

2024



EXHIBITOR PROSPECTUS

GNS Annual Fall Meeting

GSO/HNS & MAESO Annual Fall Meeting

Friday, December 6-Sunday, December 8, 2024

@The Ritz Carlton Lake Oconee, GA



Exhibitor Information

AGENDA AT A GLANCE *(Agenda times are subject to change)*

Friday, December 6, 2024

5:00 pm - 6:00 pm Exhibitor Registration & Set-up

7:30 pm - 9:00 pm GSO HNS Board Meeting

5:30 pm - 7:00 pm Reception in the Exhibit Hall

7:30 pm - 9:00 pm GNS Board Meeting

Saturday, December 7, 2024

6:30 am - 7:00 am Exhibitor Registration & Set-up

7:00 am - 1:00 pm Exhibitor Viewing

7:00 am - 8:00 am Breakfast & Exhibitor Viewing

8:00 am - 1:00 pm Scientific Assembly

10:00 am - 10:40 am Break & Exhibitor Viewing

Sunday, December 8, 2024

7:00 am - 8:00 am Exhibitor Viewing

7:00 am - 8:00 am Breakfast & Exhibitor Viewing

8:00 am - 1:00 pm Scientific Assembly

10:30 am - 11:00 am Break & Exhibitor Viewing

12:00 pm Exhibitor Breakdown ends

ACCOMMODATION INFORMATION

Our most important commitment to you is for an ROI on your marketing dollars and that is to have as many attendees as possible for you to engage with during our meeting. ***With that being said, our attendees are most inclined to register to attend with the caveat that they are staying on-site at the host hotel.*** *We have learned in years past, that those attendees will not attend at all if they are not staying on-site at the host hotel.* A maximum of 2 rooms will be allowed per exhibiting organization until the block is filled, and it gets filled up fast every year.

So, what does that mean for you & your organization?

- All of your representatives that are planning to attend *may not* be able to stay on-site at The Ritz-Carlton Reynolds.
- Some may wish to seek lodging outside of the room block at the full-priced / rack rate if they wish to stay on-site.
- Others may wish to seek alternatives such as AirBNB, VRBO, or other hotels in the area.
- For those individuals who are not interested in the mentioned options, we are able to place those on a waitlist as we approach the meeting. *As a disclaimer, being placed on a waitlist is not a guarantee that you will have a room to stay at the Ritz-Carlton Reynolds for the meeting.*

We appreciate your patience and understanding in this situation - and we are so grateful for your company's support for this meeting. As you can imagine, we want everyone involved to be able to stay at the hotel and enjoy the meeting fully - *but we must remain cognizant of the MAIN GOAL which is to have great attendance from our attendees.*

SET-UP & BREAKDOWN

The Exhibit Hall will be open for set-up from 5:00 PM - 6:00 PM on Friday, December 6, 2024 If you are unable to set up between these hours, you must set up on Saturday morning, December 7, 2024, beginning at 6:30 AM and be ready to exhibit promptly at 7:00 AM. Only one table per exhibitor is allowed unless an additional table or space is prepurchased. You may breakdown your exhibit at anytime; however, all exhibits must be fully broken down by 12:00 PM on Sunday, December 8, 2024

SHIPPING

ALL of the following information should be included on packages to ensure proper delivery:

GNS & GSO/HNS Annual Fall Meeting - December 6, 2024

Your Company & Rep Name

The Ritz-Carlton Reynolds

1 Lake Oconee Trail

Greensboro, GA 30642

LOAD-IN & LOAD OUT

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 Ritz-Carlton Reynolds takes no responsibility for delivered items and cannot inventory items when they arrive. Exhibitors are responsible for covering the costs of their shipping fees assessed by The Ritz. Equipment must be loaded and unloaded at the loading dock or pre-loading dock in accordance with the Resort's rules and local ordinances. Any larger items MUST be cleared by GNS/GSO HNS and will be subject to space availability at the time of registration.

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, AND representatives should have all the necessary forms needed to ship out packages as they will not be provided by GNS, GSO/HNS or the hotel. Any items left behind at the table will be discarded as trash by hotel staff. Any booths not fully dismantled by 12:00 PM on Sunday, December 8th will be subject to a hotel dismantle charge that will be the responsibility of the exhibiting organization.

