

EXHIBITOR PROSPECTUS

# INSIPIRE · INNOVATE · INTERACT INNASHVIL

# You're Invited!

We are excited to invite you to sponsor and exhibit at the 52nd AAGL Global Congress on Minimally Invasive Gynecologic Surgery (MIGS). Nashville is a city of music, a city of energy, and the location of AAGL23. Year after year, MIGS and healthcare professionals come to AAGL's Global Congress to participate in world-class education opportunities and for the overwhelmingly positive sense of community shared among all in attendance. The Exhibit Hall is where attendees look for inspiration, innovation, and interaction. That is why we continue to add features to bolster the experience and success for our valued exhibitors.

The 2023 Global Congress on MIGS is the meeting for your company to gain visibility and a competitive edge. Where else can you network in a results-oriented environment offering an intimate feel to secure sales and strengthen your client relationships? It's all here at #AAGL23! We look forward to your participation.



52ND GLOBAL CONGRESS ON MIGS

#### FOR MORE INFORMATION PLEASE CONTACT:

Craig Baker, Director of Sales

SPARGO, Inc.

Email: aaglexhibits@spargoinc.com

Phone: 703-679-3942







The Music City Center is Nashville's convention center located in the heart of downtown. The 2.1 million square foot facility opened in 2013 and was built so that Nashville could host large, city-wide conventions in the downtown area. Surrounded by numerous hotels, restaurants, and entertainment venues and adjacent to the Country Music Hall of Fame, there is plenty to do both inside and outside the doors of the Music City Center.



# ABOUT AAGL

AAGL is the largest medical society focused on gynecologic surgery, with an international membership of over 7,100 physicians and healthcare providers committed to advancing minimally invasive gynecologic surgery. AAGL's Annual Global Congress is the premier scientific program that provides the world's finest gynecologic surgeons with the latest education and best practices in MIGS.

# OUR MISSION

Focused on the ultimate goal of improving patient care in gynecologic medicine, AAGL recognizes that surgical gynecologists and other clinicians require lifelong learning. Accordingly, the AAGL provides a variety of educational activities to ensure our members achieve this goal.

### OUR VISION

The AAGL vision is to serve women by advancing the safest and most efficacious diagnostic and therapeutic techniques that afford less invasive treatments for gynecologic conditions through the integration of clinical practice, research, innovation, and dialogue.

# MAXIMIZE YOUR COMPANY'S POTENTIAL

As an Exhibitor or Sponsor, you are a part of the action. On average, over 2,000 physicians and healthcare professionals from around the world attend the Global Congress. You are guaranteed to gain direct access to a diverse audience full of key decision-makers through face-to-face interaction.

#### GAIN A COMPETITIVE EDGE

#### **ENGAGE**

Access our highly focused audience of minimally invasive gynecologists.

#### **EDUCATE**

Provide hands-on opportunities and key information about the latest and safest operating room and office technologies.

#### CONNECT

Build your professional network and leads list by interacting with surgeons who will use your products daily.

#### LAUNCH

Demonstrate what makes your product stand apart from competitors and inspire our delegates to explore new surgical technologies.

#### **TRAILBLAZE**

Be at the center of advancement for state-of-the-art technology, products, and services at AAGL 2023, the place where surgeons, industry, and educators come together to improve women's healthcare.



# BECOME AN EXHIBITOR

Increase Your Visibility with the Influencers in MIGS

BOOTH SIZE	CUSTOM	20'X30'	20'X20'	10'X20'	10'X10'
Pricing and Booth Size Options (\$500 per open corner for inline booths)	*	\$28,200	\$18,800	\$8,700	\$4,350
Exhibitor Benefits					
Listing, Description in AAGL Global Congress Final Program, App & Congress Website	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>
Hang Signs Above Booth	<b>✓</b>	✓	<b>✓</b>		
Exhibitor Registration Badges	5 for every 100 sq. ft.	30	20	10	5

