

# 20<sup>th</sup> ANNUAL WINTER MEETING



Feb. 19-21, 2015 | Snowbird Resort | Salt Lake City, UT

## EXHIBITOR PROSPECTUS



Society of Gynecologic Oncology



## Become an exhibitor at the Society of Gynecologic Oncology's 20th Annual Winter Meeting.



It is expected that over 150 attendees will participate at the Winter Meeting in 2015 when the meeting celebrates its 20th year as an educational offering for gynecologic oncologists, pathologists, radiation and medical oncologists, and other women's cancer care professionals. Join others at this stellar educational event to share your company's latest products, services or research relating to the prevention, diagnosis or treatment of gynecologic malignancies.

# EXHIBITING INFORMATION

Each tabletop exhibit space is available for \$2,500 (USD). **After Monday, Dec. 15, 2014, the price of the tabletop space will increase to \$3,000 (USD).** Due to the small, intimate venue, space is at a premium. Remit your application no later than **Dec. 15, 2014**, to secure your space!

## REGISTRATION

All exhibitor personnel attending the Winter Meeting are required to register for the meeting by completing the exhibit application. Exhibitors will receive their badges on-site at the registration desk. Exhibitor badges allow access to the exhibit hall, educational sessions (space permitting) and any meal functions served in the exhibit hall.

Exhibitors are entitled to two (2) complimentary registrations per tabletop exhibit space. Additional badges may be purchased for \$250 (USD) each. There is a limit of four (4) total exhibitor badges per company. Additional badges will need to be purchased at the non-member rate. Please review the registration guidelines as outlined in the rules and regulations section.

Exhibitors will be admitted 30 minutes prior to exhibit hall opening. Exhibit set-up will be permitted on Wednesday, February 18, 2015, from 3:00 p.m. to 7:00 p.m. Exhibit tear down will occur Saturday, Feb. 21, 2015, from 10:30 a.m. to 3:00 p.m.

## HOTEL RESERVATIONS

Reservations can be made by calling Snowbird Resort at 1-800-453-3000. The contracted rate for a single/double guestroom is \$264 (USD) plus a \$20 resort fee and state and local taxes. Please mention the “SGO Winter Meeting” when booking your room to receive this special rate. You can also book your hotel rooms online. Visit [sgo.org](http://sgo.org) for more information. **The SGO Winter Meeting room rate is guaranteed through Wednesday, Jan. 14, 2015.**

**HOTEL CANCELLATION POLICY:** If you cancel between time of booking and 30 days prior to arrival, there will be no forfeiture amount. If you cancel 29-15 days prior to arrival, the forfeiture amount will be a 2 night stay. Reservations canceled within 14 days prior to the arrival date are fully non-refundable. No-shows, delayed arrivals and early departures are considered cancellations. There may be additional applicable charges and taxes.

## TRAVEL

SGO’s official travel agent is Gant Travel Management. Representatives are available toll-free at 1-877-924-0305 (1-224-205-4705, outside U.S./Canada) Monday through Friday, from 8:00 a.m. to 5:00 p.m. CST. A \$25 service fee will be issued per airline ticket.

