

EXHIBITOR PROSPECTUS & SUPPORT OPPORTUNITIES



**EARLY BIRD
EXHIBITOR
DEADLINE IS
February 3, 2020**

41ST ANNUAL MEETING

2020
APRIL 4 - 6

Birmingham, Alabama

Local Arrangements Chair: John Porterfield, MD

Program Chair: Carrie Lubitz, MD, MPH

Vice Program Chair: Peter Mazzaglia, MD

www.endocrinesurgery.org



Hosted by **UAB** THE UNIVERSITY OF ALABAMA AT BIRMINGHAM

WELCOME

We invite your participation in the upcoming 41st Annual Meeting of the American Association of Endocrine Surgeons (AAES), to be held April 4-6, 2020 at the Westin and Sheraton Hotels as well as the Birmingham-Jefferson Convention Center, Birmingham, Alabama. Official meeting information is included for your reference.

AAES is the leading endocrine surgery association in North America. Last year, there were over 500 attendees at the Annual Meeting, including a large number of leading national and international endocrine surgeons, who specialize in performing surgery of the thyroid, parathyroid, adrenal and pancreas. Their specialty overlaps with surgical oncology and otolaryngology, and many attendees come from those disciplines. Most endocrine surgeons are experts in open and laparoscopic/robotic surgery for benign disorders, cancer, and head-and-neck diseases, and they have advanced skills performing ultrasound, laryngoscopy, nerve monitoring and molecular diagnostics. Managing their patients requires mastery of the field of endocrinology as well. Additionally, many endocrine surgeons have robust research programs and are on the forefront of surgical innovation.

Exhibit hall presence, enhanced visibility, and opportunities for interaction with surgeon attendees are available in addition to medical education grants. Your organization's support of the program will be acknowledged at the meeting in on-site signage, the Annual Meeting Program, the AAES Annual Meeting website, and verbally and on-screen at the podium.

The 41st AAES Annual Meeting is planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education. This year's Annual Meeting will be a great opportunity to connect with professionals and leaders across the globe in the field of endocrine surgery while receiving high level education on the latest advancements in science and research in the field.

We look forward to seeing you in Birmingham! Reserve your space now as we expect to sell out quickly. If you should have any questions or require additional information, please do not hesitate to contact us.

Sincerely,
John Porterfield, MD
2020 Local Arrangements Chair

Carrie Lubitz, MD, MPH
2020 Program Chair

Peter Mazzaglia, MD
2020 Program Vice-Chair



AMERICAN ASSOCIATION OF ENDOCRINE SURGEONS

Who We Are

The American Association of Endocrine Surgeons is dedicated to the advancement of the science and art of endocrine surgery and maintenance of high standards in the practice of endocrine surgery.

What We Do

The AAES Annual Meeting brings together physicians and endocrine surgery professionals from around the world to share the newest clinical and basic science findings in endocrine surgery. For most registrants, this is the most important and anticipated meeting of the year.

The meeting features dedicated scientific sessions, including 34 oral presentations, interesting case presentations, poster displays, educational workshops, exhibit displays, a poster competition, and plenty of networking opportunities.

2020 MEETING HIGHLIGHTS

WHY YOU NEED TO ATTEND

Showcase your products and services

Meet leaders face to face in a relaxed, convenient location

Position your company with key decision makers in the field

Strengthen existing relationships and develop new ones

EXHIBITOR BENEFITS

Access to 500+ endocrine specialists

Acknowledgment by signage and in program book

Cost effective booth display

Exhibits located in high traffic area together with posters, breakfast and breaks

EVENT DATES

Saturday, April 4 – Monday, April 6, 2020

HOTEL INFORMATION

The Westin Birmingham Hotel
2221 Richard Arrington Jr. Boulevard North
Birmingham, AL 35203

Sheraton Birmingham Hotel
2101 Richard Arrington Jr. Boulevard North
Birmingham, AL 35203

Beginning in December, reserve your room at the Westin or the Sheraton Hotel by March 13, 2020 to secure the AAES Group Rate of \$199/night at the Westin or \$169/night at the Sheraton. Guest room rates are subject to 17.5% applicable state and local taxes.

To secure the group rate by the deadline, visit the AAES website.

Over 500 endocrine professionals and surgeons from over 20 countries, 40 states, and 150 institutions

Attendance is growing!