<sup>\*</sup> Pricing available upon request



#### **BOOTH FEES INCLUDE:**

- 8' Draped Back Wall and 3' Draped Side Walls (inline only)
- 1 Lunch Ticket a Day per 100 sq. ft.
- 5 Exhibitor Badges per 100 sq. ft. of Booth Space
- Company Identification Sign (inline only)
- Access to all General Sessions and Oral and Video Sessions
- Listing and Description in the Final Program (subject to publication deadlines)
- Listing, Description, and Link on the AAGL Global Congress website
- Overnight Perimeter Security Service (private in-booth security excluded)

# IMPORTANT DATES

October 2	Deadline To Apply To Exhibit To Appear in Final Program		
November 4	Exhibit Hall Move-In 1:00 pm – 5:00 pm (large booths)		
November 5	Exhibit Hall Move-In 8:30 am – 5:00 pm		
November 6	Exhibit Hall Move-In 7:00 am – 2:00 pm Exhibit Hall Opening and Welcome Reception 4:30 pm – 6:30 pm		
November 7-8	Exhibit Hall Open 7:45 am – 2:30 pm		
November 8-9	Exhibit Hall Move-Out		

# BECOME A CORPORATE SPONSOR

Gain maximum visibility by enriching your partnership with AAGL through our Corporate Sponsorship program. This opportunity will promote your company throughout the duration of the Global Congress and goes above and beyond by including valuable booth space and exclusive advertising opportunities only available through this sponsorship.

PLATINUM \$95,000

- 20'x40' Booth Space Included (space can be adjusted)
- 10'x10' Private Office in Exhibit Hall (upgrade options available)
- Recognition as a Corporate Sponsor With Logo on the Global Congress Website Home Page, Attendee Registration, Exhibit Hall Entrance, Virtual Poster, and in the Global Congress Final Program
- Company Logo Included in Online Company Profile and On-Line and Printed Floor Plan
- 4 Tickets to the Closing Celebration and Sponsorship Acknowledgment for the Event
- 1 Full-Page Color Advertisement in Final Program
- 1 Spotlight Commercial 15 seconds
- 1 NewsScope Online Advertisement (August October)
- 8 Additional Lunch Tickets Per Day

- · Pre- and Post-Registration List
- 1 AAGL Complimentary Membership
- · In-Booth Sponsor Acknowledgment
- · Pre- and On-Site Digital Recognition

GOLD \$70,000

- 20'x30' Booth Space Included (space can be adjusted)
- Recognition as a Corporate Sponsor with Logo on the Global Congress Website Home Page, Attendee Registration, Exhibit Hall Entrance, Virtual Poster, and in the Global Congress Final Program
- Company Logo Included in Online Company Profile and On-line and Printed Floor Plan
- 2 Tickets to the Closing Celebration and Sponsorship Acknowledgment for the Event
- 1 Half-Page Color Advertisement in Final Program
- 1 NewsScope Online Advertisement (August October)
- 6 Additional Lunch Tickets Per Day

- · Pre- or Post-Registration List
- 1 AAGL Complimentary Membership
- In-Booth Sponsor Acknowledgment

SILVER \$50,000

- 20'x20' Booth Space Included (space can be adjusted)
- Recognition as a Corporate Sponsor with Logo on the Global Congress Website Home Page, Attendee Registration, Exhibit Hall Entrance, Virtual Poster, and in the Global Congress Final Program
- Company Logo Included in Online Company Profile and On-line and Printed Floor Plan
- 2 Closing Celebration Tickets
- 4 Additional Lunch Tickets Per Day

- Pre- or Post-Registration List
- In-Booth Sponsor Acknowledgment

**BRONZE** \$25,000

- 10'x20' Booth Space Included (space can be adjusted)
- Recognition as a Corporate Sponsor with logo on the Global Congress website home page, Attendee Registration, Exhibit Hall entrance, Virtual Poster, and in the Global Congress Final Program
- · 2 Closing Celebration Tickets
- 2 Additional Lunch Tickets Per Day

- Pre- or Post-Registration List
- In-Booth Sponsor Acknowledgment

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# TERMS & CONDITIONS

As a condition of participation in the AAGL exhibition, each exhibitor, its representatives, and agents must agree to and abide by all rules and regulations set forth in the Exhibitor Prospectus, Exhibitor Service Manual, and other correspondence of AAGL, its contractors/agents, and the Music City Center.