Patron Exhibitor Level - \$2,500

LIMITED SPOTS AVAILABLE AT THIS LEVEL

- 1 (One) 6 ft. Exhibit Table including Badges for Two (2) Reps
- Your Logo on Promotional Signage On-site
- Your Logo on GNS and/or GSO/HNS website
- Recognition in the Meeting Conference App - Company Logo, Description, Website, Social Media, Representatives, PDF clickable link to Zoom link/video/ survey/website with option for attendees to request more information
- Pre and Post Attendee Registration List

Please note the following

- You will not be able to purchase additional badges at this level.
- You will not be able to purchase additional table space at this level.
- Table space is assigned at random within the exhibit hall.

PREMIUM PATRON Exhibitor Level - \$3,500

New for 2024

- 1 (One) 6 ft. Exhibit Table in PRIME space
- Badges for Two (2) Reps with option to purchase additional badges
- Your Logo on Promotional Signage On-site
- Your Logo on GNS and/or GSO/HNS website
- Recognition in the Meeting Conference App - Company Logo, Description, Website, Social Media, Representatives, PDF clickable link to Zoom link/video/ survey/website with option for attendees to request more information
- 1 (One) Website Banner Ad (Sponsor to supply ad)
- 1 (One) Push App Notification (Sponsor to supply app notification content)
- 1 (One) Post Meeting email recognizing Premium Patron Sponsors sent to the attendees (Sent by GSO HNS/GNS)
- Pre and Post Attendee Registration List

***Please note the following with this level ***

- You will be able to **purchase additional badges** at this level*
- You will be able to **purchase additional table space** at this level.
- Table space is assigned in a **PRIME** space within the exhibit hall.

* Sponsoring organization to purchase a maximum of 2 additional name badges at this level.

Please contact Sabrina Crawford with any questions about exhibition, sponsorship or hotel options by emailing her at Sabrina@theassociationcompany.com.

Exhibitor & Sponsorship Support

Important changes for 2024:

- **Only Premium Patrons** will be able to purchase additional table spaces and additional name badges (See Page 3).
- With a maximum of 2 additional badges per sponsorship.
- Should you plan to display any larger equipment, you will need to purchase an additional 6ft of space OR table dependent on your specific item.

EXHIBITOR OPTIONS

Additional 6' Table or Space*	\$800
Additional Name Badge (2 Max)	\$250

FOOD & BEVERAGE STATIONS

As a Food & Beverage Sponsor, your company booth will be strategically placed next to your selected food or beverage station. This a great opportunity to ensure that your sales representatives will be able to interact & establish relationships with physicians and speed up the buying process.

Food & Beverage Station Perks:

- Ability to provide napkins with your company logo
- Ability to provide coffee mugs with your company logo* (Available to Coffee/Tea Sponsor Only)
- Company signage will be provided at the selected station.

FOOD & BEVERAGE

Coffee/Tea*	\$1,000
Soft Drinks / Water	\$750
Snack Breaks	\$500

COCKTAIL RECEPTION SPONSOR

Sponsor the GNS & GSOHNS holiday cocktail reception. Signs noting your sponsorship will be displayed at the reception. You will have the option to provide cocktail napkins with your company logo printed on them.

COCKTAIL RECEPTION

Reception Sponsor	\$1,000
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PRODUCT THEATER / LUNCH SYMPOSIUM

- Host a Non-CME Product Theater for attendees.
- Speaker can be in-person or virtual (via Zoom link).
- Includes AV, room rental, lunch and email blast to the attendees.
- The event would be included on the agenda noting the speaker & topic
- Company to provide the speaker and cover related speaker fees.

PRODUCT THEATER/LUNCH SYMPOSIUM

Product Theater	\$7,500
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EXCLUSIVE - NAME BADGE LANYARDS

Because every attendee is required to wear a name badge during all meeting times, they will be wearing YOUR brand around their necks at all time! Sponsor will produce and provide 85 lanyards.

EXCLUSIVE - NAME BADGE LANYARDS

Lanyard Sponsor	\$1,500
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EXCLUSIVE - WIFI PASSCODE SPONSOR

Your company will be the customized WIFI PASSWORD. Every attendee & exhibitor will be using the meeting WIFI. Your company name will displayed at the registration table, on the meeting slides, and all users will be required o use your cmpany name every time they log into the WIFI.

EXCLUSIVE - WIFI PASSCODE

WIFI Passcode Sponsor	\$2,500
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CONFERENCE APP SPONSOR

Sponsor the GSO/HNS Conference App, and we can place a Banner Ad or your company logo/product logo on every page of the App.