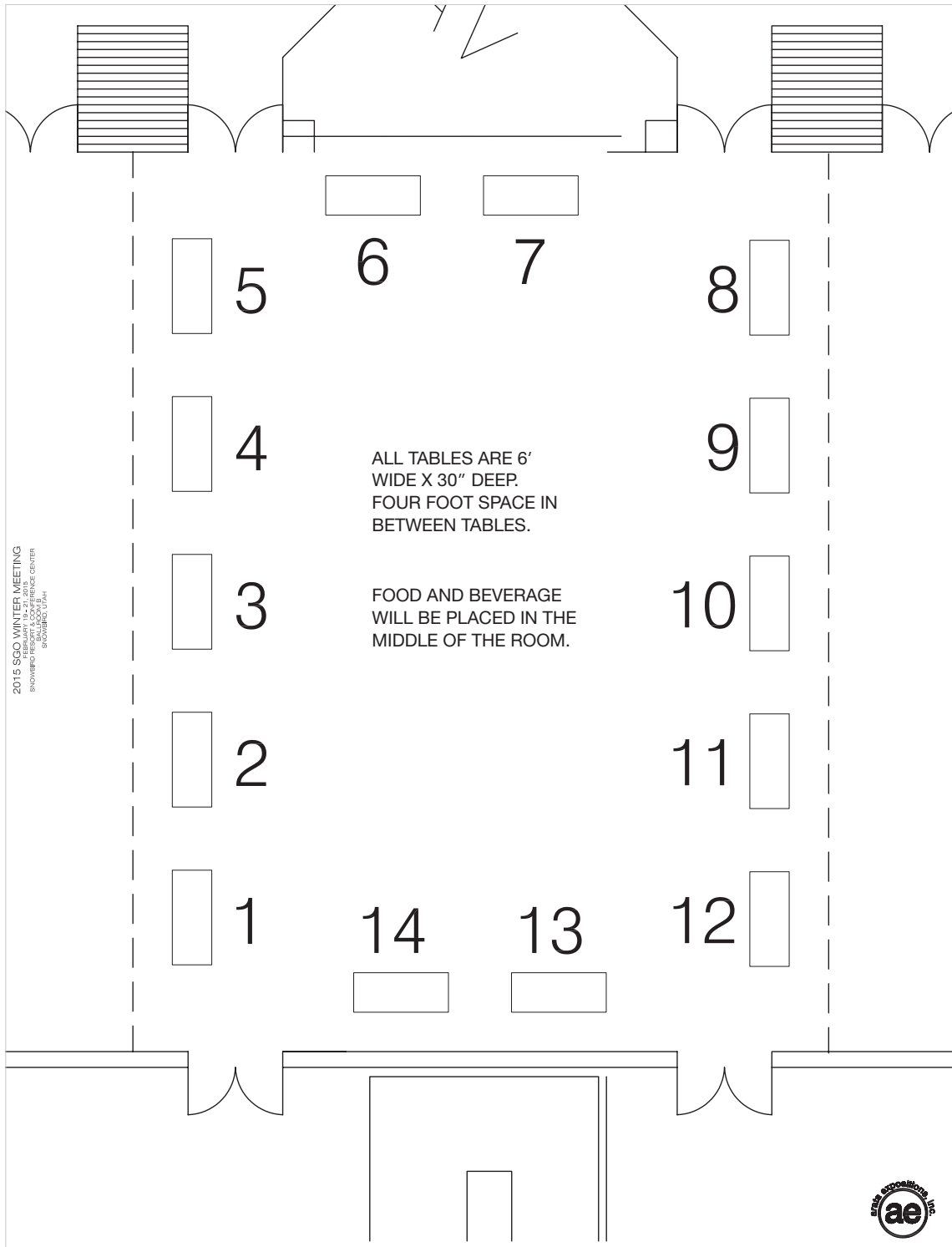
Transportation from the airport to the resort is available through Canyon Transportation (via Snowbird Resort). Attendees may access Canyon Transportation for shuttle transfers or arrange for private transfers (price varies) by calling Snowbird Resort 1-800-232-9542 or booking online ([https://store.snowbird.com/ground\\_transport/](https://store.snowbird.com/ground_transport/)). Reservations are recommended.

SGO has also negotiated a discounted car rental rate with Hertz Rent-A-Car during February 13, 2015 through February 28, 2015 (subject to availability). Reserve your car rental online at [hertz.com](http://hertz.com) or by phone at 1-800-654-2240 or 1-405-749-4434 (outside U.S./Canada), and reference CV #04Z90001 to guarantee the SGO discount.



