SAGES & CAGS
16th World Congress of Endoscopic Surgery
Scientific Session & Postgraduate Courses

EXHIBITOR PROSPECTUS
Deadline for Priority Space Assignment: November 3, 2017

April 11 - 14, 2018
Washington State Convention Center, Seattle, WA

Hosted by SAGES & CAGS
Society of American Gastrointestinal and Endoscopic Surgeons
and Canadian Association of General Surgeons

An IFSES Endorsed Event
Held in conjunction with IPEG
WHO ATTENDS?
• General Surgeons
• Minimally Invasive Surgeons
• Colon/Rectal Surgeons
• Bariatric Surgeons
• Endoscopic Surgeons
• Oncological Surgeons
• Pediatric Surgeons
• Allied Health Professionals

NUMBER OF ATTENDEES ANTICIPATED: 2,500

EXHIBIT DATES AND HOURS
Dates and times the exhibit hall is open to registrants:

WEDNESDAY, APRIL 11
Opening Reception 5:30 pm - 7:30 pm

THURSDAY, APRIL 12
Exhibit Hours 10:00 am - 4:00 pm

FRIDAY, APRIL 13
Exhibit Hours 10:00 am - 4:00 pm

SATURDAY, APRIL 14
Exhibit Hours CLOSED

All exhibit personnel must leave the exhibit floor 15 minutes after close of the exhibit hall.
The exhibit hall will be located at the Washington State Convention Center– Exhibit Hall 4A-C.
WHAT IS SAGES?
SAGES (The Society of American Gastrointestinal and Endoscopic Surgeons) was founded in 1981 to foster, promote, and support academic, clinical and research endeavors in gastrointestinal endoscopic surgery. SAGES currently boasts more than 6,000 general surgeon members from countries ranging the globe. SAGES annual meeting is oriented toward minimally invasive and endoscopic surgery and in 2017 had an attendance of over 2,400 surgeons.

SAGES ....
• Is a Nominating Member of the American Board of Surgery
• Has a representative on the American College of Surgeons Board of Governors
• Holds a seat in the AMA House of Delegates
• Established the first endoscopic and laparoscopic standards of training and practice for surgeons and initiated the Framework for Post Residency Education and Training
• Serves as a strong voice on several committees setting reimbursement and federal policies on health care

SAGES is a leading force in both resident education and continuing medical education. Our meeting fosters these dual educational goals. Additionally, we present courses at various institutions for residents and experienced surgeons throughout the year, which feature the pre-eminent experts in the field of minimally invasive surgery.

WHAT IS CAGS?
With over 2,000 members, The Canadian Association of General Surgeons is the largest surgical association in Canada and the only national organization representing the interests of General Surgeons. CAGS empowers its’ members to improve patients’ lives through advocacy, education and research. CAGS hosts the Canadian Surgery Forum annually, which is the largest surgical conference in Canada.

WHAT IS THE IFSES AND THE WORLD CONGRESS OF ENDOSCOPIC SURGERY?
IFSES is the umbrella organization for all ten-member societies of endoscopic surgery around the world. The main function of IFSES is to select the site of the World Congress held bi-annually amongst different continents. IFSES is proud to have chosen the meeting this year to be co-hosted by SAGES and CAGS. The member organizations of IFSES are ALACE, CAGS, CSLES, EAES, ELSA, FELAC, IAGES, JSES, KSELS (our newest member) and SAGES. IFSES wishes all attendees a very successful meeting!

WHAT IS IPEG?
IPEG (The International Pediatric Endosurgery Group) is the premiere international association for physicians who perform minimally invasive surgery in children. IPEG was founded in 1991 by a handful of pediatric surgeons with a clear cut goal of ensuring that all pediatric and general surgeons who treat children have access to current information defining the best, least invasive surgical treatment. Today IPEG has over 800 members from over 52 countries.

IS IT A WORLD CONGRESS OR A SAGES MEETING?
The answer is YES, it’s both! You can expect the same superb educational offerings you’ve come to associate with every SAGES meeting. To address the diverse educational needs of the attendees, the program will contain more concurrent sessions, increased international participation, and an IFSES panel.

IS IT A CAGS MEETING?
Yes! CAGS (Canadian Association of General Surgeons) is fully involved in the development of the program, and the World Congress will include lectures and sessions specifically geared toward the Canadian General Surgeon. CAGS will still host its annual Canadian Surgery Forum in Montreal in September 2018. See you there!

IS IT AN IPEG MEETING?
Yes! IPEG’s annual scientific program will run concurrently with the World Congress. IPEG will present programs oriented toward its constituency, and the program will share several joint sessions with SAGES. IPEG and the World Congress will share one exhibit Hall.

IS IT SURGICAL SPRING WEEK?
The World Congress replaces Surgical Spring Week in 2018. In 2019, Surgical Spring Week returns with the SAGES annual meeting.
Exhibitor Deadlines

October 13, 2017  Advance Exhibit Space Priority Reservation Deadline
November 3, 2017  Exhibit Space Priority Reservation Deadline
January 19, 2018  Exhibit Space Balance Due
February 9, 2018  Exhibitor Company Profile
March 2, 2018  Meeting App Exhibitor Listing Enhancements
March 2, 2018  Hotel Reservations Cut-Off
March 2, 2018  Special Promotions Participation Form
March 2, 2018  Exhibitor Appointed Contractor Form & Certificate of Insurance
March 2, 2018  Exhibitor In-Booth Presentation Form
March 2, 2018  Giveaway Notification Form
March 2, 2018  Hotel Door Drop Form
March 15, 2018  Function Space Request Form
March 15, 2018  Booth design submitted to Show Management (20x20 or larger)
April 2, 2018  Exhibitor Badge Registration

NEW THIS YEAR:
ELECTRONIC EXHIBITOR APPLICATION!
The Exhibitor Application Form is now electronic and can be found at sages2018.org/exhibitor-application/
General Information

**EXHIBIT DATES AND HOURS**
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**WEDNESDAY, APRIL 11**  
Opening Reception  5:30 pm - 7:30 pm

**THURSDAY, APRIL 12**  
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Exhibit Hours  CLOSED

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The exhibit hall will be located at the Washington State Convention Center– Exhibit Hall 4A-C.

**MEETING HOTELS**
Sheraton Seattle Hotel (Headquarters Hotel)  
1400 6th Ave,  
Seattle, WA 98101

Grand Hyatt Seattle  
721 Pine Street  
Seattle, WA 98101

Hyatt Olive 8  
1635 8th Avenue  
Seattle, WA 98101

**EXHIBIT HALL LOCATION**
Washington State Convention Center  
Exhibit Hall 4A-C  
705 Pike St.  
Seattle, WA 98101

**ASSOCIATION INFORMATION**

**Society of American Gastrointestinal and Endoscopic Surgeons (SAGES)**  
11300 W. Olympic Blvd., Suite 600  
Los Angeles, CA 90064  
Phone: (310) 437-0544  
Fax: (310) 437-0585  
Web: www.sages.org and www.sages2018.org

**Canadian Association of General Surgeons (CAGS)**  
Station B, Box 1428  
Ottawa, ON K1P5R4  
Phone: (613) 882-6510  
Web: www.cags-accg.ca

**International Pediatric Endosurgery Group (IPEG)**  
11300 W. Olympic Blvd., Suite 600  
Los Angeles, CA 90064  
Phone: (310) 437-0553  
Web: www.ipeg.org

**CONTACT INFORMATION**
**Show Management:**  
Shelley Ginsberg  
Phone: (310) 437-0544 ext. 111  
Fax: (310) 437-0585  
E-mail: shelley@sages.org

**SAGES CALENDAR OF FUTURE EVENTS**

**SAGES SCIENTIFIC SESSION AND POSTGRADUATE COURSE**  
April 3 - 6, 2019  
Baltimore Convention Center  
Baltimore, MD
**SAGES 2018 Program Schedule**  
(Tentative as of July 2017)

The following is an outline of the meeting. Detailed information will be available in the Advance Program in October 2017.

