EXHIBITOR & SPONSORSHIP PROSPECTUS
The Society of Gynecologic Oncology invites you to exhibit at the 2015 Annual Meeting on Women’s Cancer held at the Hilton Chicago in Chicago, IL, from March 28-31, 2015. The 2015 Annual Meeting will draw over 1,800 domestic and international attendees, providing exhibitors an opportunity to reach the largest audience of key decision makers and influencers from the gynecologic oncology community.

Be part of the exhibition in 2015. Register your company for exhibit space and become a sponsor. The opportunities for exposure are endless.
Since 1969, women’s health care professionals have convened at the Society of Gynecologic Oncology (SGO)’s Annual Meeting on Women’s Cancer® to discuss the latest science in the field, receive educational programming and network. Now in its 46th year, the SGO Annual Meeting continues to be the premier educational and scientific event for those who treat and care for women with gynecologic cancers.

**Attendee Profile**

**Exhibit Hall Interest**

- Genetic Testing: 21%
- Surgical Instruments: 19%
- Other: 7%
- Pharmaceuticals: 12%
- Wound Care: 4%

**SGO Annual Meeting Attendance History**

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Registration</th>
<th>Gynecologic Oncologists</th>
<th>Candidates</th>
<th>Fellows-In-Training</th>
<th>Residents</th>
<th>Nurses and Physician Assistants</th>
<th>Physician/Scientist</th>
<th>International</th>
<th>Advocates</th>
<th>Exhibitors</th>
<th>Others</th>
</tr>
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<tbody>
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<td>2014</td>
<td>1838</td>
<td>486</td>
<td>131</td>
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<td>213</td>
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<td>1607</td>
<td>532</td>
<td>110</td>
<td>164</td>
<td>138</td>
<td>94</td>
<td>153</td>
<td>23</td>
<td>27</td>
<td>222</td>
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<td>52</td>
<td>188</td>
<td>22</td>
<td>13</td>
<td>272</td>
<td>166</td>
</tr>
</tbody>
</table>

**Work Settings**

- Academic Institution: 37%
- Association: 7%
- Community Clinic: 21%
- Community Hospital: 19%
- Government Agency: 4%
- Hospital: 12%
- Medical Device Company: 7%

**Education Interest**

- Palliation
- Advocacy
- Prevention
- Research
- Screening
- Supportive Care
- Treatment

**2015 Educational Highlights**

- Ovarian, cervical and endometrial clinical trials
- Next wave of surgical innovation
- US versus international delivery of care
- Biomarker utilization in gynecologic oncology
- Health care delivery outcomes
- Gynecologic pathology and disease pathogenesis
- Rare tumor and GTD
- Radiation oncology
- Advancement in gynecologic oncology
WHY EXHIBIT?

Exhibit Space Package

• Amenities include:
  • 8’ back drape
  • 3’ side drape
  • 7” x 44” identification sign

• Three complimentary exhibitor badges, including attendance at educational sessions

• Company name, booth number and 50-word product/service description listed in the:
  • Annual Meeting program guide
  • Annual Meeting mobile app
  • Annual Meeting landing web page

• Dedicated time periods for Exhibit Hall interactions

Your presence at the SGO Annual Meeting will give you the opportunity to:

• Interact face-to-face with influential decision makers
• Connect with existing clients
• Introduce new products and services
• Build brand visibility
• Generate sales leads
• Mix and mingle with attendees at planned social events and education sessions
• Recruit

Be where your competition wants to be at the Hilton Chicago, and help contribute to the success of SGO’s mission by introducing your newest products or services to our members. Visit sgo.org/annualmeeting for more information.
BECOME AN EXHIBITOR TODAY

Exhibit Space Fees

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>10’ x 10’ In-Line</td>
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<tr>
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<td>$27,250</td>
<td>$30,250</td>
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</table>

Contact meetings@sgo.org or 312-235-4060 for assistance in selecting a customized space for your needs.

Reserving Exhibit Space

Complete and return the attached application for exhibit space via email, fax or U.S. mail, along with your payment in U.S. dollars in the form of credit card or check to the Society of Gynecologic Oncology. Wire transfers are also accepted but will require an additional 5 percent surcharge. A 50 percent deposit is due at time of application to reserve exhibit booth space.

Full payment is required no later than November 14, 2014. Applications received after November 14, 2014, must be submitted with full payment.

