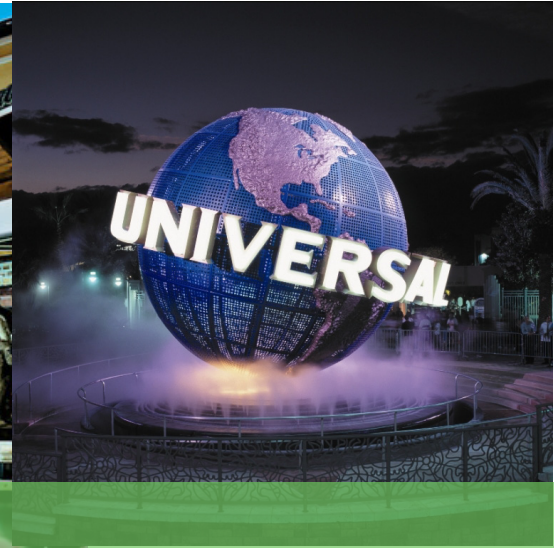


GEORGIA SOCIETY OF OTOLARYNGOLOGY ANNUAL SUMMER MEETING



JULY 19 - 22, 2012
THE LOEWS ROYAL PACIFIC RESORT AT UNIVERSAL ORLANDO
ORLANDO, FL



Annual Summer Meeting

The GSO/HNS meeting will take place on Thursday, July 19 - Sunday, July 22, 2012 at the Loews Royal Pacific Resort at Universal Orlando in Orlando, FL.

Resort Accommodations

Group room rates are available. Please mention 'Georgia Society Otolaryngology' when booking your room. To book your hotel reservation at The Loews Royal Pacific Resort, please call (888) 430-4999.

- Group room rate:
Run of the House - \$189.00

Reservations must be made by Monday, June 25, 2012 in order to be guaranteed.

Loews Royal Pacific Resort offers the following services & amenities:

- 1,000 guest rooms, including 51 suites
- Lagoon-style swimming pool and sandy beach with Royal Bali interactive children's water play area
- 6 restaurants and lounges including Emeril's Tchoup Chop, which takes Asian cuisine and "kicks it up a notch"
- The Mariner's Club supervised children's activity center
- The Gymnasium - a 5,000-square-foot fitness center featuring cardio theatre
- Spectacular luaus featuring authentic food and entertainment in the Wantilan Luau Pavilion
- Game room, croquet lawn and sand volleyball court
- Guests of the Loews Royal Pacific Resort skip the regular theme park lines all day!
 - Enjoy unparalleled access to the shortest lines all day long, as often as you'd like, just by showing your hotel room key card at each express entrance. A free benefit worth \$87 per person per day
 - Complimentary on-site transportation via water taxis or shuttle bus service
 - Priority seating at select Universal Orlando® theme park restaurants
 - Complimentary delivery of purchases to your room
 - On-site charging privileges with your room key card

Exhibitor Information

AGENDA

Thursday, July 19*

4:00 PM - 6:00 PM

6:00 PM - 7:30 PM

Exhibitor Set-up

Wine and Cheese Welcome Reception *(All are invited)*

Friday, July 20*

7:00 AM - 9:00 AM

8:00 AM - 12:30 NOON

8:00 AM - 12:30 NOON

Continental Breakfast

Exhibitor Viewing

General Session

Saturday, July 21*

7:00 AM - 9:00 AM

8:00 AM - 12 NOON

8:00 AM - 12 NOON

12 NOON

8:30 PM

Continental Breakfast

Exhibitor Viewing

General Session

Exhibitor Break-down

Dessert & Drinks Party *(This is a ticketed event. # of tickets included in patron level. Additional tickets may be purchased)*

**Agenda times and locations are subject to change.*

SET-UP & BREAK-DOWN

The Exhibit Hall will be open for set-up from 4:00 PM until 6:00 PM on Thursday, July 19, 2012. If you are unable to set up between these hours, you must set-up on Friday morning, July 20, 2012 beginning at 6:15 AM and be ready to exhibit promptly at 7:00 AM. Only one table per exhibitor is allowed unless additional tables are purchased.