### Wednesday 4/11
- Full Day Military Symposium
- Half-Day Postgraduate Course: Total Mesorectal Excision
- Masters Series: Bariatrics—Revision and Reversal
- Panel: Magnets in Surgery—What’s the Attraction?
- Panel: TeleUs: Mentoring, Consultation and Surgery
- Panel: Academic Boot Camp
- Devil’s in the Details: Paraesophageal Hernia Repair
- Panel: Developing a Simulation Curriculum
- Masters Series: Flex Endo: Stents and Dilations
- Symposium de las Americas
- Half-Day Hands-on Course: Total Mesorectal Excision
- Half-Day Postgraduate Course: FUSE
- Panel: Small Bowel Obstruction/Common Bile Duct Exploration/Incarcerated Hernia: Always or Never Lap
- Panel: New Gadgets and Gizmos—Advanced Technologies for Surgeons
- Half-Day: IFSES
- Masters Series: Hernia—MIS Redo Hernia
- Panel: Reflux After Sleeve Gastrectomy
- Panel: Gastroparesis
- Opening Session
- Welcome Reception in Exhibit Hall 5:30 pm - 7:30 pm

### Thursday 4/12
- Scientific Sessions
- Panel: Augmented Virtual Reality and Other Cool Things in Surgery
- Panel: Intestinal Anastomosis: Hand Sewn to Intracorporeal
- Debate: Mesh—Must Avoid or Must Have?
- Exhibits / Posters / Learning Center Open 10:00 am - 4:00 pm
- Panel: POEM
- Panel: SAGES/IPEG—Bariatric Surgery for Adolescents
- Panel: When Bad Things Happen to Good People—Emergency Bile Spill
- Morning Mimosas in the Exhibit Hall 10:00 am - 10:30 am
- Panel: Robotic Colorectal Surgery
- Panel: We R SAGES
- Devil’s in the Details: MIS Retrorectus Approaches
- Devil’s in the Details: Splenic Flexure/Middle Colics
- Panel: MIS vs. Endolumenal Approaches for Early Gastric CA
- Panel: Timing and Treatment of Cholelithiasis
- Panel: When Bad Things Happen to Good People—Bariatric Complications
- Lunch in Exhibit Hall 12:00 pm - 1:30 pm
- Panel: Achalasia Management—Current Status
- Devil’s in the Details: Getting that Critical View of Safety
- Panel: Robotic Surgery—Real Indications and Trends
- Devil’s In the Details: G-J Anastomosis
- Panel: Emerging Treatment for Diverticulitis
- Panel: What’s New in ERAS
- Panel: Groin Pain and Sports Hernia
- Masters Series: Foregut—Mastering GERD
- Panel: Diabetes—Metabolic Surgery
- Panel: MIS in Pancreatic Surgery
- Residents and Fellows Scientific Session
- Debate: The Great Video Debate—Perfect Inguinal Hernia: Open vs. Lap vs. Robot
- SAGES Stories: Shaking the Tree of Tradition

### Friday 4/13
- Scientific Sessions
- Presidential Address
- Gerald Marks Lecture
- Exhibits / Posters / Learning Center Open 10:00 am - 4:00 pm
- Panel: Evidence Based Pathways in Bariatrics: Are You In Step With the Best
- Panel: Single Site Colon
- Symposium: International Hernia Symposium
- Masters Series: Acute Care—Perforated Viscus
- Masters Series: Biliary—Severe Acute Cholecystitis
- Panel: Percutaneous Image Guided Treatments—the New MIS
- Panel: Robots, Robots, Robots
- When Bad Things Happen to Good People—Endoscopy—Being FLEXible
- Panel: Recurrent Reflux
- Panel: Go Global—MIS Incorporation Around the World
- Panel: Why Should I Care? Advocacy, Health Policy and Reimbursement

### Saturday 4/14
- Scientific Sessions
- Mini-Med School Boot Camp
- Panel: Evidence Based Pathways in Bariatrics: Are You In Step With the Best
- Panel: Single Site Colon
- Symposium: International Hernia Symposium
- Masters Series: Acute Care—Perforated Viscus
- Masters Series: Biliary—Severe Acute Cholecystitis
- Panel: Percutaneous Image Guided Treatments—the New MIS
- Panel: Robots, Robots, Robots
- When Bad Things Happen to Good People—Endoscopy—Being FLEXible
- Panel: Recurrent Reflux
- Panel: Go Global—MIS Incorporation Around the World
- Panel: Why Should I Care? Advocacy, Health Policy and Reimbursement

**Program Chairs**
- SAGES: John Marks, MD, Robert Lim, MD
- CAGS: Liane Feldman, MD
Support Opportunities - SAGES

Levels Support for SAGES annual meeting is considered an educational grant, subject to ACCME Standards of Commercial Support. A signed Letter of Agreement must be received in advance of the meeting in order for support to be acknowledged. For more information about Levels Support, or to receive a complete list of support opportunities, please contact Shelley Ginsberg at 310-437-0544 ext. 111 or shelley@sages.org.

**DIAMOND $60,000**
- Support acknowledged at Main Event (Friday night) – 10 company staff invited
- Acknowledged as supporter of Friday and Saturday Plenary Sessions
- Acknowledged as supporter of any one (1) Hands-on, Postgraduate or Masters Course
- Acknowledged as supporter of one (1) Panel or Session
- Acknowledged as supporter of Educators Luncheon
- Acknowledged as supporter of Marks Lecture
- Support acknowledged in *Surgical Endoscopy*, issues immediately preceding and following the meeting.
- Pre-meeting registration mailing list
- Support acknowledged with plaque for display in booth (booth not included with levels support)
- To be listed in program materials, on SAGES website, in SAGES newsletter SCOPE, and other print and virtual locales as a Diamond Supporter of the meeting.

**PLATINUM $43,000**
- Support acknowledged at Main Event (Friday night) – 6 company staff invited
- Acknowledged as supporter of any one (1) Hands-on, Postgraduate or Masters Course
- Acknowledged as supporter of one (1) Panel or Session
- Acknowledged as supporter of Marks Lecture
- Acknowledged as supporter of Educators Luncheon
- Support acknowledged in *Surgical Endoscopy*, issues immediately preceding and following the meeting.
- Pre-meeting registration mailing list
- Support acknowledged with plaque for display in booth (booth not included with levels support)
- To be listed in program materials, on SAGES website, in SAGES newsletter SCOPE, and other print and virtual locales as a Platinum Supporter of the meeting.

**GOLD $33,000**
- Support acknowledged at Main Event (Friday night) – 4 company staff invited
- Acknowledged as supporter of one (1) Panel or Session
- Acknowledged as supporter of Educators Luncheon
- Support acknowledged in *Surgical Endoscopy*, issues immediately preceding and following the meeting.
- Pre-meeting registration mailing list
- Support acknowledged with plaque for display in booth (booth not included with levels support)
- To be listed in program materials, on SAGES website, in SAGES newsletter SCOPE, and other print and virtual locales as a Gold Supporter of the meeting.