Exhibit Services Kit

A kit will be delivered electronically to paid exhibitors prior to the meeting, which includes:

- Final Exhibit Hall hours
- Exhibit booth set-up and dismantle hours
- Housing and registration forms
- Service contractor and all auxiliary service order forms
- Any amended or additional rules and regulations

2015 Exhibit Schedule*

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday, March 27</td>
<td>8:00 a.m. – 4:00 p.m.</td>
<td>Exhibit Hall move in</td>
</tr>
<tr>
<td>Saturday, March 28</td>
<td>10:15 a.m. – 6:30 p.m.</td>
<td>Exhibit Hall hours</td>
</tr>
<tr>
<td></td>
<td>10:15 a.m. – 10:45 a.m.</td>
<td>Dedicated break</td>
</tr>
<tr>
<td></td>
<td>3:00 p.m. – 4:00 p.m.</td>
<td>Exhibit Hall break</td>
</tr>
<tr>
<td></td>
<td>5:30 p.m. – 6:00 p.m.</td>
<td>Wine and cheese session</td>
</tr>
<tr>
<td>Sunday, March 29</td>
<td>7:00 a.m. – 4:00 p.m.</td>
<td>Exhibit Hall hours</td>
</tr>
<tr>
<td></td>
<td>7:00 a.m. – 7:45 p.m.</td>
<td>Breakfast in Exhibit Hall</td>
</tr>
<tr>
<td></td>
<td>10:00 a.m. – 11:00 a.m.</td>
<td>Dedicated break</td>
</tr>
<tr>
<td></td>
<td>3:05 p.m. – 4:00 p.m.</td>
<td>Dedicated break</td>
</tr>
<tr>
<td></td>
<td>4:00 p.m. – 8:00 p.m.</td>
<td>Exhibit Hall move out</td>
</tr>
<tr>
<td>Monday, March 30</td>
<td>7:00 a.m. – 12:00 p.m.</td>
<td>Exhibit Hall move out</td>
</tr>
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</table>

* Hours subject to change.

Exhibit Hall Attractions

POSTER SESSIONS
The abstracts selected for poster sessions will be on display in collections near the Exhibit Hall. Attendees have the opportunity to view and interact with the poster presenters as well as meet with exhibitors.

SURGICAL FILM CENTER
An assortment of surgical films displaying the latest, innovative surgical techniques concerning gynecologic oncology are found in the Exhibit Hall.

FOOD AND BEVERAGE BREAKS
Attendees mix and mingle over food and beverages in the Exhibit Hall.

WEB CAFÉ STATIONS
Attendees looking to stay connected with their patients, students, and families can do so by visiting a web café station.

SGO HEADQUARTERS
Where attendees stop to talk about all things SGO. Information about upcoming educational events are shared, SGO-related products are on display and new offerings like the Clinical Outcomes Registry are demonstrated.
Host an Industry Supported Symposium
Gain additional exposure for your company by hosting a 90 minute industry-supported symposium lunch. Convey to a captive audience what evidence-based information your company recently discovered or demonstrate your company’s latest innovations. Only six symposium opportunities exist.

Contact Jared Cochrum at jared.cochrum@sgo.org to secure your company’s symposium time slot.
Education Support

$10,000/opportunity

**Early Career Professionals Plenary Session**
Designed specifically for SGO Resident, Fellow-in-Training and Candidate members, this session provides early career guidance and networking.

**Scientific Sessions**
The top abstracts of the meeting are presented during the Scientific Sessions. Each abstract is presented by the principal investigator and is followed with a response by an expert in gynecologic oncology.

**New in 2015! Physical Well-being Sessions**
Last year, a course was held on the physical well-being of surgeons. It was such a popular course that SGO has added a sunrise session and a special interest session to the 2015 Annual Meeting’s schedule of events. Both sessions will discuss physical resilience, burnout prevention, stress management, as well as the tips and tricks to achieving work/life balance. Sponsor a session(s) to let surgeons know your company is mindful of their well-being.

$5,000/opportunity

**Sunrise Seminars**
One hour sessions will feature controversial topics in today’s gynecologic oncology environment and may include topics on innovative research, new perspectives on current treatments and issues concerning practitioners in women’s cancer care.

**Education Forum Sessions**
Education Forum Sessions feature several abstracts that address different aspects of the same topic, disease or treatment theme. Attendees gain multiple perspectives on the session’s featured topic, compare research on similarly themed studies and assess combinations of data on the designated subject.

