

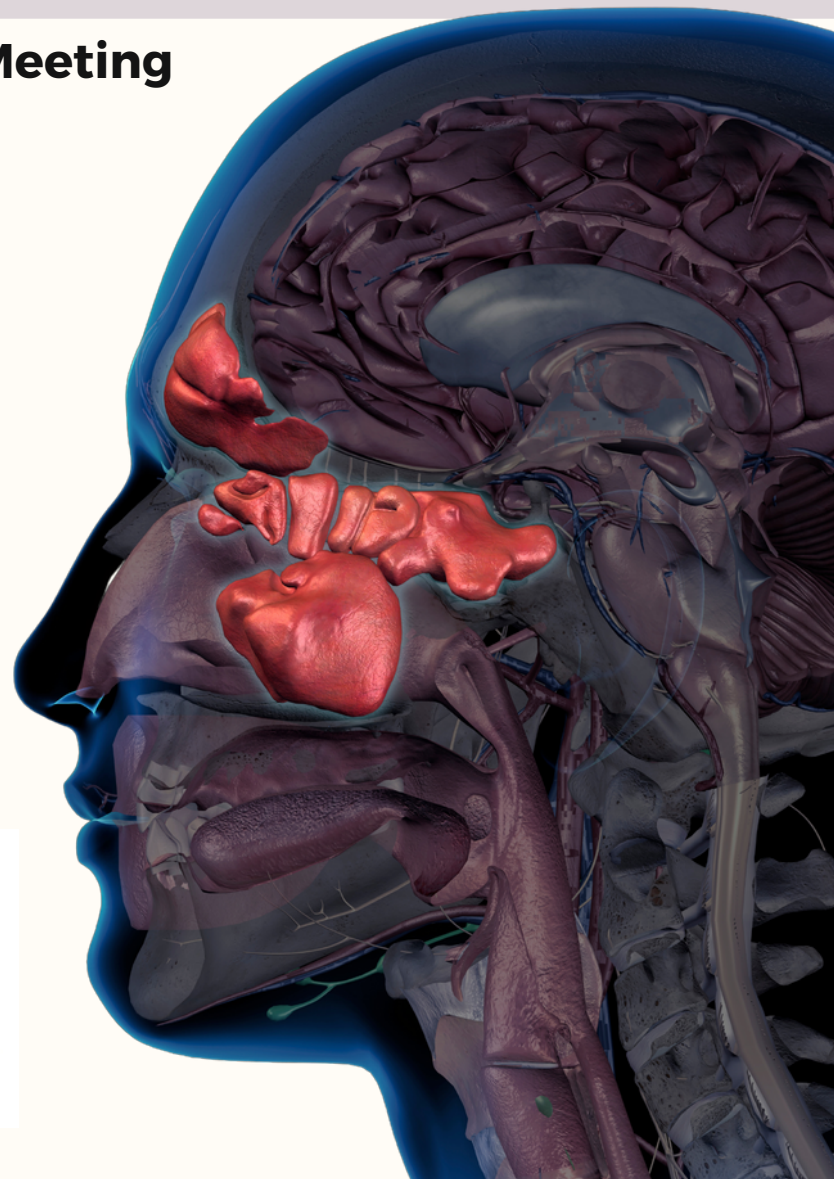
July 18-21, 2024

2024 PROSPECTUS

2024 Annual Summer Meeting

@The Cloister

Sea Island, Georgia



GSO  **HNS**
The Georgia Society of
Otolaryngology/Head & Neck Surgery

Exhibitor Information

AGENDA AT A GLANCE

Thursday, July 18, 2024

4:00 pm - 6:00 pm **Exhibitor Registration & Set-up**
6:00 pm - 7:00 pm Welcome Reception (All are invited)
7:30 pm GSO/HNS Board Meeting*

Friday, July 19, 2024

6:30 am - 7:00 am Exhibitor Registration & Set-up
7:00 am - 1:00 pm Exhibitor Viewing
7:30 am - 8:30 am Breakfast & Exhibitor Viewing
8:00 am - 1:00 pm Scientific Assembly
10:00 am - 10:30 am Break & Exhibitor Viewing

Saturday, July 20, 2024

7:00 am - 12:00 pm Exhibitor Viewing
7:30 am - 8:30 am Breakfast & Exhibitor Viewing
8:00 am - 1:00 pm Scientific Assembly
10:00 am - 10:30 am Break & Exhibitor Viewing
2:00 pm EXHIBIT BOOTH BREAKDOWN

*All booth displays/shipments should be packed and ready for hotel staff pick-up by this time.