#### Service Contractor & Exhibitor Service Kit

GES 7050 Lindell Road Las Vegas, NV 89118-4702 Ph: 800.475.2098 | Fax: 866.329.1437 Website: www.ges.com

Industrial exhibitors will be furnished, without extra charge, a standard display equipment booth, which includes: 8-foot-high draped back wall; 3-foot high draped side rail; and a booth identification sign (7"x44") stating the exhibitor's company name and booth number. A link to the Exhibitor Services Kit will be available on the AAGL website. Please contact GES regarding any special needs.

#### NEW - Payment Policy

Exhibit spaces will be allocated by AAGL. Payment in the amount of 50% of the total due must accompany each order to confirm the space or services reserved, with the remaining balance due no later than October 5, 2023. Orders not paid in full at the time that the contract is signed must be accompanied by a credit card to guarantee the balance. AAGL will charge the outstanding balance to the credit card on file (plus a 3% processing fee) if the final balance is not paid by October 21, 2023. No refunds will be made after September 11, 2023. In the event of failure or inability to fulfill this contract, to furnish the space due to fire, strikes, authority of the law, act of God, or for any other cause of reason, the AAGL shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible, after due consideration of expenditures and commitments already made and thereupon this agreement shall be deemed canceled by mutual consent and the AAGL shall be relieved from responsibility thereunder.

#### Liability

Any third-party representatives in charge of providing installation and dismantling services hereby assumes entire responsibility and hereby agrees to protect, defend, and indemnify the AAGL and the venue and its owners and its operator and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all third-party claims, losses or damages to persons or property, governmental charges or fines and reasonable attorney's fees arising out of or caused by negligence or willful misconduct in its installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by any act, omission, or negligence of the Convention Center and its employees and agents.

#### Insurance

Exhibitor and any third-party representatives in charge of providing installation and dismantling services shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the contractual liability set forth in this Exhibit Agreement, in an amount not less than \$2,000,000 USD combined single limit for personal injury and property damage, worker's compensation insurance and automobile liability insurance covering all owned, non-owned, and hired vehicles including loading and unloading operators. The AAGL and the venue shall be included in such policies as additional insureds. The Certificate of

Insurance shall include that notification of cancellation will be provided to the additional insureds sixty (60) days prior to the event. The Certificate of Insurance must be received in the AAGL Office by September 1, 2023. In addition, Exhibitor acknowledges that neither the AAGL, the venue, its owners and its operators maintain insurance covering exhibitor's property and it is the sole responsibility of the exhibitors and their representatives to obtain business interruption and property damage insurance insuring any losses by Exhibitor.

#### Install/Dismantle

In order to conform to union contract rules and regulations, it will be necessary that all exhibitors use qualified union personnel for the installation and dismantling of exhibits and for material handling within the Show. The handling, placing, or setting out of the merchandise that is to be displayed does not require union labor and may be done by the exhibitor. In addition, the installation or dismantling of an exhibit that does not require the use of hand tools, or more than one person, and can be accomplished within thirty (30) minutes, may be performed by the owner or company representative. The decorator's Material Handling Department is responsible for maintaining in and out traffic schedules at the Show site. Even local exhibitors should clear all movements of exhibit materials through this department as they will have priority at the unloading area at all times. Union jurisdiction allows hand-carried items only and will not permit exhibitor's use of dollies, hand trucks, or pushcarts. Electrical installation must conform to Union rules and regulations and to all national, state and local codes. All exhibitor's decorating materials, furniture, signs, and equipment must conform to national, state, and local fire and safety codes. The use of open flames or butane gas is strictly prohibited.

The dismantling of exhibits begins on Saturday, Wednesday, November 8, 2023, at 2:30 pm. Dismantling an exhibit or packing of equipment or literature prior to 2:30 pm on Wednesday, November 8, 2023, is not permitted. To avoid damage to equipment or display materials, exhibitors should remain with the equipment until crates are returned and materials packed. All crates must be packed and labeled for outbound shipment.