**SILVER $22,000**
- Acknowledged as supporter of one (1) Panel or Session
- Support acknowledged in *Surgical Endoscopy*, issues immediately preceding and following the meeting
- Support acknowledged with plaque for display in booth (booth not included with levels support)
- Pre-meeting registration mailing list
- To be listed in program materials, on SAGES website, in SAGES newsletter SCOPE, and other print and virtual locales as a Silver Supporter of the meeting.

**BRONZE $11,000**
- Acknowledged as co-supporter of SAGES Leadership Lunch, Tuesday April 10, 2018
- Support acknowledged in *Surgical Endoscopy*, issues immediately preceding and following the meeting
- Pre-meeting registration mailing list
- Support acknowledged with plaque for display in booth (booth not included with levels support)
- To be listed in program materials, on SAGES website, in SAGES newsletter SCOPE, and other print and virtual locales as a Bronze Supporter of the meeting.
IPEG 2018 Program Schedule *(Tentative as of September 2017)*

**WEDNESDAY APRIL 11, 2018**

- Full Day Master Class Hands-on Course: Advance Neonatal
- Full Day Ultrasound Course: Guided Intervention Hands on Course with Lectures

**THURSDAY, APRIL 12, 2018**

- Video Session I – Basic Science and Innovation
- IPEG/SAGES Joint Session – Adolescent Bariatric Surgery
- **Lunch in the Exhibit Hall** 12:00 pm - 12:45 pm
- Scientific Session II – Gastrointestinal
- Presidential Address: Surgeons as Leaders
- Expert Panel: Chest Wall Deformities
- **Happy Half Hour Break in Exhibit Hall** 3:30 pm - 3:45 pm
- Session: Innovation
- Scientific Session III – Urology

**FRIDAY, APRIL 13, 2018**

- Scientific Session IV – Thorax
- Expert Panel Session II – Colorectal controversies around the management of complex colorectal problems, including Familial adenomatous polyposis, ulcerative colitis, and Crohn disease
- **Morning Mimosas in Exhibit Hall** 10:00 am - 10:15 am
- Scientific Session V – Colorectal and Hepatobiliary
- Keynote Lecture – Minimally Invasive Surgery in Siberia
- **Lunch in Exhibit Hall** 12:00 pm - 1:00 pm
- Video Session II
- Expert Panel – Endoscopically Crossing the Long Gap
- Scientific Session VI – Miscellaneous
- Karl Storz Lecture
- Scientific Session VII – Miscellaneous 2

**SATURDAY, APRIL 14, 2017**

- Expert Panel – Congenital Pulmonary Adenomatoid Malformations: Operation or Observation?
- General Assembly
- Awards: Basic Science, IRCAD, Research, and Coolest Tricks
- 2017 Research Award Winner Abstract Update
- Case Reviews – Difficult Cases and Complications
Support Opportunities - IPEG

Level Support for the IPEG annual meeting is considered an educational grant and therefore is subject to ACCME Standards of Commercial Support. A signed Letter of Agreement must be received in advance of the meeting in order for support to be acknowledged.

Additional support and visibility opportunities are available. Please contact IPEG Development Manager, Paula Kupiec, at 310-437-0553 ext. 111, or paula@ipeg.org, for more information.

**DIAMOND LEVEL SUPPORT** $30,000
- Acknowledged as a supporter of the Presidential Address
- Acknowledged as a supporter of the Keynote Lecture
- Acknowledged as a supporter of the Welcome Address
- Acknowledged as a supporter of the Case Review session
- Support acknowledged at the Main Event (Friday Night) – 10 company staff invited
- Support acknowledged in the Journal of Laparoendoscopic and Advanced Surgical Techniques issues immediately preceding and following the meeting
- Support acknowledged with plaque for display in booth (booth not included with level support)
- Acknowledged in the IPEG meeting app/final program, on the IPEG website, and on signage at the meeting.

**PLATINUM LEVEL SUPPORT** $24,000
- Acknowledged as a supporter of the Presidential Address
- Acknowledged as a supporter of the Keynote Lecture
- Acknowledged as a supporter of the Welcome Address
- Support acknowledged at the Main Event (Friday Night) – 6 company staff invited
- Support acknowledged in the Journal of Laparoendoscopic and Advanced Surgical Techniques issues immediately preceding and following the meeting
- Support acknowledged with plaque for display in booth (booth not included with level support)
- Acknowledged in the IPEG meeting app/final program, on the IPEG website, and on signage at the meeting.

**GOLD LEVEL SUPPORT** $19,000
- Acknowledged as a supporter of the Welcome Address
- Acknowledged as a supporter of one Innovation Session
- Support acknowledged at the Main Event (Friday Night) – 4 company staff invited
- Support acknowledged in the Journal of Laparoendoscopic and Advanced Surgical Techniques issues immediately preceding and following the meeting
- Support acknowledged with plaque for display in booth (booth not included with level support)
- Acknowledged in the IPEG meeting app/final program, on the IPEG website, and on signage at the meeting.

**SILVER LEVEL SUPPORT** $14,000
- Acknowledged as a supporter of one Video Session
- Support acknowledged at the Main Event (Friday Night) – 2 company staff invited
- Support acknowledged in the Journal of Laparoendoscopic and Advanced Surgical Techniques issues immediately preceding and following the meeting
- Support acknowledged with plaque for display in booth (booth not included with level support)
- Acknowledged in the IPEG meeting app/final program, on the IPEG website, and on signage at the meeting.

**BRONZE LEVEL SUPPORT** $9,500
- Acknowledged as a supporter of one Quick Shots Session
- Support acknowledged at the Main Event (Friday Night) – 1 company staff invited
- Support acknowledged in the Journal of Laparoendoscopic and Advanced Surgical Techniques issues immediately preceding and following the meeting
- Support acknowledged with plaque for display in booth (booth not included with level support)
- Acknowledged in the IPEG meeting app/final program, on the IPEG website, and on signage at the meeting.
Exhibit Schedule

**EXHIBITOR REGISTRATION**

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
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<tbody>
<tr>
<td>Tuesday, April 10</td>
<td>1:00 am - 5:00 pm</td>
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<tr>
<td>Wednesday, April 11</td>
<td>8:00 am - 5:00 pm</td>
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<tr>
<td>Thursday, April 12</td>
<td>8:00 am - 5:00 pm</td>
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<td>Friday, April 13</td>
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**EXHIBIT DATES AND HOURS**

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**THURSDAY, APRIL 12**
- Exhibit Hours: 10:00 am - 4:00 pm

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**SATURDAY, APRIL 14**
- Exhibit Hours: CLOSED

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**SET-UP HOURS**

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<td>8:00 am - 4:00 pm</td>
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All set-up personnel must wear a set-up badge or wristband, which will be available at the registration desk.

For questions regarding move-in, please contact Show Management at (310) 437-0544, ext. 111. Permission for early move-in must be approved by Show Management. All construction must be completed and aisles cleared by 4:00 pm on Wednesday, April 11. All Exhibits must be fully operational by 4:30 pm, Wednesday, Wednesday, April 11.

