations will be held each afternoon.

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

Door Drops

The SAGES door drop order form will be provided in the Confirmation Kit and again in the Exhibitor Services Kit (from Freeman), or call the provider, General Surgery News at (212) 957-5300. The door drop participation deadline is March 21, 2015.

DOOR DROPS-DATE SUBJECT TO CHANGE.

Mailing List

The SAGES advance registration list may be purchased for $500, and the IPEG advance registration list for $100. Please contact Gabrielle Balara at (310) 437-0544, ext. 113, or email gabrielle@sages.org. (No cost for Levels Supporters – see pages 8-9).

For SAGES member mailing list, please email membership@sages.org; for IPEG member mailing list, please email membership@ipeg.org.

Wednesday Night Opening Reception

On Wednesday, April 15, 2015 from 5:30 pm - 7:30 pm, SAGES and IPEG will host bars throughout the exhibit 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 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 the Gaylord Catering Department. To order food or beverage for your booth, please contact the Gaylord Catering Hotline, 615-458-6800.

Special Promotions

Exhibitors are permitted to operate special promotional activities during the Opening Reception, Wednesday, April 15, 2015, 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 March 13, 2015.

All activities must be in accordance with the AdvaMed Code.

Advertising in the Programs

If you wish to advertise in the Advance Program please refer to the advertising order form on page 21 for prices and information. If you wish to advertise in the Final Program refer to page 22.

Electronic Meeting App Banner Ads

Various opportunities available. Please refer to page 11, or contact Show Management, shelley@sages.org, for more information. The order form will be provided in the Exhibitor Service Kit, or contact Show Management for more information.

Advance Program Ad Placement deadline: September 26, 2014

Final Program Ad Placement deadline: February 6, 2015

Meeting App Banner Ad Reservation Deadline: February 27, 2015

Booth Refreshments

Exhibitors are encouraged to host snacks or refreshments within their booths through 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 the Gaylord Catering Department. To order food or beverage for your booth, please contact the Gaylord Catering Hotline, 615-458-6800.

Company Information for Programs

Exhibitors will be listed in the SAGES and IPEG Final Programs, and company details and descriptions will be included on the SAGES Meeting App. Companies must submit a 40-word description of their company or product line by February 20, 2015. Please submit via email to gabrielle@sages.org.

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

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.

Happy (Half) Hour  $7,500 (one break)  $10,000 (both breaks)

Sponsor an afternoon “Happy (Half) Hour” break, featuring beer and snacks for all attendees in the exhibit hall on Thursday and Friday. Sponsor(s) will be acknowledged on large signs posted near refreshment stations, and sponsor(s) may provide branded napkins to be placed at the break stations.

Meeting App Advertising  PRICES VARY

To date, the meeting app from SAGES 2014 meeting has been downloaded more than 3,000 times! The 2015 meeting app will have even more features, and will include several opportunities for visibility for sponsors and exhibitors. Added enhancements include: banner ads, extended company description for exhibitors, inclusion of media items in exhibit listing, and more. Please contact Shelley Ginsberg in the SAGES office for more information.

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.

“CAMP SAGES” Child Care Service  $10,000

Provide a valuable service to meeting attendees by sponsoring Camp SAGES, a morning to evening daycare program located in the headquarters hotel, with activities for children ages 6 months to 17 years. In addition to acknowledgement in printed materials and on-site signage, companies may provide kid-friendly giveaways, including lunch boxes, water bottles, etc.

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 and will include your company logo and booth number.

Banners, Escalator/Window Clings,  $10,000 - $20,000

Column Wraps, Production and Rigging

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.
SAGES and IPEG 2014 Exhibitors

3-Dmed
ACell, Inc.
Aesculap, Inc.
Apollo Endosurgery
Applied Medical
Asalus Medical Instruments Limited
Austen BioInnovation Institute in Akron
Automated Medical Products
Bariatrix Times
Baxter Healthcare Corporation
BevMD
BG Medical
Boston Scientific
Cadence Pharmaceuticals
Calmoseptine, Inc
Cardica
CareFusion
Cine-Med, Inc.
Cleveland Clinic, cSite
ConMed
Cook Medical
CooperSurgical
Covidien
Crospon
Cutting Edge B.V.
Davol Inc., A Bard Company
Domain Surgical
Edwards Lifesciences Corp
Elsevier
Encision, Inc.
Endochoice
EndoEvolution
EndoGastric Solutions