#### **Exhibitor Approved Contractor (EAC)**

All exhibitors using an EAC must submit to AAGL in writing on exhibitor company letterhead, the name, address, telephone number, and contact person of the contracted company. Please send this information to exhibits@aagl.org, no later than October 9, 2023. All EACs must submit to AAGL an original certificate of insurance (see Insurance section above).

#### **Booth Height Regulations**

Booths: A maximum of 4 feet in height on each side of the exhibit booth has been established so that no booth will interfere with or distract from any other exhibit booth. Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of their exhibit. Island Booths: When an island booth exceeds 8'3" it does not interfere with other exhibitors because it does not back up against another exhibitor's back wall. The extra height is often required in an island booth exhibit to permit the open walk-through approach normally used in this type of location. Ceiling height is 24 feet. Healthcare Convention and Exhibitors Association (HCEA) rules to be followed (see www.hcea.org/hceaguidelines-and-best-practices/)

#### Americans with Disability Act (ADA)

To comply with the ADA, exhibitors should make every effort to accommodate attendees who are handicapped. The exhibit should be installed according

to HCEA guidelines and may not project beyond the space allotted, obstruct the view of, or interfere with other exhibits. AAGL reserves the right to request modifications, at the exhibitor's expense, of any display that does not comply with these guidelines.

#### Children

For the protection of your children and to maintain the scientific nature of the exhibit hall, no children under the age of 18 will be allowed during the installation, dismantle and exhibit hall hours.

#### Speakers at Booths

The AAGL will allow clinical presentations and prerecorded surgeries (no live surgeries) from exhibit booth locations; however, these presentations will only be allowed for exhibitors presenting at least a 20'x20' exhibit. These presentations may only be held during the refreshment breaks and luncheons. Amplification of the presenter is allowed; however, we request that you keep the volume at a comfortable level for your neighboring exhibitors.

#### Music and Videos

At no time should music or videos be played at a level that interferes with the activities of exhibit companies in your area. The exhibitor is responsible for any and all fees which may be due to ASCAP or BMI for the use of copyrighted music used in audio presentations. You may contact the AAGL office for further information.

Music videos or posters/pictures containing sexually explicit or vulgar language or acts are strictly prohibited. The AAGL reserves the right to determine what is appropriate regarding music, music volume, videos, and posters/pictures.

#### **Badges**

All representatives of exhibiting firms must register and wear an official exhibitor's badge for admission to and while in the exhibit hall, as well as for admission to the General Sessions, Plenary Sessions, Posters, and Podium Sessions. Company badges will not be accepted in lieu of the official meeting badge once the show opens. An Exhibitor's Badge Registration form will be available on the AAGL website. Please note that the deadline for exhibitor badge registration is September 25, 2023.

Each exhibition company will receive 5 complimentary badges for every 100-sq. ft. of booth space purchased. For additional badges, there will be a charge of \$30.00 per person. There is a \$35.00 charge for badges printed on-site. There will be a \$30.00 replacement charge for duplicate badges. Any badges reprinted due to error by AAGL staff will be free of charge. It is against the AAGL's policy for exhibitors to lend their badges to anyone.

#### Sponsored Symposia & Affiliated Exhibitor Events

For those companies providing a breakfast, reception, or evening symposia, please send a copy of your proposed invitation to the AAGL for approval prior to printing and distribution. You may post signs near the AAGL registration desk and distribute flyers from your exhibition booths. Applications for Sponsored Evening Symposia and Affiliated Exhibitor Events, including breakfast symposia, receptions, or meeting room space, will be available on the AAGL website.

#### Attendee Lead System

The AAGL will provide a lead retrieval system for use in the exhibit hall. Information on how to sign-up for the lead retrieval system will be provided in the Exhibitor's Kit as distributed by the decorator.

#### Selling of Products & Services

Sales are permitted provided that all transactions are conducted in a manner consistent with the professional nature of the exhibits. AAGL reserves the right to

restrict sales activities that it deems inappropriate. It is the responsibility of the exhibitor to secure any licenses, permits, and/or identification numbers required by the local and state government to sell their products.