**International Symposia Sessions**
The first sponsored three-hour session will discuss emerging fertility-sparing and neoadjuvant therapy concerning novel approaches for cervical, uterine, and ovarian malignancies.

The second three-hour session will discuss the current, present and future of gynecologic oncology in developing countries.

Each symposia session focuses on an important issue in gynecologic oncology, and allows for dialogue and networking opportunities among attendees and the sponsor.

Contact Jared Cochrum at jared.cochrum@sgo.org to secure a sponsorship opportunity at the 2015 Annual Meeting.

Social/Networking Support

**Networking Breakouts: ($7,500 each/$30,000 full sponsorship)**
Several beverage breaks will be scheduled throughout the educational sessions to offer attendees a chance to stretch their legs and enjoy a beverage in the Exhibit Hall.

**Continental Breakfasts: ($15,000 each/$45,000 full sponsorship)**
A much-appreciated courtesy to attendees, continental breakfasts provide not only a great way to begin the day, but also an opportunity for attendees to connect before educational sessions start.

**New in 2015! Poster Wine and Cheese Session ($7,500/sponsor)**
Sponsor a wine and cheese networking event where scientific posters will be on display. Sponsors will receive acknowledgment in reception signage, table tents, logo cocktail napkins, and marketing.

**Welcome Reception ($7,500/sponsor)**
As an annual favorite of attendees this reception provides the welcome sponsors the opportunity to mix and mingle with colleagues prior to the start of the meeting. Sponsors will receive acknowledgment in reception signage, table tents, logo on cocktail napkins and marketing.

**SGO’s Foundation for Gynecologic Oncology Fundraiser Event**
SGO will host an evening social event to provide a fun and relaxed environment for attendees. All sponsors will be recognized on signage, and premier sponsors will have the opportunity to address attendees during the program.
- Premier Sponsor: $25,000
- General Sponsor: $10,000

SPONSORSHIP OPPORTUNITIES
SPONSORSHIP OPPORTUNITIES

Meeting Support

$25,000/opportunity

Recharge/Reconnect Cafés
Recharge/Reconnect Cafés consist of an area where computers are frequently used by attendees seeking to stay connected to their patients, students and families. The sponsor’s logo will be displayed on all six computer screens located throughout the Exhibit Hall.

$10,000/opportunity

Hotel Key Cards
Maintain a consistent, visible presence at the meeting when attendees check into the hotel and enter their rooms. Each attendee is provided key cards that are imprinted with SGO and the sponsor’s logo and booth number.

General Signage for SGO Activities
Maximize your corporate exposure throughout the meeting by sponsoring signage. Each sponsor’s corporate logo will be included on signage directing attendees to SGO activities, session locations and other information of interest.

Lanyards (One Sponsor)
Have your company’s logo accompany SGO’s logo on attendee lanyards. You brand will have the potential to be on almost 2,000 badge lanyards in 2015. SGO reserves the right to approve artwork.

Entrance Banners (Two Sponsors)
Put your company’s logo and branding front and center when attendees enter the Chicago Hilton hotel. Lobby banners will be sized at 71” x 132”.

New in 2015! City Street Light Pole Banners
Looking for brand presence outside of the conference and Exhibit Hall? Welcome attendees to the 2015 Annual Meeting by sponsoring banners attached to light poles installed on Michigan Avenue near the Hilton Chicago. The sponsor’s name and/or logo will be placed on the bottom of the sign.

$7,500/opportunity

Program Book
The program book outlines all the sessions featured in the final program in a convenient format. Two sponsorships are available and each sponsor will have their logo and booth number placed in the program book.

Mobile App Banner
Place a banner ad on the meeting’s mobile app to increase brand and booth presence. Promote your company’s message with a rotating banner ad screen on the mobile app’s dashboard. When tapped, the user is taken to a full-screen app landing page showing product or service graphics and information.

Twitter Feed Sponsors
Frame the 46” LCD monitor screens used for the meeting’s Twitter feed. One screen will be placed at the registration table and the other by the SGO booth in the Exhibit Hall.

Advertising Support

$25,000/opportunity

Donor Lounge
Showcase support for SGO membership and their fundraising efforts. A dedicated lounge space will provide food and beverage service to SGO members and partners who have contributed to the SGO Foundation.

International Travel Grants
Sponsor international women’s cancer care team members to attend the meeting. Funding will go towards airline travel and support of registration fees. Sponsors will receive acknowledgment in session signage and all marketing materials.