# FLOOR PLAN

SNOWBIRD- CLIFF LODGE - BALLROOM II





# EXHIBIT SPACE APPLICATION FORM

Please complete this application by **Monday, Dec. 15, 2014**, to reserve exhibit space. The price for tabletop exhibit space will increase to **\$3,000** after **Monday, Dec. 15, 2014**.

**I.** In accordance with the following terms, conditions and regulations governing exhibits at the SGO 2015 Winter Meeting at the Snowbird Resort (Cliff Lodge, Little Cottonwood Canyon Road, Snowbird, UT 84092) the undersigned hereby makes application for tabletop exhibit space(s), which, when accepted by the Society of Gynecologic Oncology (SGO), becomes a contract. Terms and conditions are listed under Rules and Regulations, as well as those conditions under which tabletop exhibit space at Snowbird Resort is leased to SGO, are part of this contract.

**II. Company Information** - Please complete the following information exactly as it should appear in the Winter Meeting Program. Please also list primary contact information below, as this person will receive future communications from SGO.

Company Name	
Address	City
State/Province	Postal Code
Primary Contact Name	Phone Number
	Email

**III. Exhibitor Registration** - The following representatives will be present to exhibit for the above named company. A maximum of four (4) total registrants is allowed. If maximum number is exceeded, additional attendees must register at the non-member rate.

Contact Name (Complimentary)	Email	Contact Name (Complimentary)	Email
Contact Name (\$250 USD):	Email	Contact Name (\$250 USD)	Email

**IV. Payment Information** – Full payment is due with this contract by **Dec. 15, 2014**. All payments must be made in U.S. dollars. Tabletop booth price increases to **\$3,000** after **Monday, Dec. 15, 2014**.

Cost of Tabletop Exhibit: \$2,500 + \$250 each* (maximum of 2) =	
Additional Exhibitors: _____ TOTAL: \$ _____	
<b>Please charge my Credit Card</b>	
<input type="radio"/> VISA	<input type="radio"/> American Express
<input type="radio"/> MasterCard	<input type="radio"/> Check**
Name as it appears on card	
Card Number	
Card Security Code	Expiration Date (MM/YY)
Card Holder Signature	Date

Completed application can either be emailed to Kelsey Kamykowski at [kelsey.kamykowski@sgo.org](mailto:kelsey.kamykowski@sgo.org), sent by fax to 1-312-235-4059 or mailed to: Foundation for Gynecologic Oncology MEETINGS, 26392 Network Place, Chicago, IL 60673, along with form of payment. SGO Federal Tax ID #237067756

**Cancellation Policy:** Submission of the exhibit application 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 **Dec. 15, 2014**, 50 percent will be refunded for all tabletop exhibit cancellations. After **Dec. 15, 2014**, there will be no refunds whatsoever for cancellation of tabletop exhibit 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 incurred, including travel to the exhibition, setup, lodging, freight, employee wages, etc.

**V.** We agree to abide by all of the rules and regulations governing the tradeshow in the Exhibit Rules and Regulations, which are part of this contract, and found in the Exhibitor Prospectus.

Signature of Primary Contact	Date
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# EXHIBIT 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 nor 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 which 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.

**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) listed on the Exhibit Application and are subject to approval by the SGO Executive Committee for accepted and acknowledged efficacy, and commercial availability. Only the sign of the company whose name appears on the application may be placed on the tabletop exhibit or appear on any printed list of exhibitors. No exhibits or advertising will be allowed beyond the perimeters of the assigned space.

**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 area 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 exhibit area (including but not limited to guest rooms, suites and function space).

**TABLETOP EXHIBIT PAYMENT:** Full payment is due with the exhibit application to **reserve space by Monday, Dec. 15, 2014**. Tabletop booth price increases to \$3,000 after **Dec. 15, 2014**.

**TABLETOP EXHIBIT CONSTRUCTION:** SGO will provide the standard tabletop exhibit consisting of a six (6) foot draped and skirted table, two (2) chairs, and an 8” x 11” identification sign. Exhibits must conform to the contracted space and all display rules as set forth in the Exhibitor Service Kit. Any exposed part of the display must be covered so as to not be objectionable to the other exhibitors, or in the best interest of the overall exhibition. Any variances in exhibit construction must be approved by SGO after a written request is made by the exhibitor.