Enteromedics
ERBE-USA
Ethicon
General Surgery News
GI Supply
Given Imaging Inc.
Gore & Associates
Independent Market Research
Intuitive Surgical, Inc.
inx Medical
JustRight Surgical
Karl Storz Endoscopia-Latino America
Karl Storz Endoscopy-America, Inc.
Kyoto Kagaku Co., Ltd.
LaproSurge Ltd.
Lexion Medical
LifeCell
MAQUET Cardiovascular USA
MedAffinity Corp
Mederi Therapeutics Inc.
Medigus Ltd.
Medstreaming, LLC
Medtronic, Inc.
Merit Medical Endotek
Metabolic and Bariatric Surgery
Accreditation and Quality Improvement Program (MBSAQIP)
Microline Surgical
Mimic Technologies
Minimally Invasive Devices, Inc.
Ministry Health Care
Nashville Surgical Instruments
NeoSurgical Inc.

New Wave Surgical
Novadaq Technologies
NovaTract Surgical, Inc.
NPS Pharmaceuticals, Inc.
Olive Medical
Olympus America Inc.
Primera Technology, Inc.
RADistribution
Redfield Corporation
Restech
RG Medical USA
Richard Wolf Medical Instruments
RTI Surgical, Inc.
Sandhill Scientific
Shire
Simbionix USA Corporation
Slater Endoscopy
Springer
Stryker Endoscopy
Surgical Innovations
Surgical Science
Surgiquest, Inc.
Sutter Health-Sacramento Sierra Region
Suture Ease, LLC
Teledyne
Torax Medical
Tuebingen Scientific Medical GmbH
VYGON UK Ltd.
Wisepress Medical Bookshop
Wolters Kluwer Health
Xodus Medical, Inc.
Zmed, Inc.
Exhibit Hall Floor Plan
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 17, 2015.

Applications not accompanied by at least a 50% deposit will be considered invalid. If full payment is not received by January 17, 2015, the space may be reassigned or resold. All reservations must be made in writing. Applications from exhibitors who have outstanding balances due to SAGES or IPEG 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 14). 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 November 7, 2014.
- $1,000 per 10’ x 10’ space if application is canceled after November 7, 2014 and prior to January 17, 2015.
- NO REFUNDS for any cancellations or reductions after January 17, 2015.

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 BOOTHS: $3,300
CORNER BOOTHS: $3,500
ISLANDS – 20’ x 20’: $14,000
ISLANDS – 20’ x 30’: $21,000
ISLANDS – 20’ x 40’: $28,000
ISLANDS – 30’ x 30’: $31,500
ISLANDS – 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**

2015 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 November 7, 2014 priority point deadline. Applications received after the October 10 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 2015 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 early bird priority point deadline of October 10, 2014.

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

**Exhibitor Registration**

Deadline for submission of your exhibitor staff list is March 27, 2015. Do not submit hard copy lists of your exhibitor staff. All exhibitor registration is done online. Show Management will email complete instructions for the online registration system at the time your confirmation packet is mailed.

- 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.
- After the close of online registration on March 27, 2015, all additions or changes to badge lists must be made onsite. All onsite changes or additions made onsite are subject to a $50 fee for each change or addition TO BE PAID ONSITE.

**ONSITE BADGE POLICY**

For persons/companies submitting list of more than 15 name additions or changes onsite:

1. The list must be in an Excel spreadsheet and include first and last names, company name, and city/state.
2. The spreadsheet must be submitted to exhibitor registration on a flash drive a minimum of 4 hours will be required to enter the badge list;
3. 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, 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 are not to 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.

- Set-up hours:
  - Tuesday, April 14: 8:00 am - 6:00 pm
  - Wednesday, April 15: 8:00 am - 10:30 am
  - All exhibits must be fully operational by 11:00 am, Wednesday, April 15, 2015.