$10,000/opportunity

Session Recordings
Recorded sessions will be offered to attendees who missed sessions during the meeting. Sponsors of this opportunity will have their company names and logos acknowledged on SGO’s e-learning platform, SGO ConnectEd, where the recorded sessions will be stored.

New in 2015! Therapeutic Massage Center
Make the Exhibit Hall an oasis for relaxation. Sponsor this soon-to-be popular traffic builder -- the Therapeutic Massage Center. Massage therapists will be placed inside the Exhibit Hall to provide seated massages to both attendees and exhibitors. The sponsor may place their booth next to the Therapeutic Massage Center to allow for additional brand exposure and an opportunity to elicit conversations with exhibitors.

Wi-Fi Access
Offer attendees free wireless Internet connectivity to access the meeting’s mobile map and connect with colleagues, family and friends. The sponsor can customize the username and password given out to attendees. Sponsorship will be recognized in the meeting’s program guide as well as the registration folder.

$5,000/opportunity

• Meeting directional signage
• Exhibit Hall escalator and/or elevator signage
• Hotel phone voicemail welcoming (one sponsor)

$3,000/opportunity

• Registration folder insert

Contact Jared Cochrum at jared.cochrum@sgo.org to secure a sponsorship opportunity at the 2015 Annual Meeting.
Application for Exhibit Space

In accordance with the following terms, conditions and regulations governing exhibits at SGO’s 2015 Annual Meeting on Women’s Cancer®, held March 28-31, 2015, at the Hilton Chicago, the undersigned hereby makes application for exhibit space(s), which, when accepted by the Society of Gynecologic Oncology (SGO), becomes a contract. Terms and conditions listed under the SGO Exhibitor Rules and Regulations, as well as those conditions under which exhibit space at the Hilton Chicago is leased to SGO, are part of this contract. SGO reserves the right to alter the Exhibit Hall’s floor plan. Space will be assigned as outlined in the SGO Exhibitor Rules and Regulations. Please submit the completed application either via email at meetings@sgo.org or fax to 312-235-4059.

EXHIBITOR INFORMATION

Please list company information exactly as it should be printed in the Annual Meeting program guide.

Company Name

Company Mailing Address

City, State/Province, Postal Code

Company Phone/Company Fax

Company URL

Contact Name (Person Who Receives All Correspondence)

Contact Mailing Address

City, State/Province, Postal Code

Contact Phone/Contact Fax

Contact Email Address

(Email address is required as most Exhibitor correspondence will be sent via email.)

Company’s desired booth number, in order of preference:

1. _______ 2. _______ 3. _______ 4. _______

Booth Size: ______________  Booth Fee $ __________

CONTACT ME ABOUT SPONSORSHIP OPPORTUNITIES.

Payment Information: All applications for booth space must accompany a fifty percent (50%) deposit. Full payment is required no later than November 14, 2014. All applications received after November 14, 2014 must include full payment.

Payment Type (please check one):

☐ Check (Made payable to SGO. Mail to: Foundation for Gynecologic Oncology MEETINGS, 26392 Network Place, Chicago, IL 60673-1263)

☐ Visa  ☐ MasterCard  ☐ AMEX

Card Number: ___________________________________________________________________________  Exp. Date: _______________________  

Cardholder Name (please print):___________________________________________________________  Cardholder Signature: _______________________________

Acceptance of Contract

☐ We agree to abide by all of the rules and regulations governing the tradeshow as printed in the SGO Exhibitor Rules and Regulations which are distributed with this contract and which are parts of this application. Submission of the exhibit application, payment of deposit and assignment of space shall constitute a contract with SGO. Cancellations of exhibit space must be submitted in writing to SGO Headquarters and shall be effective upon receipt of notice by SGO. From time of signature of contract until November 14, 2014, fifty percent (50%) will be refunded for all booth cancellations. There will be no refunds whatsoever for cancellation of booth space after November 14, 2014.

Signature of Primary Contact: ___________________________________________________________________  Date: _______________________________

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<td>$16,250</td>
</tr>
<tr>
<td>30’ x 30’ Island</td>
<td>$27,250</td>
<td>$30,250</td>
</tr>
</tbody>
</table>
FLOOR PLAN

SGO 2015
March 28-31, 2015
Chicago Hilton

STEVENS SALON D
Located on the lower level of the Hilton Chicago.
SGO EXHIBITOR RULES AND REGULATIONS

General
All matters and questions not covered by these Rules and Regulations are subject to the decision of the Society of Gynecologic Oncology (SGO). In the event of any such decision being of general interest, written notice will be given by the Society to Exhibitors that may be affected. The words “the Society” or “SGO” used herein shall mean the Society of Gynecologic Oncology, its committees, agents or employees acting for the management of the Meeting and Exhibition.