**DISMANTLING AND REMOVAL OF EXHIBITS**

<table>
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<tr>
<th>Day</th>
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<tbody>
<tr>
<td>Friday, April 13</td>
<td>4:00 pm - 9:00 pm</td>
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<tr>
<td>Saturday, April 14</td>
<td>8:00 am - 12:00 pm</td>
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All halls must be cleared by **Saturday, April 14 at 12:00 pm**. Exhibitors may not begin dismantling until 4:00 pm Friday, April 13.

**EXHIBITOR KITS**

Exhibitors will receive two sets of meeting information. The Exhibitor Confirmation Packet disseminated by Show Management contains booth assignments, hotel reservation information, and support/visibility opportunities. It will be emailed in late November 2017.

The Exhibitor Service Kit will be disseminated by Freeman, the official decorator. The kit contains shipping information and order forms for onsite services, including labor, electricity, and furniture. It will be emailed by Freeman in **December 2017**.

**INCREASE BOOTH ATTENDANCE**

Exhibitors are encouraged to promote meeting attendance by distributing pre-meeting materials to company representatives and surgeons worldwide. To obtain copies of the Advance Program, or other appropriate materials, please contact Show Management at shelley@sages.org or (310) 437-0544, ext. 111.

NEW THIS YEAR:
**ELECTRONIC EXHIBITOR APPLICATION!**

The Exhibitor Application Form is now electronic and can be found at sages2018.org/exhibitor-application/
Marketing Opportunities

SAGES makes an effort to encourage meeting attendees to visit the exhibits. Some of the ways we hope to do this are:

- The two-hour Welcome Reception will be held in the exhibit hall
- On Thursday, there will be a half-hour “Happy (Half) Hour” break, which will include beer and snacks.
- On Friday morning, there will be a half-hour “Morning Mimosas” refreshment break, which will include coffee and mimosas.
- Each day’s sessions provide for some unopposed exhibit time
- The Learning Center and Posters will be located inside the exhibit hall, with access only from the exhibit hall

Lunch will be provided in the exhibit hall for all meeting attendees

SAGES Theater, where SAGES video sessions will be held each day during exhibit hours.

In addition, we provide you with the following opportunities to assist you in your marketing efforts:

**VISUAL IMPACT OPPORTUNITIES**

SAGES and IPEG offer a variety of visibility and marketing opportunities in designated areas. SAGES has established an “education zone” at the annual meeting. No marketing or company branding will be permitted in the designated education zone, except for acknowledgement of support for educational activities as required by the ACCME.

If you have an idea for a visual impact opportunity not listed here, please contact Shelley Ginsberg in the SAGES office at 310-437-0544, ext. 111 or via email at shelley@sages.org.

**ADVERTISING OPPORTUNITIES PRICES VARY**

SAGES and IPEG offer a variety of advertising opportunities, both print and electronic. For information about SAGES advertising opportunities, please contact Shelley Ginsberg at shelley@sages.org. For information about IPEG advertising opportunities, please contact Paula Kupiec at paula@ipeg.org

**EXHIBIT AISLE SIGNS $10,000**

Draw more traffic to your booth by placing your company name throughout the exhibit hall! Each hanging aisle sign will include your company logo and booth number, making it easy for attendees to find you.

**BANNERS, ESCALATOR/WINDOW CLINGS**

For maximum visibility, place your company name on banners or clings in and around the exhibit hall, and in various public areas outside the Education Zone. For SAGES opportunities, guidelines and prices, please contact Shelley Ginsberg at shelley@sages.org. For IPEG opportunities, guidelines and prices, please contact Paula Kupiec at paula@ipeg.org

**COMPANY INFORMATION FOR PROGRAMS**

Exhibitors will be listed in the SAGES Meeting-at-a-Glance, and company detail and descriptions will be included on the SAGES and IPEG Meeting Apps. Companies must submit a 50-word description of their company or product line by February 9, 2018. Please submit via email to Melanie@sages.org.

Companies will have the opportunity to enhance their listing on the SAGES Meeting App, with longer company descriptions (up to 350 words), email and website applications, and the ability to include media items (PDF, images, videos). Additional information will be available in the Exhibitor Confirmation Kit. For details, please contact Show Management at shelley@sages.org.

**WEDNESDAY NIGHT OPENING RECEPTION**

On Wednesday, April 11, 2018 from 5:30 pm - 7:30 pm, the World Congress will host bars throughout the hall.

**SERVE AS A HOST**

Exhibitors will have the opportunity to provide food at their booths. Choices for selections will run the gamut from modest munchies to extravagant delights. Menus and order forms will be included in Exhibitor Confirmation Kits. This has proved to be a very popular event with attendees and exhibitors alike, and you are encouraged to take advantage of this opportunity. All food and beverage must be ordered from Washington State Convention Center.

**SPECIAL PROMOTIONS**

Exhibitors are permitted to operate special promotional activities during the Opening Reception, Wednesday, April 11, 2018, which are not ordinarily allowed during regular exhibit hours. These activities should be geared toward encouraging registrants to visit the exhibit hall. You may hold special demonstrations, or, for example, bring in a magician or juggler. The goal is to increase traffic at your booth.

These events or activities must be approved by Show Management. Any activities taking place in the exhibitor booths must respect the diversity represented by all attendees. Please submit the Special Promotions form by March 2, 2018. All activities must be in accordance with the AdvaMed Code.

**DOOR DROPS**

Forms for the SAGES hotel door drop will be provided in the Confirmation Kit and also in the Exhibitor Services Kit (from Freeman), or call the provider, General Surgery News at (212) 957-5300. The door drop participation deadline is March 2, 2018.

**DOOR DROPS-DATE SUBJECT TO CHANGE.**
Marketing Opportunities (continued)

MAILING LIST

The SAGES advance registration list may be purchased for $500. Please contact Melanie Camero at melanie@sages.org. (No cost for SAGES Levels Supporters – see page 9).

If you would like to request a SAGES member mailing list, please email membership@sages.org.

The IPEG advance registration list may be purchased for $250. Please contact Paula Kupiec at paula@ipeg.org. If you would like to purchase an IPEG member mailing list, please email membership@ipeg.org.

BOOTH REFRESHMENTS

Exhibitors are encouraged to host snacks or refreshments within their booths through the run of the show. You can choose to host cappuccino, popcorn, cookies, lemonade or other snack foods.

All food and beverage must be ordered from the Washington State Convention Center menus and order forms will be included in the Exhibitor Confirmation Kits.

Industry Sponsored Symposia

SAGES

THURSDAY, APRIL 12, 2018
6:00 - 8:00 PM

Companies interested in hosting a satellite symposium are required to complete an application form. Spaces are available upon approval and on a first come-first served basis.

The program will be promoted in the Advance Program (if confirmed before October 13, 2017) and in the Final Program. On-site signage will be produced to further promote the event at the meeting.

This is a great opportunity to have an exclusive audience with attendees focused on education directly related to your marketing goals.