CONFERENCE APP

Conference App Sponsor	\$750
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Please contact Sabrina Crawford with any questions about exhibition, sponsorship or hotel options by emailing her at Sabrina@theassociationcompany.com.

Exhibitor Contract

Registration is available online at these websites:

GNS: www.ganeurosurgical.org

GSO/HNS: www.gsohns.org

EXHIBITOR CONTRACT TERMS

1. If purchased, each company will have one (1) table for the Georgia Neurosurgical Society (GNS) & the Georgia Society of Otolaryngology / Head & Neck Surgery (GSO/HNS) Annual Summer Meeting.
2. Exhibitors are required to have a representative at their table at all times during exhibit hours.
3. Badges for Two (2) sales representatives are included in the Patron Exhibition Level. A maximum of 2 additional badges per patron may only be purchased (\$250 / Company Representative Badge) for the Premium Patron level.
4. Exhibitor set-up begins on Friday, December 6 at 5:00 PM. You may break down your exhibit at anytime; however, all exhibits must be fully broken down by 12:00 PM, Sunday, December 8, 2024.
5. All sound equipment must be regulated so that it does not disturb neighboring exhibits. GNS & GSO/HNS reserves the right to determine at what point sound constitutes interference with others and must be discontinued.
6. 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.
7. Exhibitors will not be permitted to assign, sublet or share with others any part of the space allotted to them.
8. GNS & 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.
9. 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.
10. Use of electrical current is confined to lighting or the operation of such equipment that is harmless, noiseless and does not release undesirable odors.
11. Objectionable practices by exhibitors or official suppliers should be reported immediately to GNS & GSO/HNS management and not after the show is completed.
12. No children under 16 years of age will be allowed in the exhibit area at any time, unless accompanied by an adult.
13. It is agreed that GNS & 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.
14. The exhibitor agrees to indemnify and hold harmless GNS & 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.

15. GNS & 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.
16. Neither GNS & GSO/HNS nor the host hotel maintains insurance covering property brought onto or stored on the resort's premises by exhibitors, and it is the responsibility of the exhibitor to obtain or maintain such coverage at their own expense.
17. Exhibitors will not offer educational/training programs within the show facility simultaneous to the GNS & GSO/HNS meeting and related programs.
18. This agreement includes a one-time list of pre-meeting and post-meeting attendees.
19. MSL/Scientific Liaisons will only be permitted to attend on behalf of their organization if their organization is a registered exhibitor.

BOOTH CONSTRUCTION

1. 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.
2. No construction will be allowed at the sides or above the booth that may obscure the view of any adjacent booths.
3. All materials used for decorating must be flameproof.
4. Construction and signs that are above 8 feet in height must be approved by the GNS & GSO/HNS.
5. All applicable cities, county and state codes and ordinances must be complied with as well as those of the host facility.
6. Nothing shall be posted on, tacked, nailed or otherwise affixed to columns, walls, floors or other parts of the buildings, furniture or equipment.
7. In order to meet the set-up deadline, the GNS & GSO/HNS management reserves the right to order labor to set-up any exhibit that is not in the process of being erected by 6:30 AM Saturday, December 7, 2024. The cost for this labor will be paid by the exhibitor. All exhibits must be fully broken down by 12:00 PM, Sunday, December 8, 2024.
8. The interpretation of all rules and regulations is the responsibility of the GNS & GSO/HNS Executive Committees or their designated representative. All decisions of said group or representatives are final.
9. Hotel accommodations at host hotel within the block are not guaranteed and not obtaining a reservation does not void refund/cancellation terms as stated below.

REFUND POLICY

Cancellations for all registered exhibitors 30+ days prior to December 6, 2024 are eligible for 50% refund. Cancellation 29 days or less before December 6, 2024 are not eligible for a refund.

You must agree to these Terms & Conditions during the online registration process in order to exhibit.

By signing this document, I agree and adhere to all policies and regulations. I guarantee payment in full due to the amount indicated on the exhibitor registration form before or on the date of the meeting or I understand that my company will not be able to exhibit. If for any reason, the GNS & GSO/HNS Annual Meeting must be cancelled, 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 December 6, 2024. Cancellations 29 days or less before December 6, 2024 are not eligible for a refund. Must allow 6-8 weeks for refund processing.