Exhibit Participation
The exhibition is for the express purpose of furthering SGO’s mission, which is to promote and ensure the highest quality of clinical care through excellence in education and research in gynecologic cancers. Companies may exhibit commercially available gynecologic and/or related products, equipment and services approved, where applicable, by the Food and Drug Administration (FDA).

Displays or graphical depictions of drugs or devices that are investigational or not approved by the FDA must include prominent signage noting which product(s) are for viewing by non-U.S. attendees only and guide attendees accordingly. SGO does not guarantee, warrant, endorse or otherwise approve of the companies exhibiting at the SGO meeting or any of the products, equipment or services exhibited by the companies. Each Exhibitor is solely responsible for compliance with FDA Rules and Regulations which address the labeling of displayed products and for determining if a product may be promoted for a use that is generally accepted among oncologists or other medical professionals and for which FDA approval is not required.

Compliance with all applicable laws and regulations is required of every organization that participates in SGO meetings. Organizations that violate SGO policies, applicable law, or the terms and conditions as set forth in the Application for Exhibit Space will be subject of disciplinary action that could include loss of priority in selection of exhibit space and/or hotel accommodations, termination of the Application for Exhibit Space, or loss of the opportunity to participate in future SGO meetings.

Assignment of Exhibit Space
Applications received from prospective Exhibitors will be recorded in order of their receipt. If two applications for the same space are received at the same time, priority will be given to the company that exhibited at previous SGO meetings, or had been a sponsor of previous SGO Annual Meetings and complied with all Exhibitor rules and regulations. While SGO attempts to accommodate exhibit location and other preferences, such accommodations cannot be guaranteed. In the event of a conflict regarding space or other material conditions, SGO shall have the right to assign space to the Exhibitor, rearrange the floor plan and/or relocate any exhibit at any time before or during the period of exhibition. Please note exhibit space locations Exhibitors had the previous year are not guaranteed.

Exhibit space will not be assigned without appropriate payment made first. If full payment is not received by November 14, 2014, the exhibit space will be released and reassigned until final payment is received and processed.

Booth Personnel Registration/On-Site Responsibilities
All booth personnel must pre-register. An Exhibitor registration link will be emailed to the person who listed themselves as the main contact on the application. Exhibitors are entitled to three (3) complimentary registrations per 10’ x 10’ booth. Additional badges are available for $250 each with a limit of six (6) total badges per 10’ x 10’ booth. If more Exhibitors wish to attend, participants must register at the non-member rate, which is $900 early bird rate and $1,075 after January 26, 2015. Should you believe there is an error in the system with your comp allotment, please contact meetings@sgo.org immediately.

Exhibitors are required to staff their booths at all times when the Exhibit Hall is open to attendees. Exhibitors may enter the hall one hour before the scheduled exhibition and may remain in the hall one hour after the close of the exhibition.

Exhibitor badges will be made available on-site only and Exhibitors must wear them at all times. Exhibitor badges include access to the Exhibit Hall, any meal functions served in the Exhibit Hall, as well as all educational sessions. Exhibitor’s badges are personal and are not transferable.

Exhibitor personnel may not enter the exhibit space of another Exhibitor without permission from the latter. At no time may anyone enter the unmanned booth of another Exhibitor.

Sales on Exhibit Floor
The Society of Gynecologic Oncology’s exhibit program educates attendees by providing information, services and products, and presenting industry trends pertinent to the physician’s professional interest. Therefore, taking orders and selling exhibited products will be permitted. The sale of non-gynecologic oncology-related products is strictly prohibited. At no time may the exhibit or product display be altered to fulfill a transaction. No signage or advertising of product pricing will be allowed. Exhibiting companies that sell taxable goods or services on-site are responsible for registering as a dealer with the respective state’s department of revenue.

