



**2020 DISTRICT II  
ANNUAL MEETING**  
EXHIBITOR MARKETING AND  
SPONSORSHIP OPPORTUNITIES

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October 16 & 17, 2020  
Grand Hyatt  
New York City

# About ACOG

The American College of Obstetricians and Gynecologists (ACOG) is the preeminent authority on women's health care. ACOG is a professional membership organization dedicated to advancing women's health by building and sustaining the obstetrics and gynecology community and actively supporting its members. ACOG pursues this mission through education, practice, research and advocacy. We emphasize lifelong learning and incorporate new knowledge and information technology.

ACOG works primarily in four areas:

- Serving as a strong advocate for quality women's health care.
- Maintaining the highest standards of clinical practice and continuing education for its members.
- Promoting patient education and stimulating patient understanding of and involvement in medical care.
- Increasing awareness among its members and the public of the changing issues facing women's health care.

District	Meeting Dates	Hotel/Location	Booth Fee
<b>District II</b>	<b>October 16 -17</b> (est. attendance: 400)	<b>Grand Hyatt</b> New York, NY	<b>Basic Booth:</b> \$2,750 (Fri only) <b>Platinum:</b> \$3,375 (Fri&Sat) <b>VIP :</b> \$4,000

## Booth Packages

### Basic Booth Package \$2,750

**FRIDAY ONLY** EXHIBITING

Add on Saturday exhibiting for an additional \$500

### Platinum Booth Package \$3,375

*Includes 1/8 page Exhibit Guide Advertisement*

*Includes pre & post registered attendee list (approx. 525)*

**Includes Friday and Saturday Exhibiting**

### VIP Booth Package- \$4,000

Reserve your VIP Booth today.

**ONLY 6 SPACES AVAILABLE**

Includes:

**10ft x8ft space**

Listing in the Final Program

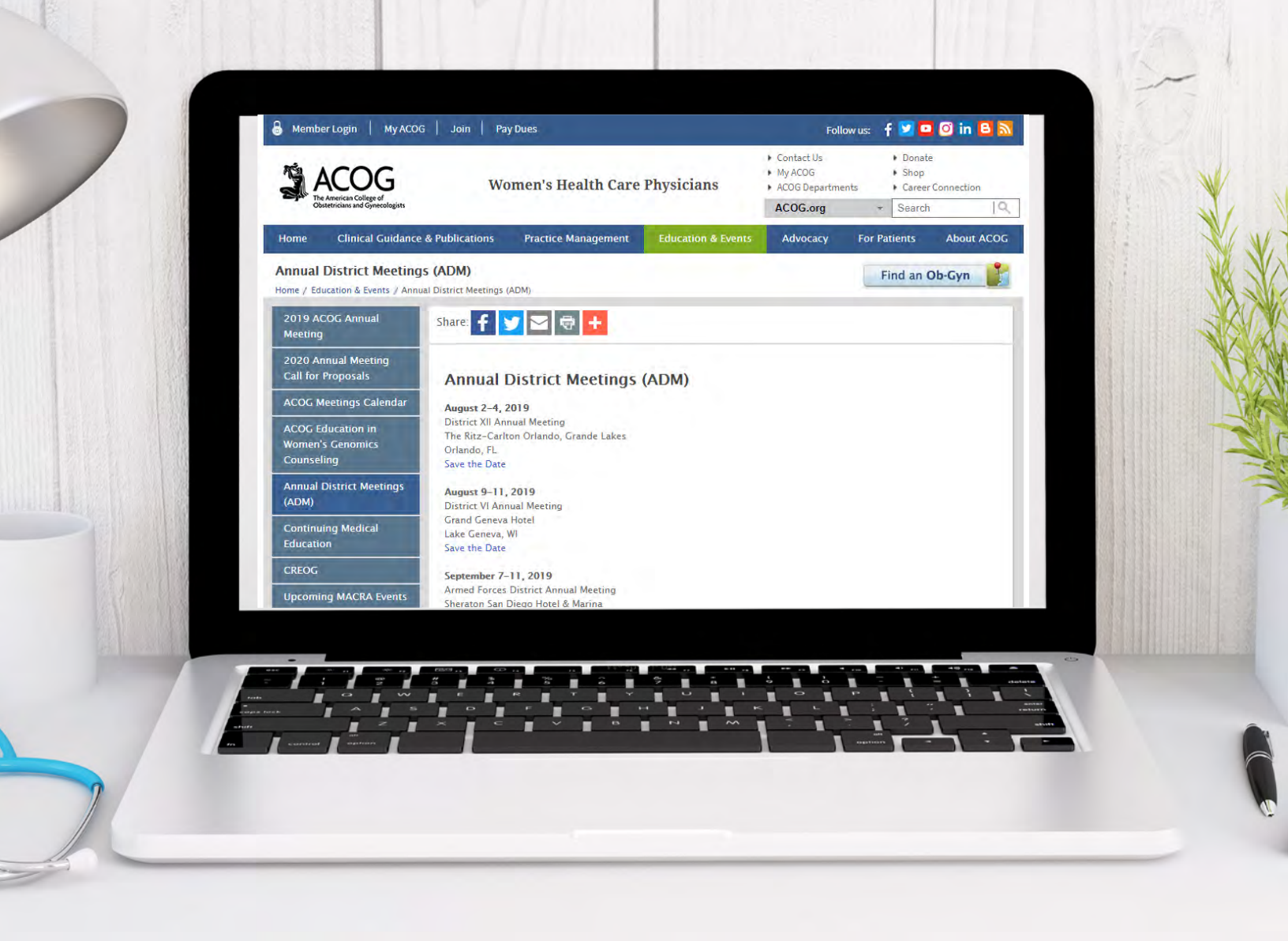
1/2 page ad in the Final Program

Includes Friday and Saturday Exhibiting

Includes pre & post registered attendee list (approx. 525)

All booth packages include:

- Exhibit Guide listing to include company name, phone number, e-mail, and URL
- 1 - 6' x 30" clothed table
- 2 - Chairs
- 4 - Staff badges for each space purchased



## How to Register

Go to our [meetings website](#) for more information and to register.

To register your exhibit booth, go to the floor plan and click on the desired booth (available booths are in yellow, taken booths are in red).

Once you click on your booth you will be taken to the on-line registration.

All registration is done on-line. You can pay on-line via credit card or mail a check. If sending a check, your booth space is not secured until payment is received.



## Exhibitor Marketing Opportunities

To help your company maximize its exposure at District II's Annual Meeting, we offer multiple marketing opportunities for purchase. Marketing opportunities are exclusively available to exhibiting companies. See Advertising Regulations and Specifications for detailed information.

### Final Program Ads

Final Program includes speakers, a schedule of the educational program, a listing of Exhibitors and Sponsors, and the Exhibit Hall floor plan. Attendees will be provided a printed Final Program on-site at registration.

Multiple ad sizes available:

- 1/8 page \$500
- 1/4 page \$750
- 1/2 page \$1250
- Full page \$1750

### Mobile App Enhanced Exhibitor Listing - \$400

Stand out from the crowd! Add your company logo, description and social media handles to your exhibitor listing in the meeting app.

### Mobile App Banner Ad - \$1,500

Advertisement banner ads will be displayed scrolling along the bottom of app on non-CME app pages throughout and following the event.

### Name-badge Lanyards - \$3,750

Showcase your logo around the necks of all meeting attendees. Highly visible promotional opportunity not to be missed.

### Registration Bag Logo - \$4,000

Showcase your company's logo on the official meeting bag distributed to all attendees at registration check in. (Open only to non-pharmaceutical and non-medical device companies)

### Doctors Bag Insert - \$1,250

Ensure you are in the forefront of the attendees mind by inviting them to visit your booth, attend your symposium session, or promote your product with a promotional insert in the official ADM attendee bag. Sponsor may provide one printed, double-sided flyer, or promotional piece to be included. Materials must be approved by District II prior to distribution.

### Hotel Room Keys - \$5,000

Nearly 300 rooms are booked in the hotel for the Annual District II Meeting each year. With this high impact and cost effective advertising opportunity you can have your message in front of attendees even when they are not in the exhibit hall. This is the perfect vehicle to promote your booth location, Product Theater session, new product, etc. Artwork must be approved by District II. (Does not include price of key cards, company will work directly with PLI)

### Newsletter/Eblast Ads - \$1,000

Market your presence at the Annual District Meeting in our bi-weekly Newsletters and Ebasts to members before the meeting with a banner ad.