**Exhibit Dates and Hours**

(Dates and times the exhibit hall is open to registrants)

**NEW WEDNESDAY & SATURDAY HOURS**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, April 15</td>
<td>12:00 pm - 3:30 pm</td>
</tr>
<tr>
<td>Wednesday, April 15</td>
<td>Opening Reception:</td>
</tr>
<tr>
<td></td>
<td>5:30 pm - 7:30 pm</td>
</tr>
<tr>
<td>Thursday, April 16</td>
<td>9:30 am - 4:00 pm</td>
</tr>
<tr>
<td>Friday, April 17</td>
<td>9:30 am - 4:00 pm</td>
</tr>
<tr>
<td>Saturday, April 18</td>
<td>CLOSED</td>
</tr>
</tbody>
</table>

All exhibit personnel must leave the exhibit floor 15 minutes after close of the exhibit hall.

The exhibit hall will be located at the Gaylord Hotel and Convention Center, Ryman Exhibit Hall C.
Service Contractor Installation & Dismantle

Official Show Service Contractor
Freeman
Contact: John J. Walsh
Phone: 301-918-7900, Fax: 301-459-9893

Provided that all payments and information required have been submitted, Freeman will e-mail you an Exhibitor Service Kit in January 2015.

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 March 13, 2015. 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 January 2015.

Installation/Dismantling Labor
(Rates subject to change. Updated & detailed information will be provided in Exhibitor Service Kit.)
- **Straight time:** $90 per hour
- **Overtime:** $135 per hour

Electrical Labor:
(Rates subject to change. Updated & detailed information will be provided in Exhibitor Service Kit.)
- **Straight time:** $70 per hour
- **Overtime:** $100 per hour

Plumbing Labor:
Complete details and order forms will be provided in service kits to be emailed January 2015.

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 200 (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:** $82.00 per cwt, $164.00 minimum. Accepted up to 30 days in advance to contractor’s warehouse. Address to be published in exhibitor kit.

**DIRECT SHIPMENT RATE:** $78.00 per cwt, $156 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 kit. For further details, contact Shelley Ginsberg at (310) 437-0544, ext. 111 or via e-mail: shelley@sages.org.
A complete set of construction specifications will be sent with the service kit to be emailed January 2015.

- 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 Nashville, TN.
- Electrical equipment must conform to the electrical codes of the City of Nashville, TN

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
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 16 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 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, IPEG 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, IPEG, Show Management and the Gaylord Opryland Hotel & 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 Gaylord Opryland Hotel & Convention Center and SAGES regarding the exhibit premises, and further, an exhibitor shall at all times protect, indemnify, save and keep harmless SAGES, IPEG, Show Management and the Gaylord Opryland Hotel & 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 affect the non-liability SAGES, IPEG, Show Management, their members, officers, representatives or the official service contractors or the Gaylord Opryland Hotel & Convention 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, IPEG, 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, IPEG 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, IPEG 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, IPEG 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 Gaylord Opryland Hotel & 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.
### 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 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.

### 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, April 15 at 7:30 am and ending Saturday, April 18 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, April 15, after 7:30 pm**
- **Thursday, April 16, prior to 7:30 am**
- **Thursday, April 16, after 7:30 pm**
- **Friday, April 17, prior to 7:30 am**
- **Saturday, April 18, 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.

### 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 or IPEG.

### 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 March 13, 2015 on the Giveaway Notification Form provided in the exhibitor kit.

### 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.

### 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.

### Display of Investigational Products
All exhibitors must comply with FDA rules regarding display of investigational products. Display of any investigational products is not an endorsement by SAGES or IPEG. 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.

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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 a block of hotel rooms at the Gaylord Opryland Hotel & Convention Center, part of the Marriott portfolio of brands. **We request that you book your housing within the block at the Gaylord Hotel.**

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 kit and again in the exhibitor kit.

Hotel Policy

- Exhibitors are strongly requested to reserve rooms within the meeting room block.
- We request that you book rooms at the Gaylord Opryland Hotel & Convention Center, part of the Marriott portfolio of brands.
- There is no “cap” on rooms, you may book as many rooms as needed; however, you will be required to set up a sub-block contract for reservations of more than 10 rooms. If you would like assistance in reserving a room block of more than 10 rooms, or assistance in finding a lower-priced room block at a nearby hotel, 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 ensure 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 mailed.