If your company is interested in learning more about this opportunity, please contact Shelley Ginsberg at shelley@sages.org or 310-437-0544, ext. 111.
SAGES and IPEG 2017 Exhibitors

3D Systems
3-Dmed
ACell, Inc.
Adako USA
Aesclap, Inc
Aktormed GMBH
Apollo Endosurgery
Applied Medical
Applied Medical Technology, Inc
Arthrex, Inc
Aspire Bariatrics
Automated Medical Products
Axcess Surgical Innovations
Bard Davol
Baxter
BD
Boehringer Laboratories
Boston Scientific
Capsovision
CDX Diagnostics
Cine-Med
Coloplast
ConMed
Cook Medical
CooperSurgical
Crospon
Eido Healthcare Ltd
Eixo Limited
Electro Lube (Eagle Surgical Products)
Elmed
Elsevier
EndoGastric Solutions
Enovare Surgical Ultrasound
Entermedics
Erbe USA
Ethicon
FlexDex Surgical
Fortimedix Surgical B.V.
General Surgery News
Genicon
GI Supply
GIIBL
Good Measures
Gordian Surgical
Gore & Associates
Halyard Health
HCA
Houston Methodist Underwood Center for Digestive Disorders
Intuitive Surgical, Inc.
JustRight Surgical
KARL STORZ Endoscopy-America, Inc.
KARL STORZ Endoscopy-Latin-America, Inc.
LaproShark
LaproSurge
Lexion Medical
LIDCO
LifeCell
Limbs and Things, Inc.
Lumendi
Mallinckrodt Pharmaceuticals
Mary Ann Liebert Publishers
Mauna Kea Technologies
Mederi Therapeutics
Medical Takumi Japan
Medical -X
MediCapture
Mediflex
Medspira, LLC
Medtronic
Merck & Company
Meril Life
Metabolic and Bariatric Surgery Accreditation and Quality Improvement Program (MBSAQIP)
Microline Surgical
MiMedx
Mimic
Neosurgical
Northwestern Simulation
NOVADAQ
Obalon Therapeutics Inc.
Olympus America Inc.
Pacira
Pelican
Physician Owned Surgery Centers
ReShape Medical, Inc.
Restech (Respiratory Technology Corporation)
Richard Wolf Medical Instruments
Seamless MD
Shire
Sony Electronics, Inc.
Stryker Endoscopy
Surgery Select E H R
Surgical Science
Suture Ease, Inc.
Symmetry Surgical
Synapse Biomedical
Teleflex
THD America
Torax Medical
TransEnterix Inc. U.S.A.
Twistle
US Army Health Readiness Center of Excellence
Wisepress Med Bookshop
Wolters Kluwer Health
Xodus Medical, Inc.
Space Assignment & Fees

EXHIBITOR QUALIFICATION
All products and services to be exhibited must be directly related to the practice of surgery, medicine, or medical/surgical education, or contribute to the educational, instructional and professional atmosphere of the meeting. All exhibiting companies are subject to approval by Show Management, whose decisions in this regard are final. Exhibitors must comply with FDA regulations concerning the exhibition of investigational products and class III devices.

EXHIBITOR STAFF CONDUCT
Exhibitors must set up, occupy and staff their exhibits during all hours exhibits are open. Failure to do so may result in ineligibility for future meetings. Names of all participants affiliated with exhibits must appear on the corresponding company staff list sent to show registration. False certification of individuals as exhibitor’s representatives, misuse of exhibitor badges, or any other method assisting unauthorized persons access to the exhibit floor will be just cause for expelling the violator from the exhibition or 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 Show Management for refund of fees. Exhibit personnel are expected to remain in their rented space and not view other exhibits except by invitation of other exhibitors. Interviews, demonstrations and the distribution of literature must be made within the booth area assigned to the exhibitor. Canvassing or distributing of advertising materials beyond the parameters of the exhibitor’s own booth will not be allowed. Additionally, exhibitors are prohibited from posting signs relating to exhibits or any company activity outside the parameter of the exhibitor’s own booth. Violators may be sanctioned 50% of their current priority point total. Exhibitors may not place signage regarding any company related event outside their booth at anytime.

POLICY FOR EXHIBITORS ATTENDING SCIENTIFIC SESSIONS
Exhibitors may attend didactic sessions or postgraduate courses, with the caveat that if a session becomes too full, an exhibitor may be asked to give up their seat for a registered meeting attendee. Exhibitors may not attend hands-on labs, luncheon sessions, or any course that is not part of the general sessions and for which attendees have to register and pay separately. Exhibitors may not register as company staff any individual who is eligible for registration as a meeting attendee.

PAYMENT SCHEDULE
➤ A deposit of 50% of the total exhibit rental charge must accompany signed application.
➤ Total balance due January 19, 2018
Applications not accompanied by at least a 50% deposit will be considered invalid. If full payment is not received by January 19, 2018, the space may be reassigned or resold. All reservations must be made in writing. Applications from exhibitors who have outstanding balances due to SAGES from any previous year will not be processed without full payment of delinquent accounts.

EXHIBITOR GUEST POLICY
Guests of exhibitors should be included on the individual company’s staff list. Charges for additional badges over the number included with the purchase of booth space will be assessed at $50 per badge (as outlined on page ##). An exhibitor may not register as staff any person eligible for registration as a meeting attendee.

CANCELLATION & REDUCTION/RELOCATION POLICY
Notification of cancellation or reduction of space must be in writing. If this agreement is canceled by the exhibitor for any reason, or by Show Management because of Exhibitor’s default or violation of this agreement, monies paid to SAGES by the Exhibitor shall be retained as follows:
➤ $100 per 10’ x 10’ space if application is canceled prior to November 3, 2017.
➤ $1,000 per 10’ x 10’ space if application is canceled after November 3, 2017 and prior to January 19, 2018.
➤ NO REFUNDS for any cancellations or reductions after January 19, 2018.

SUBLETTING OF SPACE
Exhibitors may not assign or apportion to others the whole or any part of the space allocated, and may not display goods or services other than those manufactured or regularly distributed by the applicant(s).

EXHIBITOR FEES
Linear Booths – 10’ x 10’ (feet): $3,700
Corner Booths – 10’ x 10’ (feet): $3,900

BOOTH PRICE LIST
ISLAND – 20’ x 20’: $15,600
ISLAND – 20’ x 30’: $23,400
ISLAND – 30’ x 30’: $35,100
ISLAND – 30’ x 40’: $46,800
ISLAND – 40’ x 40’: $62,400
ISLAND – 40’ x 50’: $78,000

NEW THIS YEAR:
ELECTRONIC EXHIBITOR APPLICATION!
The Exhibitor Application Form is now electronic and can be found at sages2018.org/exhibitor-application/
Space Assignment & Fees (continued)

PRIORITY POINTS

2018 BOOTH ASSIGNMENTS:
SAGES priority points system is in accordance with HCEA guidelines, which insures fairness for all exhibitors.

The initial assignment of booth space occurs just after the November 3, 2017 priority point deadline. Applications received after the November 3, 2017 deadline will not be included in the initial space allocation and will be assigned space on a “first come, first served” basis.

The system has been applied to all companies who have exhibited with Surgical Spring Week since 2006. The points will be applied toward the 2018 meeting as follows:

• 5 points for each year of exhibiting at SAGES
• 5 points for each 10 x 10 space (Maximum 15 points)
• 5 points for receipt of complete exhibit application (including deposit) by November 3, 2017.

The maximum number of points any single company can be awarded in a given year is 25.

EXHIBITOR REGISTRATION

Deadline for registration of your exhibit staff list is April 2, 2018. All exhibitor registration must be completed online. Do not submit hard copy lists of your exhibit personnel. Show Management will email complete instructions for the online registration system at the time your confirmation packet is mailed.

• Exhibitor badges may be picked up on-site by the individual. Badges are filed under the company name. BADGES MUST BE WORN AT ALL TIMES the exhibitor is on the show floor.