2017 – ORLANDO

Physicians: **348**

Residents/Fellows: **79**

Allied Health: **30**

Total: **457**

2018 – DURHAM

Physicians: **337**

Residents/Fellows: **119**

Allied Health: **35**

Total: **491**

2019 – LOS ANGELES

Physicians: **380**

Residents/Fellows: **134**

Allied Health: **21**

Total: **535**

ASSOCIATION INFORMATION

American Association of Endocrine Surgeons
201 E. Main Street, Suite 1405
Lexington, KY 40507
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(F): 859-514-9166
info@endocrinesurgery.org
www.endocrinesurgery.org

CONTACT INFORMATION

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AAES EXECUTIVE COUNCIL

PRESIDENT

Allan Siperstein, MD
Chairman, Center for Endocrine Surgery
Cleveland Clinic

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Medical College of Wisconsin

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Michael R. Starks, MD
Staff Surgeon
Penobscot Surgical Care, PA

Martha A. Zeiger, MD
Past President, AAES
Director of The Surgical Oncology Program
National Cancer Institute, National Institutes of Health



2020 EXHIBITOR SPACE ASSIGNMENTS & FEES | EXHIBITOR FEES & SPECIFICATIONS

Early Bird Exhibit Booth Fee (by February 3, 2020): \$3,500

Standard Exhibit Booth Fee (after February 3, 2020): \$3,800

Included with each 8'x8' exhibit booth: 8' high background drape, 3' high side drape, 6' draped table, two chairs, one wastebasket, and one exhibitor identification sign. The exhibit hall floor is carpeted.

Table Top Displays are available for a discounted rate of \$2,500.

Included with each table top display: one 6' table, two chairs, and one exhibitor identification sign.

Exhibitor Add-On: One (1) flyer in attendee bags for \$500

PLACEMENT

The assignment of exhibit space will be on a first-come, first-served basis, upon receipt of exhibitor application and deposit. Exhibitors will have the opportunity to list any other exhibiting companies they would prefer to not be placed next to during the exhibitor registration. We will try our best to accommodate all placement requests, but these cannot be guaranteed.

Exhibit booths will be placed within the exhibit hall. Table top displays will be placed in the foyer/pre-function area outside of the exhibit hall.

PAYMENT SCHEDULE

A deposit of 50% of the total exhibit fee must accompany the signed application for it to be considered valid. Total balance due **March 2, 2020**.

SERVICES EXCLUDED

Exhibit and table top fees do not include: additional drayage, electricity or audio visual. Information regarding these items will be included in the Exhibitor Confirmation Kit.

EXHIBITOR REGISTRATION

Exhibit registration includes a maximum of four (4) complimentary personnel per exhibit booth and two (2) complimentary personnel per table top display. The deadline for the exhibitor staff list is **March 2, 2020** and badges may be picked-up on-site. Exhibit badges are not to be given or lent to any individual except the exhibit personnel to whom the badge has been issued. Exhibitors may attend scientific sessions as long as they do not engage in sales while in the session rooms. Registered exhibit booth personnel may participate in the breakfast buffet and breaks. Lunch and dinners or receptions however are not included in Exhibitor registration.

EXHIBITOR GUEST POLICY

Guests of Exhibitors should be included on the individual company's staff list. The charge for additional badges over the number included with the exhibit fee is \$100 per badge.

EXHIBITOR PERSONNEL 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 Management.

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.

If exhibit booth personnel demonstrate inappropriate behavior with Meeting attendees, AAES reserves the right to ask the exhibiting company to remove their exhibit and leave the hotel premises.

AAES also reserves the right to curtail exhibits or parts of exhibits which reflect negatively against the character of the meeting or that are unrelated to the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

AAES has full power to interpret and enforce all regulations for the 41st Annual Meeting of the AAES and power to make amendments and/or further regulations that are considered necessary for the proper conduct of the show. Such decisions shall be binding on exhibitors. Failure to comply with these or any other regulations or amendments may be sufficient cause for AAES to require the immediate removal of the exhibit and/or the offending exhibitor.

Exhibit personnel are expected to remain in their exhibit space and not view other exhibits except by invitation of other Exhibitors. Interviews, demonstrations and the distribution of literature must be conducted within the exhibit area assigned to the Exhibitor.

Canvassing or distributing of advertising materials beyond the perimeters of the Exhibitor's own exhibit will not be allowed. Additionally, Exhibitors are prohibited from posting signs relating to exhibits or any company activity outside the perimeters of the Exhibitor's own exhibit.

Exhibitors may not place signage regarding any company related event outside their exhibit at any time.

When food and beverage are served in the Exhibit Hall during breaks, exhibit personnel may participate but are expected to allow attendees to participate first.

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).

CANCELLATION 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 the AAES by the Exhibitor shall be retained as follows:

\$500 per space if application is canceled on or prior to February 3, 2020.

\$1,000 per space if application is canceled or reduced after February 3, 2020 and on or prior to March 2, 2020.