You may break down your exhibit at anytime; however, all exhibits must be fully broken down by 2:00 PM, July 21, 2012. Due to strict rules and regulations all exhibit areas must be clean and free of debris before departing. If you wish, you may neatly leave additional materials for attendees to take on their own.

SHIPPING

The following information must be included on all packages to ensure proper delivery:

1. Georgia Society of Otolaryngology Annual Meeting
2. Attn: (Conference Service Manager's Name)
3. Loews Royal Pacific Resort
6300 Hollywood Way
Orlando, FL 32819
Phone: 407-503-3000
Fax: 407-503-3010
4. HOLD FOR: (Recipient' Name)
5. Box # (i.e. Box 1 out of 4)

LOAD-IN

Please ship all deliveries to arrive no earlier than 3 days prior to the event. All deliveries must be cleared and scheduled with the Event Services Department. The resort takes no responsibility for delivered items and cannot inventory items when they arrive. Exhibitors are responsible for covering the costs of their shipping and handling fees. Please check with the hotel for their fees.

LOAD-OUT

If items need to be shipped out after the meeting, representatives may leave their deliveries in the exhibitor room; however, all shipping materials must be labeled. Representatives should have all the necessary forms needed to ship out packages as they will not be provided.

Patron Levels

Platinum Level

\$4,500

- One month online banner on the GSO/HNS website (Includes your company's logo, clickable link to your company's website and a short 75-words or less "About Us")
- Company logo noted as a Platinum Patron with clickable link to your website on the GSO/HNS website
- Half-page color advertisement in the ENTertainer newsletter
- Recognition in the ENTertainer newsletter as a Platinum Patron
- A/V Support - Your company name and logo will be displayed in the conference room on the overhead until scientific meeting begins. (Logo to be removed at meeting start time in accordance with CME regulations)
- Company logo noted as a Platinum Patron on patron signage throughout the 2011 GSO/HNS Annual Meeting
- Company logo in 2012 GSO/HNS Annual Meeting program noted as a Platinum Patron
- One full-page color advertisement in 2012 GSO/HNS Annual Meeting program (Only 4 available)
- 50-words or less company description in 2012 GSO/HNS Annual Meeting program
- Complimentary registration for (5) company representatives
- Complimentary tickets for (4) representatives for the Saturday Night party
- Exclusive top-placement in exhibit hall
- Patron level ribbons on name badges
- One 6' exhibit table and (2) chairs

Gold Level

\$3,500

- Company logo noted as a Gold Patron with clickable link to your website on the GSO/HNS website
- One quarter-page color advertisement in the ENTertainer newsletter
- Recognition in the ENTertainer newsletter as a Gold Patron
- Company logo noted as a Gold Patron on patron signage throughout the activity
- Company logo in 2012 GSO/HNS Annual Meeting program noted as a Gold Patron
- One full-page black/white advertisement in 2012 GSO/HNS Annual Meeting program (Only 4 available)
- 50-words or less company description in 2012 GSO/HNS Annual Meeting program
- Complimentary registration for (4) company representatives
- Complimentary tickets for (3) representatives for the Saturday Night party
- Priority placement in exhibit hall
- Patron level ribbons on name badges
- One 6' exhibit table and (2) chairs

Silver Level

\$2,500

- Company name noted as a Silver Patron on the GSO/HNS website
- One quarter-page color advertisement in the ENTertainer newsletter
- Recognition in the ENTertainer newsletter as a Silver Patron
- Company name noted as a Silver Patron on patron signage throughout the activity
- Company name in activity program noted as a Silver Patron
- 50-words or less company description in activity program
- Complimentary registration for (3) company representatives
- Complimentary tickets for (2) representatives for the Saturday Night party
- Assigned placement in exhibit hall
- Patron level ribbons on name badges
- One 6' exhibit table and (2) chairs

Bronze Level

\$1,500

- Company name noted as a Bronze Patron on the GSO/HNS website
- Company name noted as a Bronze Patron on patron signage throughout the activity
- Company name in activity program noted as a Bronze Patron
- Complimentary registration for (2) company representatives
- Complimentary tickets for (1) representative for the Saturday Night party
- Assigned placement in exhibit hall
- Patron level ribbons on name badges
- One 6' exhibit table and (2) chairs

Exhibitor Support

FOOD & BEVERAGE STATIONS

Your exhibit booth will be strategically placed next to your selected food or beverage station. This is a great opportunity to ensure that your sales representatives will be able to interact and establish relationships with physicians.