Note: Agenda times are subject to change.

6:30 pm Attendee and Exhibitor Reception
(This is a ticketed event. # of tickets included in each Patron Level.
Additional tickets available for purchase.)

ACCOMMODATION INFORMATION

Room allocation is based on current availability and prioritization of the sponsorship level in the room block. Once we receive your registration you will receive additional information to reserve your room reservation. Please do not contact the hotel to make a room reservation before receiving further instructions from GSO HNS.

IMPORTANT HOTEL DISCLAIMER

Given the **limited room block** that we must allocate for **registered** attendees and **registered** exhibitors, obtaining a hotel reservation at the host hotel is not a guaranteed benefit of exhibiting registration. In addition, not securing a hotel reservation at the host hotel does not void the agreed-upon refund terms included in the registration

Group Rates: Cloister Guest Rooms: \$420 per night+ plus tax

Reservations must be made by Monday, June 12, 2024 to be guaranteed the group rate*
(*room rate only good while rooms are still available in the block).

SET-UP & BREAKDOWN

The Exhibit Hall will be open for set-up from 4:00 PM - 6:00 PM on Thursday, July 18, 2024. If you are unable to set up between these hours, you must set up on Friday morning, July 19, 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 pre-purchased. You may break down your exhibit at any time; however, all exhibits must be fully broken down by 2:00 PM on Saturday, July 20, 2024.

SHIPPING

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

GSO/HNS Annual Spring Meeting - July 18, 2024
Your Company & Rep Name
ATTN: Meetings & Special Events Manager
The Cloister at Sea Island
100 Cloister Drive
Sea Island, GA 31561

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. Sea Island takes no responsibility for delivered items and cannot inventory items when they arrive. Exhibitors are responsible for covering the costs of their shipping fees. Equipment must be loaded and unloaded at the loading dock or pre-loading dock in accordance with the Resort's rules and local ordinances.

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 GSO/HNS or the hotel.

Patron Levels

GOLD LEVEL

\$5,500

- (1) One 6' exhibit table with Exclusive Top-Placement in the Exhibit Hall
- Complimentary Registration for (4) Four Badges for Company Representatives – includes Friday and Saturday night receptions
- One month online banner on the GSO/HNS website (includes your company's logo, clickable link to your company's website and short 75-words or less "About Us" blurb)
- (1) One Social Media Spotlight - postings to showcase your company/product on the GSR Facebook and Twitter accounts
- Company Logo on the GSO/HNS website noted as a Gold Patron with a live link to your company's website.
- Onsite Signage – Company logo on patron signage throughout the activity
- Meeting Conference App – Recognition as a Gold Patron; Two (2) Push Notifications in the conference app; and a 50-word or company less description in the app.
- Pre/Post Attendee List

SILVER LEVEL

\$4,000

- (1) One 6' exhibit table with assigned placement in the Exhibit Hall
- Complimentary Registration for (3) Three Badges for Company Representatives – includes Friday night and Saturday receptions
- Company Logo on the GSO/HNS website noted as a Silver Patron
- Onsite Signage – Company logo on patron signage throughout the activity
- Meeting Conference App – Recognition as a Silver Patron; One (1) Push Notification in the conference app; and a 50-word or company less description in the app.
- Pre/Post Attendee List

BRONZE LEVEL

\$2,500

- (1) One 6' exhibit table with assigned placement in the Exhibit Hall
- Complimentary Registration for (2) Two Badges for Company Representatives – includes Friday and Saturday night receptions**
- Company Logo on the GSO/HNS website noted as a Bronze Patron
- Onsite Signage – Company logo on patron signage throughout the activity
- Meeting Conference App – Recognition as a Bronze Patron
- Pre/Post Attendee List

****IMPORTANT DISCLAIMER: Additional name badge purchase will only be allowed for Silver and above. If you feel you will need additional badges, please support at Silver or above.**

TABLE/EXHIBIT LOCATION

All Exhibits will be in the Cloister II & III Ballrooms. Table placement will be based on Exhibit Level.