### Other Events

#### Junior Fellow Mix & Mingle Sponsor - \$6,000

Mix and mingle with residents, medical students and their mentors at the mix and mingle reception, also have the opportunity to have a table at their round-table discussions.

Other events, such as focus groups, advisory meetings, or receptions are approved by the district leadership on a case-by-case basis. Events of this nature will not be approved if they overlap or conflict with an ACOG district event.

For availability and pricing, please email Jessica Haertel at [jhaertel@ny.acog.org](mailto:jhaertel@ny.acog.org)





## Major Sponsorships

Opportunities available below. Go to the Sponsorships page at the District II Meeting Website for more information and meeting specific inclusions.

### Platinum Sponsor - \$25,000

- Product Theater Slot
- Premium Booth Space
- Online Visibility
- App Welcome Screen Logo
- Registration Bag Insert (4)
- "Thank You" Signage
- Digital Signage
- Social Media Mention
- Conference Program Ad (Full)
- Preliminary Program Ad
- Newsletter/Email Blast Ads (4)
- Banner in Main Foyer
- Complimentary Registration to Scientific Meeting (3)
- Pre & Post Attendee List

### Gold Sponsor - \$15,000

- Premium Booth Space
- Online Visibility
- App Welcome Screen Logo
- Registration Bag Insert (2)
- "Thank You" Signage
- Digital Signage
- Social Media Mention
- Newsletter/Email Blast Ads (2)
- Conference Program Ad (Half)
- Preliminary Program Ad
- Sign in Main Foyer
- Complimentary Registration to Scientific Meeting (2)
- Pre & Post Attendee List

### Silver Sponsor - \$7,500

- Premium Booth Space
- Online Visibility
- Registration Bag Insert (1)
- "Thank You" Signage
- Newsletter/Email Blast Ads (1)
- Conference Program Ad (Half)
- Preliminary Program Ad
- Complimentary Registration to Scientific Meeting (1)
- Pre & Post Attendee List

# PRODUCT THEATERS



## Product Theater includes:

- Meeting space for up to 50-85 attendees
- Lead retrieval scanning provided for data collection from session attendees
- A listing in the official 2020 Annual District Meeting Final Program and Meeting Mobile App.\*
- Inclusion in an e-blast highlighting the Product Theater sessions to all registered 2020 Annual District Meeting attendees.\*

*\*If listing information is provided by deadline date.*

Product Theaters are 60-minute sessions that provide a focused, high-value live marketing opportunity for exhibitors to reach motivated professionals in a pre-scheduled, private session. Scheduled during meal times, Product Theaters provide a forum to gather and discuss issues on patient education, specific products and therapeutic areas with company representatives or your designees. ACOG recognizes that Product Theaters will be promotional and may concentrate on a specific product or drug. These sessions are not approved for continuing education credits.

Hosting a Product Theater allows companies to:

- Interact with Annual District Meeting attendees in an intimate theater setting
- Highlight and demonstrate new and existing products
- Provide up-to-date research findings
- Give product details in-depth
- Demonstrate products
- Distribute branded materials

Product Theaters will be available in multiple time slots allowing companies to select the time of day that best suits their presentation needs! All sessions will be assigned on a first-come, first-served basis.

# Product Theaters

## \$13,000

### Available Time Slots:

**Friday, October 16**

12:30 p.m.–1:30 p.m.

**Saturday, October 17**

12:30 p.m.–1:30 p.m.

(3 Slots each day)

### Includes:

- Exhibit Space
- (1) 60–minute time slot
- Access to ACOG District II Meeting attendees
- Room rental fee
- Listing in the Final Program\*
- Event Listing in meeting Mobile app
- Banner ad in email blasts/monthly newsletters
- Bag insert in attendee registration bag
- Company logo displayed on Annual District II Meeting webpage
- Pre–show attendee list
- Half page ad in Exhibit Guide
- Inclusion in an e–blast highlighting the Product Theater sessions to all registered 2020 Annual District Meeting attendees.

*The sponsoring company is responsible for any additional signage, pre-registration, ordering any audio-visual or food and beverage for their Product Theater.*

*Once payment has been received and a Product Theater slot has been assigned, ACOG will provide contact information for the Grand Hyatt convention services manager. See pages 6 for additional information on Product theaters.*

## Important Deadlines

**Product Theater Applications Due:** July 5, 2020

**Title, Speakers, Slides, Signage Due:** August 15, 2020

# Product Theater Application

You must complete this form if you are planning an event October 16 – 17, 2020 at the Grand Hyatt. Check the box which reflects your date and time preference. No industry – sponsored activities can be scheduled during the official program of the ADM.