• The exhibit registration fee includes a maximum of 5 personnel per 10’ x 10’ space. Regardless of booth size, the total maximum number of personnel included in an exhibit registration fee is 45.

• After the close of online registration on March 15, 2018, all additions or changes to badge lists must be made onsite. All changes or additions made onsite are subject to a $50 fee for each change or addition TO BE PAID ONSITE.

ONSITE BADGE POLICY

For companies submitting a list of more than 15 name additions or changes onsite:

1. The list must be typed and printed or sent via email formatted in an Excel spreadsheet to include first and last names, company and name.
2. A minimum of 4 hours will be required to enter the badge list;
3. In addition to the onsite fee of $50 per badge, a $250 administrative fee (per list) will be charged for processing.

• Registration of exhibit personnel beyond maximum allowed (45 staff members), either in advance or on site, will have an additional registration badge fee of $50. Companies will be invoiced after the meeting for all badges over their maximum allowance.

• Exhibitor badges must not be given or lent to any individual except the exhibit personnel to whom the badge has been issued.

• Business cards may not be inserted over badge name.

• The person who signs the application, or a designee, shall be the exhibitor’s official representative.

EXHIBIT DATES AND HOURS

Dates and times the exhibit hall is open to registrants:

WEDNESDAY, APRIL 11
Opening Reception  5:30 pm - 7:30 pm

THURSDAY, APRIL 12
Exhibit Hours  10:00 am - 4:00 pm

FRIDAY, APRIL 13
Exhibit Hours  10:00 am - 4:00 pm

SATURDAY, APRIL 14
Exhibit Hours  CLOSED

Booth Installation & Dismantle

INSTALLATION OF EXHIBITS

Exhibit space will not be released to the Exhibitor until all conditions are met and all balances paid. Except for those in designated freight aisles, please abide by the following schedule. If set-up of an exhibit has not started by 1:00 pm, Wednesday, April 11, Show Management may order the exhibit to be assembled and the exhibitor billed for all charges incurred. Show Management will not be responsible for any damage incurred.

SET-UP HOURS:

Tuesday, April 10  1:00 pm - 6:00 pm
Wednesday, April 11  8:00 am - 4:00 pm

All construction must be completed and aisles cleared by 4:00 pm, Wednesday, April 11, 2018. All Exhibits must be fully operational by 4:30 pm, Wednesday, April 11, 2018.

DISMANTLING & REMOVAL OF EXHIBITS

BREAKDOWN HOURS:

Friday, April 13  4:00 pm - 9:00 pm
Saturday, April 14  8:00 am - 12:00 pm

Exhibitors may not begin dismantling until 4:00 pm, Friday, April 13. All Exhibits must be packed and ready for shipment by 12:00 pm, Saturday, April 14. Any materials not called for by that time will be shipped at the exhibitor’s expense by the carrier selected by the official drayage contractor.

All space occupied by an exhibit must be left in the same condition as it was before set up. Exhibitors are responsible for removal of excess debris, bulk quantities of printed material, floor covering, and any items other than those that can be easily swept up.

The Exhibitor Application Form is now electronic and can be found at sages2018.org/exhibitor-application/
Service Contractor Installation & Dismantle

**OFFICIAL SHOW SERVICE CONTRACTOR**
Freeman  
Contact: John J. Walsh  
Phone: 703-928-2619

Provided that all payments and information required have been submitted, Freeman will e-mail an Exhibitor Service Kit to you in December 2017.

**EXHIBITOR APPOINTED CONTRACTORS**
Use of exhibitor appointed contractors is permitted. Submission of a completed Exhibitor Appointed Contractor form is required and will be included in the Exhibitor Confirmation Packet. Exhibitor Appointed Contractor information must be accompanied by Certificates of Insurance and received by Show Management before March 2, 2018. Exhibitors who use independent contractors and do not provide Certificates of Insurance will not be allowed on the exhibit floor.

**AUDIO VISUAL**
A form for ordering AV will be included in your service kit.

**LABOR**
Freeman will provide the labor for set-up, dismantling, and material handling. Labor for electrical will be provided by Freeman. Labor will be available based upon advance orders. To ensure that the correct craftsmen are available, exhibitors are urged to order labor in advance. Complete details and order forms will be provided in your service kit to be emailed December 2017.

**INSTALLATION/DISMANTLING LABOR**
Rates subject to change. Updated and detailed information will be provided in Exhibitor Service Kit.

- **Straight time:** $123.75 per hour  
- **Overtime:** $222.25 per hour

**ELECTRICAL LABOR:**
Updated and detailed information will be provided in Exhibitor Service Kit, to be emailed December 2017.

**PLUMBING LABOR:**
Complete details and order forms will be provided in service kits to be emailed December 2017.

**FREIGHT HANDLING & SHIPPING**
The official drayage contractor will have total control of all dock and loading facilities and will receive direct and advance shipments and handle all freight. All services not ordered in advance must be obtained on-site through the Exhibitor Service Desk, on-site freight handling, also called drayage, is charged by weight. Shipments made directly to the convention center are billed at the same rate than those shipped in advance to the warehouse. Advance shipment rates include up to 30 days of storage for your shipment in the contractors warehouse facility. Drayage rates include delivery of shipment to your booth and the removal of empty crates to storage.

Drayage rates are calculated per hundred pounds (hundred weight [cwt.]). A minimum of two hundred pounds (cwt.) will be charged for each round-trip shipment. Shipments of less than 100 pounds will be rounded up (75 lbs. to 1 cwt.), shipments of less than 200 pounds will be rounded up (125 lbs. to 2 cwt.), and so on.

**ADVANCE SHIPMENT RATE:** $112.00 per cwt., $200.00 minimum. Accepted up to 30 days in advance to contractor’s warehouse. Address to be published in exhibitor kit.

**DIRECT SHIPMENT RATE:** $125.00 per cwt., $200 minimum. Shipments sent directly to show site. Address and dates that shipments can be received, to be published in Exhibitor Service Kit.

**NOTE:** To facilitate move-in, exhibitors are advised to send shipments to the warehouse. Warehouse and on-site shipping information will be included in Exhibitor Service Kit. For further details, contact Shelley Ginsberg at (310) 437-0544, ext. 111 or via e-mail: shelley@sages.org.
Booth Construction Information

A complete set of construction specifications will be sent with the service kit to be emailed December 2017.

- Exhibits must conform to the educational/professional environment of the meeting.
- Exhibits must be designed and exhibit personnel must operate so that traffic in aisles is not impeded.
- Exhibitor identification on all signs, graphics & literature must be the company name submitted on the Exhibitor Application.
- Exhibits must be assembled and dismantled safely.
- Materials used in the exhibit must be flame retardant in accordance with the Fire Ordinances of the City of Seattle, WA.
- Electrical equipment must conform to the electrical codes of the City of Seattle, WA.

**Hanging Signs or Banners**

Information about hanging signs will be available in the Exhibitor Service Kit.

**Booth Description**

Included with each linear or corner booth will be an 8’ high background drape, 3’ high side drape, and, one (1) 7’ x 44” identification sign. Special requirements, electrical hook-ups, audiovisual rental, etc., must be arranged through the appropriate service contractor and billed directly to the exhibitor. THE EXHIBIT HALL IS NOT CARPETED. Aisle carpet color will be Tuxedo (black & white tweed).