Cancellations & Penalties

- **The hotel reservation cut-off date is February 27, 2015.** Exhibiting companies may reserve one or more rooms without individual names, or a company block until the cut-off date. After February 27, 2015, 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 27, 2015 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 more than 10 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.
# 2015 Surgical Spring Week Advance Program Ad Form

Please circulate this form to your marketing manager — Send your message to 30,000 surgeons for less than 10¢ each.

## Circulation:
The Advance Program will be distributed to 30,000 surgeons in the U.S. and abroad, including approximately: 6000+ SAGES members and applicants, ACS, ASMBS, EAES, IPEG and surgical leaders in Europe, Japan, Canada and South America. The Advance Program will also be available on the SAGES website at www.sages.org.

## Schedule:
The Advance Program will be mailed in November 2014.

## Deadline:
Ad Orders must be placed by September 26, 2014. Camera-ready art must be received by October 10, 2014 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 1/2”
- 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. For more information, contact Gabrielle Balara at 310-437-0544 ext. 113. Email artwork to: gabrielle@sages.org.

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

**TOTAL COST OF AD** $ ________

50% Deposit Required (September 26, 2014) $ ________

BALANCE DUE (October 10, 2014) $ ________

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: Gabrielle Balara
11300 W. Olympic Blvd., Suite 600, Los Angeles, CA 90064 or fax to (310) 437-0585
2015 Surgical Spring Week
Final Program Ad Form  Please Circulate this Form to Your Marketing Manager

Circulation:
The Final Program will be distributed to approximately 2,400+ surgeons and guests at the meeting, and a mailing list of colleagues around the world. In addition, it will be distributed as part of SAGES outreach exhibits during the 8 months following the meeting. Total print run: approximately 5,000. The book will contain all Final Program information as well as the abstracts for the meeting.

Schedule:
Distribution immediately before, during and after the meeting.

Deadline:
Ad order must be placed by February 6, 2015.
Camera-ready art must be received by February 20, 2015, with complete payment.
ADS ARE NON-COMMISSIONABLE.
ALL ADS ARE FOUR-COLOR.

Mechanical Requirements:
Full Page Trim Size: 8 ½” x 11” (non-bleed)
Image Area 8” x 10 ½”
Half Page Trim Size 8 ½” x 5 ½” (non-bleed)
Image Area 8” x 5”
Please indicate if your ad requires specific orientation:
☐ Right page  ☐ Left page

FILE FORMATS ACCEPTED: PDF Files are preferred. For more information, contact Gabrielle Balara at (310) 437-0544 ext. 113. Email artwork to: gabrielle@sages.org.

2015 Surgical Spring Week Final Program:

<table>
<thead>
<tr>
<th>Type of Advertisement</th>
<th>Fee</th>
<th>Amount</th>
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<tbody>
<tr>
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<td>$1,600</td>
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<tr>
<td>Full Page – Inside Rear Cover</td>
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<td>Full Page – Interior</td>
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<tr>
<td>Half Page – Interior</td>
<td>$700</td>
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</tr>
</tbody>
</table>

TOTAL COST OF AD $ __________

50% Deposit Required (February 6, 2015) $ __________
BALANCE DUE (February 20, 2015) $ __________

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, Final Program Ad, Attn: Gabrielle Balara
11300 W. Olympic Blvd., Suite 600, Los Angeles, CA 90064 or fax to (310) 437-0585
Exhibit Dates: Wednesday, April 15, 2015 - Friday, April 17, 2015
Location: Gaylord Opryland Hotel & Convention Center, Nashville, TN

We, the undersigned, apply for technical exhibit space at the above referenced meeting to be held in the Gaylord Opryland Hotel & Convention Center, Nashville, TN.

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

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) ▲

Street Address ▲

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 14 for booth prices)

- One-half total booth cost due with application
- Balance due January 17, 2015
- Total booth price due with applications submitted after January 17, 2015
- 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

a. Cardholder Name

b. Credit Card Number

c. Exp. Date

da. Cardholder Signature

e. Amount to be charged $ (50% deposit) OR $ (payment in full)