Food & Beverage Station Perks:

- Ability to provide cocktail napkins with your company logo on them
- Ability to provide coffee mugs with your company logo on them (Available to Coffee/Tea Hosts only)
- Company signage will be provided at a station

FOOD & BEVERAGE	
Coffee/Tea*	\$1,000
Soft Drinks/Water	\$600
Snack Breaks	\$400

*Only two available

COCKTAIL RECEPTION

Sponsor the Georgia Society of Otolaryngology Cocktail Reception. Signs will be displayed at the Cocktail Reception.

COCKTAIL RECEPTION	
Cocktail Sponsor	min. of \$500

AUDIO/VISUAL & TECHNICAL SUPPORT

When you support audio & visual, company signage (printed or electronic) will be on display for all attendees to see noting your support.

AUDIO/VISUAL	
A/V & Technical Support*	\$1,500

*Included in Platinum Patron Level

USB DRIVES

Have your company's logo on a USB drive that is distributed out to all attendees. The USB drives will contain all speaker lectures from the meeting.

USB DRIVES	
Logo on USB drive*	\$1,000

*Only one available

ONLINE MARKETING

Online Banner*

(7.5" x 1") Your advertisement will be featured on our website. Includes a clickable link to your website.

*Limited availability. Included in Platinum Level.

Company Spotlight

Features your logo, clickable link to your website, headshot of your local sales representative, contact information, and a short 50-words or less "About Us".

Online Banner	
Home Page Banner (7.5" x 1")	\$400/mo.
Single Page Banner (7.5" x 1")	\$300/mo.
Company Spotlight	
Home Page (3.5" x 4.5")	\$500/mo.
Single Page (3.5" x 4.5")	\$350/mo.

PRINT MARKETING

Conference Program Advertisement

Your advertisement will be featured in our meeting program and is handed out to all meeting attendees.

ENTertainer Newsletter

This publication is published 3 times a year and is distributed to over 400+ GSO/HNS members.

Publication	Deadline	Distribution Date
WINTER	Jan 1, 2012	Jan 31, 2012
SPRING	May 1, 2012	Jun 5, 2012
FALL	Sept 1, 2012	Sept 30, 2012

Note: All content is subject to approval.

Questions regarding the ENTertainer should contact:

Charlie Anderson
Managing Editor
GSO/HNS ENTertainer
(404) 731-6591

Conference Programs	
Full Page* (5.5" x 8.5")	\$200/ea.
Half-Page* (4.25" x 5.5")	\$125/ea.
Quarter-Page* (4.25" x 2.75")	\$75 /ea.
*Additional \$125 for color (Limited availability)	

ENTertainer Newsletter 3x Issues Total	
Full Page* (8.5" x 11")	\$4,000
Half-Page* (8.5" x 5.5")	\$1,500
Quarter-Page* (4.25" x 5.5")	\$750

*All pricing above is for 3 issues total and includes color. Black & White advertising is not available.

Exhibitor Registration Form

Georgia Society of Otolaryngology/Head & Neck Surgery Annual Meeting

July 19 - 22, 2012 - Loews Royal Pacific Resort

1 CONTACT INFORMATION

Company Name

Office Contact

Address

City, State, Zip

Phone (Required)

Email Address (Required)

2 EXHIBITOR ATTENDEES & ACTIVITIES

Main Attendee/Name Badge 1

Cell Phone

E-mail Address

Additional Name Badges - Please refer to your Patron Level Choice for number of reps included. Additional reps above what is noted in level, may be purchased.