Eligible Exhibits
Exhibits will be limited to the company and the product(s)/services(s) listed on the Application for Exhibit Space and are subject to approval by the SGO Executive Committee for accepted and acknowledged efficacy as well as commercial availability. Only the sign of the company whose name appears on the application may be placed in the booth or appear on any printed list of Exhibitors. No exhibits or advertising will be allowed beyond the perimeters of the booth unless additional advertising has been purchased at the meeting.
Subletting of Space
Exhibitors may not assign, sublet or apportion the whole or any part of the space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the normal course of business. False certification of individuals as Exhibitor’s representatives, misuse of Exhibitor badges or any other method of assisting unauthorized persons access to the exhibit floor will be just cause for expelling the violator from the exhibition, barring him/her from further entrance to the exhibit floor or removing his/her exhibit from the exhibit floor without obligation on the part of SGO for refund of any fees. The demonstration of products, advertising of products or distribution of advertising and/or solicitation of business on behalf of non-exhibiting companies is strictly prohibited in any part of the convention facility (including but not limited to guest rooms, suites and function space).

Exhibitor Services/Service Contractor
Contact Information
SGO’s general contractor can provide all usual trade show services including labor. SGO’s general contractor will also provide drayage service for all Exhibitors. That service will include receipt of freight, delivery of Exhibitor’s freight to Exhibitor’s booth site, storage of Exhibitor’s empty containers until the close of the show, and return of the freight to the destination of Exhibitor’s choice. Forms will be included in the Exhibitor Service Kits. The SGO, on behalf of Exhibitors, will arrange with responsible parties for various Exhibitor services. Complete information regarding carpeting, drayage, furniture, electrical work, etc. will be furnished well in advance of the exhibition dates. An outside exhibit house must notify SGO at least three (3) weeks prior to the show set-up of the names of all their clients in the show along with the names of their permanent personnel who will be working at the show. (Only permanent, full-time exhibit house personnel will be allowed on the floor of the show.) Upon arrival at the show, exhibit house personnel will check in with show management or their selected agents to present their credentials and receive permission to work on the floor.

Installation of Exhibits
Installation of exhibits will commence on March 27, 2015, at 6:00 a.m. All exhibits must be fully installed by 4:00 p.m. on March 27, 2015. After this hour, no installation work will be permitted without special permission from SGO.

Removal of Exhibits
All exhibits must remain intact until 4:00 p.m. on March 29, 2015, and may not be dismantled or removed until that time. Exhibits should be packed and ready to move by 7:00 a.m. on March 30, 2015.

Booth Construction
SGO arranges for the erection of necessary draped backgrounds of uniform style, and name signs with booth numbers. All exhibits must be confined to the spatial limits of the booth as indicated on the floor plan. No part of in-line displays, excepting equipment therein, may be higher than eight (8) feet along the back wall unless specific written permission is granted by SGO. No perpendicular obstruction eight (8) feet or more in height may extend forward more than 50 percent of the distance from the back wall, and none over 36 inches in height shall extend forward for the remaining space to the front of the booth. In addition, exhibit spaces may not be wider than they are deep between the front of the Exhibit Hall and an area predetermined by SGO. This area will be determined before exhibit sales commence. (Exceptions are subject to SGO’s approval and requests must be made in writing 60 days prior.)

Booths shall not present an objectionable side appearance when viewed from adjoining booth areas. An appropriate floor covering is required for the entire contracted booth space. Flashing and/or strobe lights of any sort are prohibited. Any supplementary lighting, with or without the use of a truss, must be confined within the perimeters of the booth. Flammable materials must be flame proofed as governed by Chicago fire codes before entering the Exhibit Hall. Certification must be available if requested.

Literature on display shall be limited to reasonable quantities (one-day supply). Fire department permits are required for open flame devices and use of compressed gasses or dangerous chemicals.

Peninsula Exhibits
Peninsula spaces have aisles on three sides and two corners. Peninsula displays must be 10’ x 20’ in size or larger. The back wall shall be centered on the non-aisle side and not exceed in width one-half the dimension of this side. Height may not exceed eight (8) feet.