Exhibiting Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone & Email Address: \_\_\_\_\_

## Product Theater \$13,000

### Preferred Time Slot

☐ Friday, October 16, 2020: 12:30 p.m.–1:30 p.m.

☐ Saturday, October 17, 2020: 12:30 p.m.–1:30 p.m.

Product Theater Title:

\_\_\_\_\_

I/We agree to abide by all rules and regulations governing exhibitors and sponsors during the 2020 Annual District II Meeting (ADM), as set forth in this document, herein, and any addendum to the 2020 ADM Prospectus as it pertains to exhibitor or sponsors (etc). ACOG reserves the right to deny any application if, in ACOG's opinion, it does not serve the best interest of its members or is considered inappropriate. No refunds or cancellations available after a certain time, see rules and regulations. Payment should be included with application, if invoice is required, exhibitor/sponsor will have 15 days to remit payment to hold spot or incur a 10% late fee for every 30 days payment is not received. All invoices regardless of invoice date must be paid in full by October 1, 2020.

The sponsor agrees to notify ACOG in writing of any changes in the content of this application prior to the start of the 2020 Annual District II Meeting. I have read and agree to the rules, regulations, and stipulations made by ACOG regarding marketing/sponsorships, exhibitors, and Product Theaters/events at the 2020 District II ADM.

Printed Name: \_\_\_\_\_

Signed Name: \_\_\_\_\_

Date: \_\_\_\_\_



# Advertising Regulations and Specifications

Advertising at the Annual District Meeting is only allowed through the established marketing and advertising opportunities. Any marketing or advertising used outside of these options will be removed or disposed of at exhibitor’s expense.

### Final Program Ads:

All Ads must be approved by ACOG District II before entry into the Final Program.

### Ad Specifications

#### Printing Specifications

Page Trim Size	8.5 x 11 inches
Colors Available	B&W; 4 color

#### Mechanical Requirements

Ad Size	Ad Size in Inches		
	Width	x	Depth
Full page, bleed	8.75”	x	11.25”
Full page, no bleed	7.5”	x	10”
1/2 page horizontal, bleed	8.75”	x	5.5”
1/2 page horizontal	7.25”	x	4.625”
1/4 page, no bleed	3.5”	x	4.625”
1/8 page, no bleed	3.5”	x	2.56”

### Enhanced Event Listing:

Listed in Mobile App in “Industry Sponsored Events” section. small PNG or JPEG image (120px square that crops to a circle), Large PNG or JPEG image (300–1200px), Start Date & Time, Website URL, Speaker, Sponsor, & Description. Must be provided by September 1 to be included.

### Enhanced Exhibitor Listing:

The enhanced listing will include a Featured Tag, social media handles (facebook, linkedin, Twitter, YouTube), logo (PNG or JPEG, no larger than 600x160px and no larger than 200kB), HTML Description. Must be provided by District due date.

### Mobile App Banner Ads

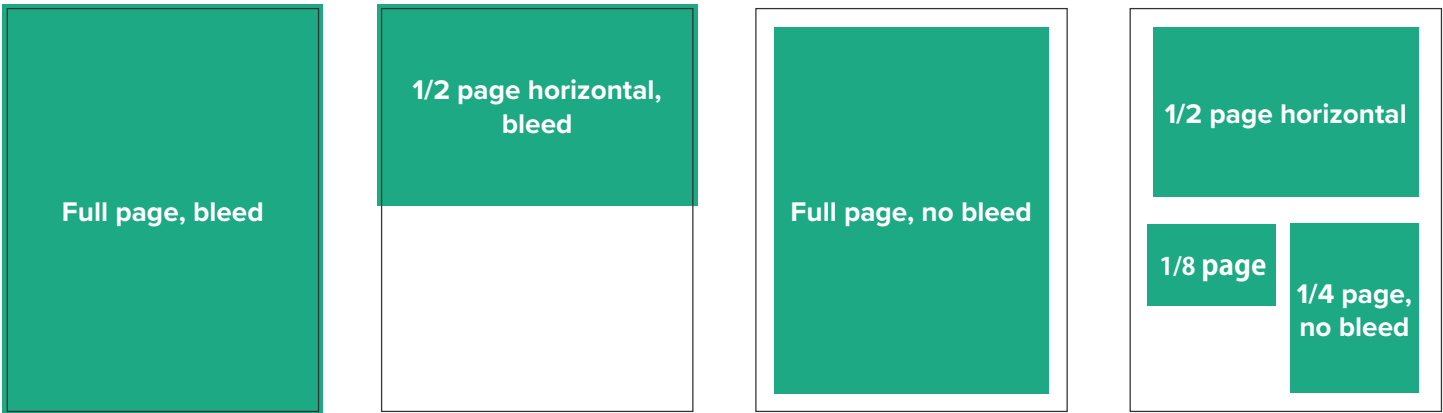
Banner ads randomly rotate between all ads loaded for that day on the bottom of almost all the app screens (excluding Schedule, Additional Menu Items, Conversations). Ads will run for 24 hours at a time. No more than 6 ads to be running per day.