NO REFUND for any cancellations or reductions after March 2, 2020.

2020 EXHIBITOR SCHEDULE & DEADLINES

EXHIBIT HOURS

Times subject to change

Saturday, April 4, 2020

Exhibits Open	10:00 am – 5:00 pm
PRIVATE Poster Judging	8:30 am – 10:00 am
Morning Break with Exhibits	10:00 am – 10:30 am
Lunch Break	12:15 pm – 1:45 pm
Afternoon Break with Exhibits	2:45 pm – 3:15 pm

Sunday, April 5, 2020

Exhibits Open	7:00 am – 5:00 pm
Breakfast with Exhibits	7:00 am – 8:00 am
Morning Break with Exhibits	10:00 am – 10:30 am
Lunch Break	11:30 am – 1:30 pm
Afternoon Break with Exhibits	2:45 pm – 3:00 pm

Monday, April 6, 2020

Exhibits Open	7:00 am – 1:00 pm
Breakfast with Exhibits	7:00 am – 8:00 am
Morning Break with Exhibits	9:30 am – 9:45 am
Morning Break with Exhibits	11:15 am – 11:45 am

BOOTH INSTALLATION & DISMANTLE

Set-Up Hours

Friday, April 3, 2020	5:00 pm – 8:00 pm
Saturday, April 4, 2020	7:00 am – 8:00 am

Tear-Down Hours

Monday, April 6, 2020	1:00 pm – 4:00 pm
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All set-up must be completed by 8:00 am so it doesn't interfere with poster judging on Saturday, April 4. Exhibitors who have not checked in with the Registration desk and set-up by this time will be considered "no-shows" and may have their exhibit space dismantled. Exhibitors may not begin dismantling until 1:00 pm Monday, April 6. All exhibits must be packed and ready for shipment by 4:00 pm Monday, April 6.

DEADLINES

Early Bird Exhibit Application & Deposit Due:
February 3, 2020

Exhibit Confirmation Kit Emailed:
March 2, 2020

Exhibitor Applications Due:
March 2, 2020

Exhibitor Payments Due:
March 2, 2020

Exhibit Badge Registration Forms Due:
March 2, 2020

PREVIOUS EXHIBITORS & SPONSORS

Akrimax Pharmaceuticals	MedImmune – Specialty Care Division of AstraZeneca Medtronic
AI Biomed	Medscape
Ambry Genetics	MedTech International Group
AMEND USA	Medtronic
American Association of Clinical Endocrinologists	Mitaka USA
American Multiple Endocrine Neoplasia (AMEN) Support	Neurovision Medical Products (IOM Solutions)
American Thyroid Association	Olympus America Inc.
Applied Medical	Onyx Pharmaceuticals
ArborMetrix, Inc.	Roche Diagnostics Corporation
Banner Healthcare	Rosetta Genomics
Bayer Healthcare	Sanofi Genzyme
CBLPath	Sense Medical/Neurosign
Checkpoint Surgical, Inc.	Shire Pharmaceuticals
Comprehensive Medical Services	Sonic Healthcare USA
Corcept Therapeutics	Stradis Healthcare
Covidien	Stryker
Duke University	Taewoong Medical USA
Eisai, Inc.	Takeda
EndocrineWeb.com	THANC Foundation/TCCC
Esaote	ThyCa: Thyroid Cancer Survivors' Association, Inc.
Ethicon US, LLC	Thyroid Care Collaborative
Exelixis Inc.	University of Alabama Birmingham
Fluoptics	University of California, Los Angeles Department of Surgery
Future Diagnostics Medical Solutions BV	University of North Carolina
GE Healthcare – Ultrasound	University of Virginia
Graves' Disease & Thyroid Foundation	Veracity
HealthBreeze	WeCan Medicare Co., Ltd.
Hitachi Healthcare	Wolter Kluwer Health/ Lippincott Williams & Wilkins
Interpace Diagnostics	
Intramedical Imaging	
Invuity	
KenyaRelief.org	

EDUCATIONAL SUPPORT OPPORTUNITIES

Educational Grant Support Opportunities

PLATINUM LEVEL SUPPORT – \$10,000+

All of the Gold Level opportunities, plus:

- Presidential Address
- President's Reception

GOLD LEVEL SUPPORT – \$7,500

All of the Silver Level opportunities, plus:

- Scientific Posters Display
- Interesting Cases Session

SILVER LEVEL SUPPORT – \$5,000

All of the Bronze Level opportunities, plus:

- One Scientific Session*
- Daily Refreshment Breaks

BRONZE LEVEL SUPPORT – \$2,500

- Support acknowledged with sign for display in exhibit space (exhibit booth not included in level support)
- Acknowledgement in on-site signage, all promotional materials, in the final program, in the AAES newsletter, on meeting slides, and on the AAES Annual Meeting website

Meal or Break Sponsor – Prices Vary, *contact AAES for more information*

- Put your brand in front of all attendees during snack and refreshment breaks or during AAES-provided meals. Meal options include breakfast or lunch. Limited to one sponsor per break/meal, first come, first served.