Island Exhibits
Island spaces are to be accessible from all four sides, with an openness or transparency of sight lines allowing attendees to view the surrounding exhibit areas through the island booth. Island booth structures, cannot exceed a height of eight (8) feet. If booth space exceeds 8 feet, please contact meetings@sgo.org. Hanging signs will not be permitted in 2015 due to the low ceiling height and limited rigging points. In an island space, a set back of one (1) foot will be required for any structure longer than four (4) feet and higher than four (4) feet. Additional booth furnishings and other services (e.g., labor to install exhibits, special signs, flowers, cleaning services, electrical power, etc.) can be obtained from the official exhibit contractors as outlined in the Exhibitor Service Kit.
**Booth Regulations and Attendants**

Electrical, mechanical apparatus, movie or musical/voice sounds must be inaudible to neighboring Exhibitors. Set-up time for the booths is restricted to the published hours. No installation or dismantling of booths or display material is allowed during open exhibition viewing hours. All demonstrations shall be confined to the Exhibitor's own booth. Excessive audio or visual attention-getting devices or effects are prohibited. Sound effects are discouraged due to the intimate nature of the exhibit area. Admission to the exhibit area is limited to registered owners, representatives and employees of exhibiting companies. Models or similar personnel not commercially connected with the industry may be employed to assist in the Exhibitor's booth; any costume, if not standard business attire, must conform to proper decorum of the meeting and may be subject to approval by SGO Exhibit Management. Sales representatives of an Exhibitor who also represent one or more other companies may not demonstrate, promote or sell products or services of any non-exhibiting companies. Exhibits must remain fully intact and staffed at all times. Dismantling of exhibits and removal of products or display material is limited only to published move-out hours. Premiums and giveaways must be approved by SGO exhibit management prior to the exhibition and SGO encourages all Exhibitors to follow current phRMA and AdvaMed guidelines. The SGO name and/or logo may not be part of any Exhibitor’s materials.

**Exhibit Setup**

Exhibit space not occupied one hour prior to the opening of the Exhibit Hall may be reassigned by SGO exhibit management without refund of the rental paid. Exhibit management may also prepare the exhibit or remove freight from the booth area at the expense of the Exhibitor.

**Care of Exhibit Space**

Exhibitors shall keep occupied space in good order. Special cleaning and dusting of booth, display, equipment and material will be the Exhibitor's responsibility and shall be performed at the Exhibitor's expense.

**Conduct of Exhibitors**

Exhibitors shall conduct themselves in an ethical and professional manner at all times and in conformance with these regulations. Exhibitor badges must be worn at all times. SGO reserves the right to deny the privileges of the floor to any and all Exhibitors who do not comply. An Exhibitor’s booth, its products, staff or visitors may not be photographed or videotaped by a third party without the permission of the authorized occupants of that booth. The minimum age for admission into the Exhibit Hall is 18 years of age.

**Marketing of Products and Services Outside of the Exhibit Hall**

The only appropriate and acceptable venue for the distribution or display of advertising or marketing materials is the Exhibit Hall. Commercial firms may not, for example, engage in marketing activities through the use of hotel television channels, guestroom voicemail, individual company distribution of marketing materials in hotels (e.g., flyers or door drops), or the branding of beverage napkins, hotel keys, etc., unless pre-approved in writing by the SGO executive director.

**Insurance and Liability**

Exhibitors shall be fully responsible for any claims, liabilities, losses, damages or expenses relating to or arising from an injury to any person or any loss of or damage to property where such injury, loss or damage is incident to, arises out of, or is in any way connected with Exhibitor’s participation in the exhibition (except as otherwise provided in the lease agreement between the SGO and the Hilton Chicago). It is the Exhibitor's sole responsibility to obtain, at its own expense, any or all licenses and permits to comply with all federal, state and local laws and City of Chicago ordinances for any activities conducted in association with or as part of the exhibition. Exhibitors shall protect, indemnify, hold harmless and defend the SGO, its officers, directors, agents and employees against all such claims, liabilities, losses, damages and expenses, including reasonable attorney's fees and costs of litigation; provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the negligence of the Society, its officers, directors, agents or employees. Exhibitor, its agents and representatives shall maintain general public liability insurance against claims for personal injury, death or property damage incident to, arising out of or in any way connected with Exhibitor’s participation in the exhibition, in an amount of not less than one million dollars ($1,000,000) for personal injury, death or property damage in any one occurrence. Such insurance shall include coverage of the indemnification obligations of the Exhibitor under these rules and regulations and shall cover the Society and the decorator as additional named insured. Exhibitor shall provide the Society with a copy of such insurance policy at least 30 days prior to the exhibition. Exhibitor is responsible for obtaining, for its protection and entirely at its expense, any or all licenses and permits to comply with all federal, state and local laws and City of Chicago ordinances for any activities conducted in association with or as part of the exhibition. Exhibitors shall conduct themselves in an ethical and professional manner at all times and in conformance with these regulations. Exhibitor badges must be worn at all times. SGO reserves the right to deny the privileges of the floor to any and all Exhibitors who do not comply. An Exhibitor’s booth, its products, staff or visitors may not be photographed or videotaped by a third party without the permission of the authorized occupants of that booth. The minimum age for admission into the Exhibit Hall is 18 years of age.