### Signage

Any signage should be sent to ACOG for approval before finalization and printing.

### Doctors Bag Inserts

Items must follow the same guideline as other ACOG deliverables. Sponsoring company will be responsible for production and cost of print piece, and shipment directly with the hotel. Must be approved by ACOG DII before printing.



# Rules and Regulations

## Rules and Regulations Governing Product Theaters and Booths

Although ACOG will attempt to accommodate requests for specific Theater time slots, and booth spaces, no guarantees can be made that an Exhibitor will be assigned the specific time slot/space requested. An Exhibitor may not assign, sublet, share, or exchange all or any part of their Product Theater/booth space with/or to another Exhibitor, organization or business unless prior written authorization has been obtained from ACOG.

## Promotional Brochures and Invitations

ACOG does not endorse, recommend or promote any products or services related to Product Theaters. There can be no implication in any promotion materials, handouts, or enduring materials that the Product Theaters are planned, sponsored by, or endorsed by ACOG.

All announcements and invitations should clearly indicate on the "COVERS" the name(s) of the sponsoring organization for each Product Theater, and the source of financial support, if any, for the event. The materials in no manner may imply, either directly or indirectly, that the program is a part of, or an official activity of ACOG.

No promotional materials for a Product Theater may use language or terms such as "presented during"

"presented in conjunction with," "preceding," "prior to," "following," "live from," or statements similar in nature may not be used. The use of the College's acronym (ACOG), logo, name, or Annual Clinical and Scientific Meeting artwork, or any representations thereof shall be only at the express written consent of ACOG.

All marketing and promotional materials for a Product Theater must include the following statement:

*"This event is neither sponsored nor endorsed by ACOG. The content of this Product Theater and opinions expressed by presenters are those of the sponsor or presenters and not of the American College of Obstetricians and Gynecologists."*

ACOG's Meetings & Exhibits Department must approve, prior to printing, all promotional announcements, invitations, signs and all materials including websites, broadcast e-mail messages, and other materials intended for distribution to Annual Meeting attendees to promote a Product Theater presentation. In addition, all advertisements or invitation brochures must be approved in order to participate in any of ACOG's marketing opportunities. All materials must be distributed through one of ACOG's marketing opportunities.

## Cancellation/Exhibit Space Reduction:

Organizations participating in the exhibition may cancel the lease of exhibit space or reduce the exhibit space reserved at any time with written notice to the Meetings and Exhibits Department via email. The following schedule will be used when acknowledging refunds for cancellation or reduction:

Cancellation or exhibit space reduction requests received by close of business June 4, 2020, will receive a refund of 90% of total booth costs.

Cancellations or exhibits space reductions received between June 5 – September 1, 2020, will receive a refund of 50% of the total booth costs.

Cancellations or exhibit space reductions received on or after September 2, 2020 will receive 0% refund of the total booth costs.

## Limitation of Liability

ACOG, the Districts, and the Annual District Meeting hotels will not be responsible for any loss, injury or damage whatsoever arising from participation in the Product Theater or related activities, which may occur to an Exhibitor or its contractors and/or its agents and Product Theater attendees in connection with a Product Theater. The sponsor expressly releases the American College of Obstetricians and Gynecologists, and the Annual District Meeting Hotels from any and all claims, injury or damage arising from the content, behaviors or other activities related to the Product Theater.