**Linear Exhibits**

(One or more exhibits in a straight line)

- Minimum space is 10’ x 10’.
- The rear half of the exhibit may be occupied up to a height of eight (8) feet.
- The front half of the space may be occupied up to a height of four (4) feet, except for equipment which may be up to eight (8) feet provided it does not block sight lines of other exhibitors.
- Live or video demonstrations must not block sight lines of other exhibitors.
- Exhibits located along perimeter walls may have a rear height of up to twelve (12) feet, with prior approval.

**End-Cap**

(Two booths across the end of an aisle)

The use of the two end booths across the end of an aisle provides exposure on three aisles and is defined as an END-CAP, as in capping the end of an aisle. If you chose this configuration, be sure your exhibit property can adhere to the requirements.

- Not to exceed four (4) feet in height from the outer back edges of the booth space extending five (5) feet into the booth space. The ten (10) center feet in rear of booth space, not to exceed 8 feet in height.
- Live or video demonstrations must not block sight lines of other exhibitors.

**Island and Peninsula Exhibits**

(20’ x 20’ or larger free-standing - Island)

**Maximum height, including hanging signs, is 22 feet.**

Equipment and/or structure must be located so as not to place the viewer or exhibit personnel in the aisle.

All island exhibits should have access from all four sides.

**See-Through Visibility Guidelines**

Vertical wall construction: booth components and fixtures may be not be arranged within the booth to build a wall that exceeds 40% of any one side of the booth boundary.

Display counters, or any solid wall construction, must maintain a minimum of a 1’ setback from all sides, and sufficient space must be left within the exhibit to accommodate spectators, attendees or booth visitors.
Insurance and Liability

The Exhibitor assumes entire responsibility and liability for losses, damages and claims arising out of injury to any person, or any loss of, or damage to property when such loss, damage or injury is in any way connected to the exhibitor’s participation in the exhibition. Exhibitors shall indemnify and hold harmless SAGES, CAGS, and Show Management, their officers, directors, agents, members and employees and, the designated convention facilities, their agents, and employees from any and all such losses, damages and claims. Exhibitors agree to protect, save, and keep SAGES, CAGS, Show Management and the Washington State Convention Center forever harmless from any damage or charges imposed for violation of any law or ordinance whether occasioned by the negligence of the exhibitor, or its agents, as well as strictly to comply with the applicable terms and conditions contained in the agreement between the Washington State Convention Center and SAGES regarding the exhibit premises, and further, an exhibitor shall at all times protect, indemnify, save and keep harmless SAGES, CAGS, Show Management and the Washington State Convention Center against any and all loss, cost, damage, liability or expense arising from, or out of, or by reason of said exhibitor’s occupancy and use of exhibit premises or part thereof. Though security is provided by Show Management, the furnishing of such security shall not be deemed to effect the non-liability SAGES, CAGS, and Show Management, their members, officers, representatives or the official service contractors or the Washington State Convention Center to modify in any way the assumptions or risk provided herein. If any part of the exhibit hall is damaged or destroyed in such a way as to prevent SAGES, CAGS or Show Management from allowing an exhibitor to occupy its assigned space during any portion of the exhibition, or if same is prevented by strikes, Acts of God, national emergency, or other causes beyond the control of SAGES or Show Management, exhibitors will be charged for space during the time it was or could have been occupied; and exhibitors hereby waive any claim against SAGES, CAGS or Show Management, their members, directors, agents or employees for losses or damages that may occur due to such inability to occupy assigned space.

SECURITY

Show Management will furnish security staff to be on duty in the exhibit hall when exhibits are closed, but the safekeeping of the exhibitor’s property shall remain the responsibility of the exhibitor at all times. Exhibitors may hire additional security personnel for their booths. Complete information for obtaining security services will be provided in your Exhibitor Service Kit.

SAGES, CAGS and Show Management assume no responsibility for any losses sustained by exhibitors.

CARE OF BUILDING

Nothing shall be affixed to walls, drapes, electrical outlets, etc., by the use of nails, tacks, staples, or scotch tape. Where food and liquids are displayed there must be suitable floor coverings to protect facility property. Any damage to facility property through carelessness of exhibitors or their employees or agents will be the financial responsibility of the exhibitor causing such damage.

FIRE PRECAUTIONS

No combustible decoration, such as crepe paper, tissue paper, cardboard, or corrugated paper, shall be used by Exhibitors in the Exhibit Halls at any time during the exhibition. All packing containers, excelsior, and wrapping paper, which must be flame proof, are to be removed from the floor and must not be stored under tables or behind displays. All muslin, velvet, or any other cloth decorations, must withstand a flameproof test. All materials and fluids that are flammable are to be kept in safety containers. Open flame, butane gas, oxygen tanks, etc. are not permitted without permission of the Washington State Convention Center. No obstructions shall be placed in any aisle, passageway, lobby or exit leading to any fire extinguishing appliance. Direct passageways leading to any fire alarm or telegraph communication must be kept free of any obstructions. A complete set of applicable fire regulations will be included in the Exhibitor Service Kit sent by Freeman.
Rules & Regulations

Americans with Disabilities Act

Exhibitors shall be fully responsible for compliance with all applicable provisions of the Americans with Disabilities Act (ADA) with regard to their booth space. This includes, but is not limited to, the wheelchair access provisions.

Policy on ACCME Standards for Commercial Support (SCS)

As an ACCME accredited provider, SAGES is committed to presenting CME activities that promote improvements or quality in healthcare and are independent of the control of commercial interests. As part of this commitment, SAGES requires clear separation between exhibit/marketing/advertising activities and educational activities.

Exhibitors are requested to review the ACCME Standards for Commercial Support (http://www.accme.org/requirements/accreditation-requirements-cme-providers/standards-for-commercial-support), and in particular:

Standard 4: Appropriate Management of Associated Commercial Promotion:

STANDARD 4.1 Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

STANDARD 4.2 Product-promotion material or product-specific advertisement of any type is prohibited in or during CME activities. The juxtaposition of editorial and advertising material on the same products or subjects must be avoided. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME... There will be no ‘commercial breaks.’ For live, face-to-face CME, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after a CME activity. Providers cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or place of the CME activity.

STANDARD 4.3 Educational materials that are part of a CME activity, such as slides, abstracts and handouts, cannot contain any advertising, trade name or a product-group message.

STANDARD 4.4 Print or electronic information distributed about the non-CME elements of a CME activity that are not directly related to the transfer of education to the learner, such as schedules and content descriptions, may include product-promotion material or product-specific advertisement.

Technology Suites

SAGES is offering a limited number of suites in the Exhibit Hall, offering exhibitors the opportunity for private and convenient meeting space inside the exhibit hall. The suites will be located along the perimeter of the Exhibit Hall and will be available during exhibit hours.

Technology Suites are only available to exhibiting companies.

Technology Suites are available in 10’x10’ and 10’x20’ sizes; included with each Suite is a hard-walled meeting space with lockable door (no ceiling), carpet, and a table and chairs. Space/locations will be assigned by SAGES.

For questions and pricing, please contact Shelley Ginsberg, shelley@sages.org.

Exhibitor Hosted Events

Function Space:

Neither exhibitors nor their representatives may sponsor, host or participate in any educational or marketing activities aimed at meeting registrants other than as part of an official exhibit or meeting program beginning Wednesday, April 11 at 7:30 am and ending Saturday, April 16 at 3:00 pm.