ACTIVITIES

We will attend the Thursday Wine & Cheese Reception
 ____ Number Attending (All are invited to attend)

We will attend the Saturday Night Dessert & Drinks Party
 ____ Number Attending (Tickets Included in Sponsor Level.
 Additional tickets above what is noted in level may be purchased)

3 PATRON LEVELS

On or Before July 1, 2011

- Platinum - \$4,500
- Gold - \$3,500
- Silver - \$2,500
- Bronze* - \$1,500

After July 1, 2011

- Platinum - \$4,600
- Gold - \$3,600
- Silver - \$2,600
- Bronze* - \$1,600

4 ADDITIONAL FEES

Additional Representatives - \$200 each*

Additional Table(s) - \$500 each

Adult Saturday Night Dessert Party Tickets - \$35 each

Children Saturday Night Dessert Party Tickets (Ages 6-17) - \$10 each

Quantity

Total

\$ _____

\$ _____

\$ _____

\$ _____

5 EXHIBITOR SUPPORT ADD-ONS

Coffee/Tea - \$1,000

Soft Drinks/Water - \$600

Snack Breaks - \$400

A/V Support - \$1500

6 SOCIAL EVENTS SPONSOR

Cocktail Reception Sponsor - Support in increments of \$500

Total \$ _____

6 PRINT & ONLINE MARKETING ADD-ONS

Conference Program Advertisement

- Full Page (5.5" x 8.5") - \$200
- Half-Page (4.25" x 5.5") - \$125
- Quarter-Page (4.25" x 2.75") - \$75
- Add Color - \$125

ENTertainer Newsletter Advertisement (3x issue minimum purchase. Includes Color)

- Color Ad -3X
- Full Page - \$4,000
 - 1/4 Page - \$750
 - 1/2 Page - \$1,500

Online Company Logo & Clickable Link on Website

- Home Page Banner (7.5" x 1") - \$400/mo.
- Single Page Banner (7.5" x 1") - \$300/mo.

Online Company Spotlight/Editorial

- Home Page (3.5" x 4.5") - \$500/mo.
- Single Page (3.5" x 4.5") - \$350/mo.

7 REGISTRATION TOTAL

Package Add-On Description	Total
Section 3 Total - Patron Level	\$ _____
Section 4 Total - Additional Fees	\$ _____
Section 5 Total - Add - Ons	\$ _____
Section 6 Total - Cocktail Reception Sponsor	\$ _____
Section 7 Total - Print & Online Marketing	\$ _____
TOTAL \$	_____

8 COMPANY DESCRIPTION

Descriptions must be 50-words or less and will be published in activity program for meeting attendees. **(Excludes Bronze Patrons).**

9 METHOD OF PAYMENT

- CASH
\$ _____
- CHECK

- AMEX
- MC
- Discover
- Visa

Name on Card (required)

Billing Address (Required)

Billing City, State, Zip (Required)

Credit Card Number (Required)

Expiration Date (Required)

CVV Code (Required)

REGISTRATION CHECKLIST

- Registration Form & Contract
- Company Logo - AI, EPS, or High-Res JPEG (300 DPI)
Email Logo to Karrie@TheAssociationCompany.com
- Company Description **(Excludes Bronze Patrons)**
- Payment

HOW CAN I REGISTER?

1. **Fax** (305) 422-3327
2. **Online**
<http://www.gsohns.org/>
3. **Phone** (770) 613-0932
4. **Mail***