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Security
SGO exhibit management will provide overall security service for the meeting period, but neither SGO nor the convention facility will guarantee Exhibitors against loss and will not be responsible for loss of any material by or for any cause. Exhibitors must make provisions for safeguarding of their goods, materials, equipment and display at all times, and Exhibitors are urged to carry their own insurance through their own sources at their own expense.

Safety and Fire Laws
All applicable safety and fire laws and regulations must be strictly observed by all Exhibitors. Cloth decorations must be flameproof. Wiring must comply with local fire department and conference facility rules. Aisles and fire exits must not be blocked by exhibits. No combustible decoration, such as crepe paper, cardboard or corrugated paper, shall be used at any time. All packing containers, wrapping material, etc., are to be removed from the exhibit floor and may not be stored under tables or behind the exhibit. Open flames, butane gas and oxygen tanks are not permitted.

Hazardous/Medical Waste
Exhibitor assumes responsibility and any liability for removal or disposal of any material considered to be hazardous/medical waste material. Exhibitor also agrees to conform to any local ordinances and regulations concerning the disposal of hazardous/medical waste. Any and all costs incurred in the removal of hazardous/medical waste from the exhibit facility will be the sole responsibility of the Exhibitor. If the Exhibitor does not dispose of the hazardous waste materials properly, SGO reserves the right to fine the exhibiting company.

Prohibited Items
The following items are prohibited in the Exhibit Hall:

- Flashing lights
- Playing or performing of recorded or live music during the published Exhibit Hall hours
- Distribution of coupons or vouchers for meals, entertainment, or personal services to meeting attendees, as well as items or services that may be claimed or distributed after the meeting
- Distribution of any item more than minimal value
- Demonstration, promotion, or sale of the product of any non-exhibiting companies
- Affixing the SGO logo to, incorporating it in, or otherwise making it a part of any Exhibitor-distributed materials without prior written approval by the SGO executive director
- The use of animal tissue, unless pre-approved in writing by the SGO executive director no less than 60 days prior to the Exhibit Hall dates (includes raw meat for the display of products or equipment).
- Multi-level booths
- Water features such as waterfalls and mist walls

- Fundraising, unless a special exception has been granted by the SGO executive director in writing (including solicitation of corporate investors)
- Prescription and/or over-the-counter drugs of any kind
- Excessive audiovisual devices, including JumboTron screens and amplification devices which may result in the disturbance of other Exhibitors

Raffles and Drawings
Raffles and drawings may be conducted within the confines of the Exhibitor’s own booth. SGO exhibit management will not be responsible for the promotion of such raffles and drawings and winners will not be announced.

Social Functions and Activities
Social functions and other activities sponsored by Exhibitors cannot be held during exhibit hours or in conflict with any scheduled meetings or activities sponsored by SGO. Requests for social functions and other activities must be submitted in writing and are subject to approval by SGO.

Competitors
It is the responsibility of the exhibiting company to alert SGO management of any competition they wish to avoid sharing similar space with.

Cancellation
Submission of the exhibit application, payment of deposit and assignment of space shall constitute a contract with SGO. Cancellations of exhibit space must be submitted in writing to SGO Headquarters and shall be effective upon receipt of notice by SGO. From time of signature of contract until November 14, 2014, fifty percent (50%) will be refunded for all booth cancellations.

There will be no refunds whatsoever for cancellation of booth space after November 14, 2014. SGO exhibit management reserves the right to treat an Exhibitor’s “downsizing” of booth space as cancellation of the original space and purchase of new booth space. Exhibitors may be required to move locations if they request a downsizing of space. If, for any reason beyond the control of SGO, the exhibition has to be cancelled, shortened, delayed or otherwise altered or changed, the Exhibitor understands and agrees that losses and damages, which it may suffer as a consequence thereof, are its responsibility and not that of SGO, its directors, officers, employees or agents. The Exhibitor understands that it may lose all monies it has paid to SGO for space in the show, as well as other costs and expenses it has inurred, including travel to the exhibition, setup, lodging, freight, employee wages, etc.
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<th>Company Name</th>
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