**EXHIBIT DATES AND HOURS:** The SGO Winter Meeting Exhibit Area opens at 6:00 a.m. on Thursday, Feb. 19, 2015, and closes on Saturday, Feb. 21, 2015, at 10:30 a.m.

**USE OF SPACE:**

- A. All exhibit materials must be displayed on the top of the provided table.
- B. Limited storage of extra handout materials may be kept underneath the display table.
- C. Flammable materials are not allowed.
- D. Only informational/educational papers, promotional pieces or small equipment samples which will fit on six (6) foot table and/or items which do not exceed five (5) feet in height from the tabletop will be allowed.

**TABLETOP EXHIBIT SPACE INCLUDES:** One (1) six-foot skirted table, two (2) chairs, and one (1) sign display. SGO will provide two (2) complimentary badges with the purchase of tabletop exhibit space. Additional Exhibitor badges providing access to all conference events may be purchased for \$250 each. Each company is allowed a maximum of four (4) exhibitor badges. If maximum number is exceeded, company must register additional attendees at the non-member rate.

**ADDITIONAL EXHIBIT ORDERS:** To request additional items for your booth including extension cords, power strips, etc., please contact [crey@snowbird.com](mailto:crey@snowbird.com). Details will be included in the Exhibitor Service Kit.

**WIRELESS INTERNET ACCESS:** Wireless Internet access is available complimentary in the exhibit space. If you use a large amount of bandwidth, we encourage you to order a hard wired connection.

**TABLETOP EXHIBIT REGULATIONS AND ATTENDANTS:**

Set-up time for the tabletop exhibits is restricted to the published hours. No installation or dismantling of exhibits or display material is allowed during open exhibition viewing hours. All demonstrations shall be confined to the exhibitor's own tabletop exhibit. 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 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 tabletop exhibit; 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 during published meeting hours. 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. The SGO name and/or logo may not be part of any exhibitor's materials.

**MUSIC LICENSE:** No exhibitor shall allow any copyrighted music to be played or performed at any time during the published official exhibition hours. Exhibitors are responsible for individual ASCAP/BMI music licensing fees if applicable.

**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/behind exhibits. Open flames, butane gas and oxygen tanks are not permitted.

**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. Any requests for social functions on premises or off site and or other activities must be submitted in writing and are subject to approval by SGO. SGO will host a reception from 8:00pm to 9:00pm on Friday, Feb. 20, 2015 in the exhibit hall. A schedule with the dedicated exhibit hall break times will be sent with the exhibit service kit

**CANCELLATION:** Submission of the exhibit application 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 **Monday, Dec. 15, 2014**, 50 percent will be refunded for all tabletop exhibit cancellations. There will be no refunds whatsoever for cancellation of exhibit space after **Monday, Dec. 15, 2014**. 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 incurred, including travel to the exhibition, setup, lodging, freight, employee wages, etc.

### **SET-UP AND TEARDOWN OF TABLETOP EXHIBIT**

**SPACE:** The set-up of exhibits begins at 3:00 p.m. on Wednesday, Feb. 18, 2015, and must be completed by 7:00 p.m. If an exhibitor is not set-up or in order by that time, the SGO reserves the right to reassign space to another exhibitor, or to make other use of the space as deemed necessary or appropriate, with no refund being made to the original contacting exhibitor. Teardown of exhibits will begin at 10:30 a.m. on Saturday, Feb. 21, 2015, and must be completed by 3:00 p.m. If exhibits are not removed by that time, SGO has the right to remove the exhibits and charge the expense to the exhibitor.