No organization or its representative may display, demonstrate, or distribute their products and/or services in any location other than their designated exhibit booth. Companies that have been approved to host exhibitor-sponsored events or who are participating in the Exhibit Hall Buyer's Guide (formerly the Convention Bag Insert) program may use these vehicles to promote their products/services.

#### Photography and Videotaping

The AAGL contracts its own photographers and videographers for documentation and promotion of its Annual Global Congress and reserves the right to photograph any exhibit booth, sign, program, or sponsorship opportunity at any time; Exhibitor hereby grants to the AAGL a release and license for any such photographs to be used for AAGL's business purposes.

Photography or video recording by Exhibitors, including using camera-enabled cell phones, is allowed only if approval is received in advance from the AAGL. Photographing or videotaping another exhibitor's booth, graphics/display or staff without their permission is strictly prohibited. Exhibitors that wish to use a photographer other than the designated official show photographer and/or mobile camera crews must comply with the following procedures: 1. Exhibitors may request permission from the AAGL to use a non-official photographer to photograph their booth. Requests must be submitted in writing no later than thirty (30) days prior to the opening of the Exhibit Hall. 2. Exhibitors may request permission from the AAGL to use a non-official mobile camera crew to videotape their own booth. Requests must be submitted in writing no later than thirty (30) days prior to the opening of the Exhibit Hall. 3. Non-official photographers and/or mobile camera crews who have received prior approval from the AAGL must obtain an exhibitor registration badge to access the Exhibit Hall prior to, during, and after show close.

NOTE: The AAGL does not require schedules or request approval for personnel to enter the hall for the installation and dismantling of stationary cameras and video equipment which will be used by exhibitors for approved booth presentations or activities.

#### Survey and Questionnaires

Exhibiting companies wishing to ask meeting attendees to complete a survey/questionnaire for marketing research or analysis purposes must not provide any monetary compensation for completing the survey. A modest gift, in accordance with the AdvaMed Code of Ethics, may be given for completing the survey/ questionnaire.

All meeting attendees must be allowed to complete the survey if they so desire and an exhibitor may not deny an attendee from participating in a survey/questionnaire based on age, sex, race, or any other reason.

#### Usage of the AAGL Name

The use of the AAGL's name, insignia, association logo, annual meeting logo, or other identifying marks of the AAGL may not be used in signs, advertising, or promotions in any media or on descriptive product literature without the express written permission of the AAGL.

#### Security

As noted under Liability, AAGL and the venue will not be responsible for any damage, theft, or loss of any kind. AAGL will, however, provide general Overnight Perimeter Security Service, beginning on November 4, 2023, and ending on November 8, 2023. Companies requiring additional security at their booth may do so at their own expense by contacting the AAGL office to obtain the name of the official security company for the event.

#### Food and Beverage Services

The venue is the exclusive provider of all food and beverage services within the facility. Exhibit companies and guests are prohibited from bringing any food and beverage into the convention center from outside sources without prior written permission from the convention center.

#### **Hotel Reservations**

On occasion, company representatives have questioned the housing procedures of most organizations. In selecting the location of our Global Congress, the AAGL reserves rooms to include our members, and exhibit company representatives. We commit to the hotel(s) that the rooms we reserve will be utilized. While our attendees can make their individual room reservations directly with the hotel(s), it is more complicated when blocks of rooms are requested. We realize that as a company you may have many representatives attending the meeting, and that the actual number is difficult to determine in advance. What we have found in the past is that some companies will block an excess of rooms and cancel them just prior to the meeting. This causes the following problems: 1) our room block fills quickly with physician reservations and exhibitor blocks, leaving other attendees to look for space at other hotels; and 2) excess exhibit blocks are then canceled prior to the meeting and we have not met our obligation to the hotel(s).

The AAGL expects your company representatives to book their accommodations at the hotel(s) in this prospectus and we are interested in working with each individual company to ensure that your housing needs are met. We will allocate rooms to each company from our room block as accurately as possible using prior history as our guide. An Exhibitor Housing Form will be available on the AAGL website. All requests for housing must be sent to the hotel(s) with a copy to AAGL at housing@aagl.org. By working together to monitor the hotel room requests, hopefully, we can alleviate imposing penalties.