GSO/HNS
6134 Poplar Bluff, Suite 101
Norcross, GA 30092

**Please make checks payable to GSO/HNS*

Contract

EXHIBITOR CONTRACT TERMS

1. If purchased, each company will have one (1) table for the Annual Georgia Society of Otolaryngology Annual Spring Meeting.
2. Exhibitors are required to have a representative at their table at all times during exhibit hours.
3. A maximum of two (2) sales representatives are allowed to exhibit at the meeting upon payment unless additional representatives are noted based on patron level. Each additional representative is \$200.
4. All sound equipment must be regulated so that it does not disturb neighboring exhibits. Georgia Society of Otolaryngology (GSO/HNS) reserves the right to determine at what point sound constitutes interference with others and must be discontinued. Due to regulations by the music industry regarding music at public meetings, conventions and shows, exhibitors may not play music during the trade show, either live or recorded.
5. Exhibitors will not be permitted to assign, sublet or share with others any part of the space allotted to them.
6. GSO/HNS authorizes exhibitors to make retail sales of tangible personal property or service subject to sales tax. The exhibitor shall be solely responsible for any local, state or federal tax liability resulting from this contract or other tax implication arising from activities while exhibiting at the meeting.
7. Booths must be kept clean. The floor and display areas of the booth must be clear of debris. Exhibitors will be liable for any extra clean-up costs incurred due to displays, food machines and other means.
8. Use of electrical current is confined to lighting or the operation of such equipment that is harmless, noiseless and does not release undesirable odors.
9. Objectionable practices by exhibitors or official suppliers should be reported immediately to GSO/HNS management and not after the show is completed.
10. No children under 16 years of age will be allowed in the exhibit area at any time, unless accompanied by an adult.
11. It is agreed that GSO/HNS and the host facility shall not be liable for any damage to, or destruction of, any exhibit from any cause or for the theft or disappearance of any exhibit or any property contained in or about the exhibit booth area.
12. The exhibitor agrees to indemnify and hold harmless GSO/HNS and the host facility or their employees or their representatives against any and all liabilities for damage, injury or loss to all persons and any and all claims arising out of acts or omissions of exhibitors, their employees or their representatives.
13. GSO/HNS will only refund exhibitors who are pre-registered the cost of booth space and will not be held responsible or liable for charges or damages for any failure of performance due to acts of nature, labor disputes, and shortage of materials, governmental authority, or other circumstances beyond reasonable control of either party.
14. Neither GSO/HNS nor the venue maintains insurance covering property brought onto or stored on the venue's premises by exhibitors and it is the responsibility of the exhibitor to obtain or maintain such coverage at their own expense.
15. Exhibitors will not offer educational/training programs within the show facility simultaneous to the GSO/HNS and related programs.
16. This agreement includes a one-time list of pre-meeting and post-meeting attendees.

BOOTH CONSTRUCTION

17. All electrical work and electrical wiring must be approved and installed in accordance with regulations established by the officials of the Fire Marshal's Office.
18. No construction will be allowed at the sides or above the booth that may obscure the view of any adjacent booths.
19. All materials used for decorating must be flameproof.
20. Construction and signs that are above 8 feet in height must be approved by the GSO/HNS.
21. All applicable cities, county and state codes and ordinances must be complied with as well as those of the host facility.
22. Nothing shall be posted on, tacked, nailed or otherwise affixed to columns, walls, floors or other parts of the buildings, furniture or equipment.
23. In order to meet the set-up deadline, the GSO/HNS management reserves the right to order labor to set-up any exhibit that is not in the process of being erected by 7:00 AM Friday, July 20, 2012. The cost for this labor will be paid by the exhibitor. All exhibits must be fully broken down by 1:00 PM, Saturday, July 21, 2012.
24. The interpretation of all rules and regulations is the responsibility of the GSO/HNS Executive Committees or their designated representative.
25. All decisions of said group or representatives are final.

PAYMENT

Exhibitors must guarantee payment in full due to the amount selected on the exhibitor registration form before or on the date of the meeting or exhibitors will not be able to exhibit.

REFUND POLICY

Cancellations for all registered exhibitors 30+ days prior to the meeting date are eligible for 50% refund. Cancellation 29 days or less before the meeting date are not eligible for a refund.

AGREEMENT

As an exhibitor, I agree and adhere to all policies and regulations. If for any reason, the meeting must be canceled, management is not liable for any costs other than entry space fees that are already pre-paid. If the date or location must be changed for any reasons beyond management's control, it is agreed that the booth fee is non-refundable as a date or location change will be provided. Should my company decide to cancel this agreement and not exhibit at the event, a 50% refund will be issued if cancelled 30+ days prior to the meeting date. Cancellations 29 days or less before the meeting date are not eligible for a refund.

Must allow 6-8 weeks for refund processing.

Signature: _____

Date: _____



6134 Poplar Bluff Circle, Suite 101, Norcross, GA 30092
P. (770) 613-0932 | F. (305) 422-3327

 @GAsocietyofOTO

 Groups "Georgia Society of Otolaryngology"

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