**Teardown of exhibits may not begin prior to 10:30 a.m. on Saturday, Feb. 21, 2015.**

### **SHIPPING:**

JP Display will coordinate all shipped materials to and from Snowbird Resort. More details will be distributed in the Exhibitor Service Kit. If you have questions regarding JP Display material handling services, or need additional information, please contact:

#### **JP Display**

Customer Service  
801-523-7083  
Fax: 801-523-7093  
Nicole@jpdisplay.com  
Alexa@jpdisplay.com

**RAFFLES AND DRAWINGS:** Raffles and drawings are not permitted in the exhibit hall.

**INSURANCE AND LIABILITY:** Exhibitor 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 Snowbird Resort). 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 Salt Lake City ordinances for any activities conducted in association with or as part of the Exhibition. Exhibitor 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 SGO, 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 the rules and regulations and shall cover the SGO and the decorator as additional named insurers. Exhibitor shall provide the SGO 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, such property insurance for its exhibit and display materials as Exhibitor deems appropriate.

Any policy providing such property insurance must contain an express waiver by the Exhibitor's insurance company of any right of subrogation as to any claims against the SGO, its officers, directors, agents or employees. In the event an part of the exhibit hall is destroyed or damaged so as to prevent the SGO from permitting Exhibitor to occupy assigned space during any part or the whole of the Exhibition period, or in the event occupation of assigned space during any part or the whole of the Exhibition period is prevented by strikes, acts of God, national emergency or other causes beyond the control of The Society, Exhibitor will be charged for space during the period it was or could have been occupied by Exhibitor; Exhibitor hereby waives any claim against the SGO, its directors, officers, agents or employees for losses or damages which may arise in consequence of such inability to occupy assigned space, its sole claim against SGO being for a refund of rent paid for the period it was prevented from using the space.



**AMERICANS WITH DISABILITIES ACT:** Each exhibitor shall be responsible for making its exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act and shall hold SGO harmless from any consequences of exhibiting companies who fail in this regard.

**SECURITY:** Neither SGO nor the hotel facility will guarantee exhibitors against loss and will not be held 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.

**REGISTRATION/MINIMUM AGE FOR ADMISSION:** All exhibitors must pre-register and will be issued badges, which must be worn at all times. Exhibitor's badges are personal and are not transferable. Exhibitors are entitled to two (2) complimentary registrations per tabletop exhibit. All exhibitors will receive their badges on-site. Exhibitor badges allow access to the Exhibit Area and any meal functions and lunches served in the Exhibit Area. A maximum of four (4) exhibitor registrants is allowed. If maximum number is exceeded, company must register additional attendees at the non-member rate. The minimum age for admission into the SGO Exhibit Area is 18 years old.

**CONDUCT OF EXHIBITORS:** Exhibitors shall conduct themselves in an ethical and professional manner at all times and in conformance with these regulations. SGO reserves the right to deny the privileges of the floor to any and all exhibitors who do not comply.

**CARE OF EXHIBIT SPACE:** Exhibitors shall care for and keep occupied space in good order. Special cleaning and dusting of exhibit, display, equipment/material will be the exhibitor's responsibility and performed at the exhibitor's expense.

**MATERIAL HANDLING:** SGO does not provide material handling for the Winter Meeting. Exhibitors are encouraged to facilitate shipments directly with the Snowbird Resort to secure timely receipt and set-up.

**GENERAL/AMENDMENTS:** These rules and regulations are to be constructed as part of all space applications and contracts. All interpretations, as well as answers to questions and matters not specifically covered by these rules and regulations, will be decided by SGO exhibit management. These rules and regulations may be amended at any time by SGO exhibit management and shall be sent in writing to participating exhibitor for mutual agreement; which will be equally binding for all parties affected. Written notification of any such amendments will be forwarded to exhibiting companies.

**QUESTIONS/CONTACTS:** Please direct all questions/comments to SGO headquarters. Contact Kelsey Kamykowski at 312-676-3917 or [kelsey.kamykowski@sgo.org](mailto:kelsey.kamykowski@sgo.org).



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