If there is an official meeting activity taking place, including educational activities, exhibit viewing, or social activity, exhibitors are not permitted to host activities during those times.

Exhibitors may host social events, meetings, or educational activities, with approval by Show Management at the following times:

- **Wednesday, April 11, after 7:30 pm**
- **Thursday, April 12, prior to 7:30 am**
- **Thursday, April 12, after 7:30 pm**
- **Friday, April 13, prior to 7:30 am**
- **Saturday, April 14, prior to 8:00 am**

All events hosted by exhibitors during non-program hours must be cleared through the show office. A completed Function Request Form must be submitted to the show office to obtain space at any of the official hotels. Show Management will contact the appropriate hotel, which will release the space for exhibitor use. A Function Request Form must be submitted for all events to be held off-site.

Function Request Forms will be included in the Exhibitor Confirmation Packet.
EXHIBITOR PROGRAMS AND PRESENTATIONS

Exhibitor presentations may take place during any hours the exhibit hall is open to registrants. Exhibitor programs or presentations must be confined to the exhibitor’s booth space. The sound intensity of such activities, as determined by Show Management, must not interfere with the activities of neighboring exhibitors. Show Management reserves the right to determine at what point sound constitutes interference with others and whether it must be discontinued. Exhibitors may be sanctioned if appropriate sound levels are not reasonably maintained.

Programs or presentations are to be straightforward in nature and must avoid the use of sideshow or theatrical gimmicks.

Videotapes and films may be shown provided that screens are placed in the rear of the booth to eliminate congestion in the aisles. Any visual or other transmissions from off-site locations, including tele-surgery, require written permission from Show Management. Please contact Show Management at shelley@sages.org for additional information.

PHOTOGRAPHY

An exhibit or its products may not be photographed or videotaped without the permission of the legitimate occupants of that booth. Show Management reserves the right to photograph exhibits for society purposes.

DISPLAY OF INVESTIGATIONAL PRODUCTS

All exhibitors must comply with FDA rules regarding display of investigational products. Display of any investigational products is not an endorsement by SAGES. To comply with the Food and Drug Administration’s Guidelines on Notices of Availability, any investigational product exhibited or graphically depicted should:

- Contain only objective statements about the product.
- Contain no claims of safety, effectiveness or reliability.
- Contain no comparative claims to other marketed products.
- Be displayed solely for the purpose of obtaining investigators.
- Be accompanied by directions for becoming an investigator and list of investigator responsibilities.
- Display a statement: “Caution—Investigational Device—Limited to Investigational Use” (or similar statement) in prominent size and placement.

It is the responsibility of each exhibitor to comply with FDA regulations. Please contact the Regulatory Affairs Department with any questions on Food and Drug Administration guidelines.

Food and Drug Administration
Center for Drug Evaluation and Research
DDMAC5901-B Ammendale Rd.
Beltsville, MD 20705-1266
Phone: (301)796-1200
Fax: (301) 796-9878

DIRECT SALES ON EXHIBIT FLOOR

Sales and order taking are permitted provided all transactions are conducted in a manner consistent with the professional nature of the meeting. Products for sale must be the exhibitor’s own unaltered products and the products or services must be pertinent to the attendees’ professional interest. Show Management reserves the right to restrict sales activities that it deems inappropriate or unprofessional. Exhibitors must comply with all sales tax requirements. Exhibitors selling or taking orders during the meeting must adhere to certain business license, sales, and use tax regulations, which vary from state to state.

DISPLAY OF CLASS III DEVICES

Any display of Class III devices for off-label use must be accompanied by the following statement:

- Display of this device for off-label use is not endorsed by SAGES.

GIFTS AND GIVEAWAYS

Small token gifts may be distributed with Show Management’s prior approval. Requests to distribute handout items must be submitted in writing, along with a sample, photograph or description of each item. Please submit all such requests by March 2, 2018 on the Giveaway Notification Form provided in the exhibitor kit.
Exhibitor Housing/Staff List Policies

BOOKING YOUR HOTEL THROUGH THE ASSOCIATION IS GOOD FOR EVERYONE!

Save yourself the hassle of finding a good hotel room. SAGES has pre-booked blocks of hotel rooms at three hotels designed to accommodate various budgets. All are within easy walking distance of the Washington State Convention Center. We request that you book your housing within the block at the Sheraton Seattle, Grand Hyatt Seattle, or Hyatt Olive 8 hotel.

WHY?

▸ All conferences are able to reserve hotel space for the future based on hotel space they have filled in the past. Booking your housing in the SAGES room block ensures that exhibitors have accommodations at the current meeting as well as future meetings.

▸ Show Management strives to procure a variety of accommodations addressing both cost (show rate is usually significantly lower than the hotels’ quoted rate) and proximity to headquarters.

▸ Hotels are booked three to five years in advance. To protect SAGES and the hotels for this long term commitment, the Society is contractually liable for attrition penalties because of unfilled rooms. Unfilled rooms include un-booked rooms as well as those caused by early departure. Reserve only the number of rooms you need for the time you expect to stay.

▸ If the Society suffers attrition penalties, this will bear directly on future space and hotel costs.

▸ Compliance with this policy benefits all exhibitors.

HOW TO MAKE RESERVATIONS

Hotel reservation instructions will be included with your confirmation packet and again in the Exhibitor Service Kit.

HOTEL POLICY

▸ Exhibitors are strongly requested to reserve rooms within the meeting room block.

▸ We request that you book rooms at the Sheraton Seattle Hotel, Grand Hyatt, Hyatt Olive 8.

▸ There is a “cap” of 10 rooms per exhibiting company at the Sheraton Seattle Hotel. There is no cap at the Grand Hyatt or Hyatt Olive 8 and you may book as many rooms as needed at these hotels.

▸ If you are unable to reserve rooms within the meeting room block, or if you must book outside the block, please notify Show Management.

▸ Exhibitors are required to follow the hotel reservation policy as defined in the Exhibitor Confirmation Packet. This will entail the use of a specific reservation form or a direct reservation system.

▸ New This Year for Exhibitors booking 10 or more rooms:

– Sub-block contracts will not be offered. Instead, companies will be required to provide the hotel with a rooming list and full pre-payment for all nights room and tax by FEBRUARY 23, 2018. If rooming list and full prepayment is not received by FEBRUARY 23, 2018, your guestrooms will returned to the SAGES block for general sale. Any cancellations made after February 23, 2018 with the exception of name substitutions, will forfeit 100% of room and tax for that cancellation.

– If you would like assistance in reserving a room block of more than 10 rooms, please contact Shelley Ginsberg.

CANCELLATIONS & PENALTIES

▸ The hotel reservation cut-off date is February 23, 2018. Exhibiting companies may reserve one or more rooms without individual names, or a company block until the cut-off date. After February 23, 2018, rooms or room blocks without rooming lists and 100% payment in full will be released.

▸ A credit card number or payment of one night’s room and tax as a deposit for each room reserved is required.

▸ Reservations received after February 23, 2018 will be accommodated as availability permits. If the meeting room blocks are not filled by the cut-off date, the hotels may release the remainder of the rooms within the meeting block for general (public) reservations. For all rooms reserved after February 23, full payment will be required at the time of booking and these additional reservations will be non-refundable.

▸ For hotel rooms reserved and not used or appropriately canceled, including no-shows and early departures, exhibitor will be obligated for the full room night cost of the entire length of the stay.