#### Exhibitor Disputes & AAGL

Exhibitors agree that any legal disputes, suits, or actions between AAGL and an exhibitor resulting from the participation in the exhibition or related activities of the AAGL Global Congress will be governed by the laws of the state of California.

#### Proper Attire

All exhibitors and their agents are expected to dress and conduct themselves in a professional manner at all times.

#### Product/Service Displays

To maintain the aesthetic appeal of the meeting, exhibit booths must be free of debris. AAGL reserves the right to order porter service at the exhibitor's expense if it creates an unsafe or unprofessional environment, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the meeting. Non-professional products or services are not to be displayed.

#### Investigational, Pre-Approved & Off-Label Products

Exhibitors shall comply with all applicable U.S. Food and Drug Administration (FDA) regulations, including, without limitation, FDA restrictions on the promotion of investigational and pre-approved drugs and devices and the FDA prohibition on promoting approved drugs and devices for unapproved uses. Any product not FDA-approved for a particular use or not commercially available in the U.S. may be exhibited only if accompanied by easily visible signs indicating the status of the product. Exhibitors shall have available at their exhibit space a letter from the FDA that describes the allowable use of any drug or device exhibited.

#### No Smoking Policy

The AAGL has a no-smoking policy for the AAGL Global Congress. Smoking will not be permitted in any meeting area, common space in the convention center, or exhibit hall.

#### **Exhibitor-Sponsored Events**

No activities can be scheduled during the official program hours.  $\,$ 

#### Code Of Conduct

AAGL is committed to providing a friendly, safe, supportive, and harassment-free environment during the Congress. AAGL expects Congress participants to respect the rights of others and communicate professionally and constructively, whether in person or virtually, handling disagreement with courtesy, dignity, and an open mind. All participants are expected to observe these rules of conduct in all Congress venues. Organizers will actively enforce this code throughout this event. Violations are taken seriously. If an attendee or participant engages in inappropriate, harassing, abusive, or disruptive behavior or language, the AAGL has the right to carry out any action it deems appropriate.

#### What to do

If you have any concerns about an individual's conduct, please go to the AAGL Registration Counter for guidance on filing an incident report.

#### Recording

Video- and audio-recording of sessions by congress attendees is strictly prohibited. Registration, attendance, or participation in AAGL 2023 meetings, Congress, and other activities constitutes an agreement that allows AAGL to use and distribute your image or voice in all media. If you have questions about this policy, please visit the AAGL Registration Counter.

#### Anti-Harassment Statement

AAGL encourages its members to interact with each other for the purposes of professional development and scholarly interchange so that all members may learn, network, and enjoy the company of colleagues in a professional atmosphere. Consequently, it is the policy of the AAGL to provide an environment free from all forms of discrimination, harassment, and retaliation to its members and guests at all regional educational meetings or courses, the annual Global C ongress (i.e., annual meeting), and AAGL-hosted social events (AAGL sponsored activities). Every individual associated with the AAGL has a duty to maintain this environment free of harassment and intimidation.

#### Reporting an Incident

AAGL encourages reporting all perceived incidents of harassment, discrimination, or retaliation. Any individual covered by this policy who believes that he or she has been subjected to such an inappropriate incident has two (2) options for reporting:

- By toll-free phone to AAGL's confidential 3<sup>rd</sup> party hotline: 833-995-AAGL(2245) during the AAGL Annual or Regional Meetings.
- By email or phone to: The Executive Director, Linda Michels, at Imichels@aagl.org or 714-503-6200.

All persons who witness potential harassment, discrimination, or other harmful behavior during AAGL sponsored activities are expected to report the incident and be proactive in helping to mitigate or avoid that harm and to alert appropriate authorities if someone is in imminent physical danger.

For more information or to view the policy please go to: https://www.aagl.org/harassmentpolicy.

# See you im Nashville!

#AAGLZ3

CONGRESS.AAGL.ORG