ADDITIONAL BADGES FOR REPS

**\$1000 per Additional Rep
SILVER AND ABOVE ONLY*
(for a max of 2)**

***Includes Friday night reception
*If your company requires more than 2 additional representatives in your desired sponsorship level, we request that you select the next highest tier.**

ADDITIONAL TABLE / 6' SPACE

\$1000 / 6' Table or Space – if you plan on bringing any device/equipment that could encroach into your neighbor's space or the the foot traffic in the aisle, we require that you purchase an additional space (equivalent to having an extra table) that would allow optimal space for attendee demonstrations & display

NOT INCLUDED IN EXHIBIT FEE

Power, internet, and shipment handling fees are NOT included in the exhibit fee and are subject to an additional charge if needed

Additional Exhibitor Support

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.

WELCOME RECEPTION SPONSOR: THURSDAY

Sponsor the Georgia Society of Otolaryngology Thursday Welcome 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.

BOARD MEETING SPONSOR: FRIDAY

Sponsor the Georgia Society of Otolaryngology's Friday Board Meeting. Signs noting your sponsorship will be displayed at the meeting.

SATURDAY RECEPTION SPONSOR

Sponsor the Georgia Society of Otolaryngology's Saturday Reception. Signs noting your sponsorship will be displayed at the event.

This is a ticketed event. Each level of Sponsorship includes a designated number of tickets. Additional tickets may be purchased.

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 attendees advertising the event. The event would be included on the agenda noting the speaker, topic, and your company name/product logo (if preferred). Company to provide the speaker and cover all associated speaker fees including travel.

**Company to submit HTML code of the email blast to GSO HNS/Sabrina Crawford no less than 2 weeks before requested email blast to the attendees.*

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.

NAME BADGE LANYARDS - EXCLUSIVE/LIMITED TO 1 ORGANIZATION

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.

KEY CARD SPONSORSHIP- EXCLUSIVE/LIMITED TO 1 ORGANIZATION

Sponsor the GSO/HNS Conference hotel key card. Your company will be the official key card sponsor for attendees and exhibitors staying onsite. Sponsoring organization will produce graphic design for key card sponsorship

FOOD & BEVERAGE

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

WELCOME RECEPTION

Reception Sponsor	\$1,500
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GSO/HNS BOARD MEETING

Board Meeting Sponsor	\$3,500
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SATURDAY RECEPTION

Reception Sponsor	\$3,000
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PRODUCT THEATER/LUNCH SYMPOSIUM

Product Theater	\$7,500
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***GSO HNS to incur all food & beverage costs related to Product Theater Lunch Symposium. Sponsored Organization will not be responsible for this attendee cost.**

CONFERENCE APP SPONSOR

App Sponsor	\$750
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NAME BADGE LANYARDS

Lanyards	\$1,000
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HOTEL KEY CARD SPONSORSHIP

Room Keys	\$3,000
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Exhibitor Contract

Registration is available online at
www.gsohns.org

EXHIBITOR CONTRACT TERMS

1. If purchased, each company will have one (1) table for 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. The number of sales representatives allowed to exhibit at the meeting is based upon the number assigned in patron level. Each additional badge per company representative is \$300 (with a maximum of 2 additional badges per patron level)
4. Exhibitor set-up begins on Thursday, July 18 at 4:00 PM. You may break down your exhibit at anytime; however, all exhibits must be fully broken down by 2:00 PM, Saturday, July 20, 2024
5. All sound equipment must be regulated so that it does not disturb neighboring exhibits. 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. 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 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 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 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.

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

15. 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 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 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 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 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 Friday, July 19, 2024**. The cost for this labor will be paid by the exhibitor. All exhibits must be fully broken down by 2:00 PM, Saturday, July 20, 2024.
8. The interpretation of all rules and regulations is the responsibility of the GSO/HNS Executive Committees or their designated representative. All decisions of said group or representatives are final.

REFUND POLICY

Cancellations for all registered exhibitors 30+ days prior to July 19, 2024 are eligible for 50% refund. Cancellation 29 days or less before July 19, 2024 are not eligible for a refund.

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 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 July 19, 2024. Cancellations 29 days or less before July 19, 2024 are not eligible for a refund. Must allow 6-8 weeks for refund processing.