*Papers provide attendees with the latest scientific findings. Session topics will be finalized after the abstract review process is complete in December 2019. The list of scientific sessions available for support acknowledgement will be provided to all Platinum, Gold, and Silver supporters in early 2020.

EDUCATIONAL GRANT SUPPORT ACKNOWLEDGEMENT

Educational grant support for the AAES 2020 Meeting will be acknowledged in all program materials, on-site signage, and on slides in the rooms in which a given event is held. If appropriate, support will be acknowledged with any course or event materials distributed on-site. Please note the publication deadline for the AAES Final Program is February 26, 2020. Confirmation of support must be received prior to the deadline for inclusion in the program.

Support for the AAES 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.

MARKETING & VISIBILITY OPPORTUNITIES

EXCLUSIVE Only one supporter per opportunity, first come, first served

Wireless Internet – \$12,000

Exclusive opportunity to make your name known to all meeting attendees with your company's name as the WIFI passcode. The WIFI sponsorship provides internet access to AAES attendees throughout the conference in the general session, other meeting rooms, and registration area. Supporter will be recognized on signage throughout the meeting.

Annual Meeting Mobile App – \$10,000

We're bringing it back! We launched our mobile app for the first time at our 2019 Annual Meeting, and it was such a success that we're offering it again. Exclusive opportunity to sponsor the mobile app for the 2020 AAES Annual Meeting.

Young Surgeons Social – \$7,500

Exclusive opportunity to host the Young Surgeons Social, which allows for one-on-one access to the young surgeons (food and beverage not included, catering menu will be provided). Supporter will be recognized on signage throughout the meeting.

Hotel Key Cards – \$4,500

Get everyone's attention by sponsoring the hotel room key cards for the AAES meeting. You will be the only name on the key cards, sure to stay in guests' minds as they enter their rooms at the end of the day.

Hotel Door Drop – \$4,000 per day

Be one of the first companies visible to attendees when you partner with the AAES to exclusively sponsor the Hotel Door Drop. This is your chance to include announcements, invitations, samples or sales literature you want hand-delivered to the hotel room of every registered AAES Meeting attendee. As the exclusive supporter for the day, you can enclose the materials in a door drop bag to include your company name and logo. Please note the door drop bag must be provided by your company for the door drop sponsorship, and materials must be pre-stuffed.

Welcome Sponsor – \$3,000

Welcome attendees on a pop-up vertical banner displaying your company's name. The banner will be prominently displayed near Registration or the General Session room. Make a daily impression on attendees.

The AAES values our relationship with industry and appreciates your thoughtful consideration of support. On behalf of the AAES leadership, we invite you to join us in Birmingham, AL on April 4-6, 2020 to be a part of this exciting and valuable meeting.

More opportunities are continued on the next page...

NON-EXCLUSIVE MULTIPLE OPPORTUNITIES

Breakfast or Lunch Symposium – \$20,000

Exclusive opportunity to host a breakfast or lunch symposium offered to all members to attend in our meeting space (Food and Beverage not included, catering menu will be provided).

Mobile Charging Station—\$10,000

Customize a power station with seating or a charging kiosk with your brand's logo or imagery while providing rapid-charge technology for attendee's devices.

Fun Run Sponsor – \$5,000

Your logo will appear on Fun Run course directional signage and at the Finish Line. This sponsorship will also include water and snacks for the Fun Run participants.

Meal or Break Sponsor – Prices Vary, *contact AAES for more information*

Put your brand in front of all attendees during snack and refreshment breaks or during AAES-provided meals. Meal options include breakfast or lunch. Limited to one sponsor per break/meal, first come, first served.

New Product Showcase – \$3,000

Showcase your company's newest product developments in ultrasound, minimally invasive surgery equipment, therapies, and more. Get noticed by all attendees in the high traffic area of the exhibit hall with your product featured in a digital display for the entire meeting. Exhibit booth fee not included.

MARKETING & VISIBILITY OPPORTUNITIES FOR ENDOCRINE SURGERY UNIVERSITY

Endocrine Surgery University (ESU) is a program dedicated to providing a structured format for exceptional quality education to first year endocrine surgery fellows. We are pleased to announce the 11th Annual Endocrine Surgery University will again be incorporated as a pre-session of the 2020 AAES Annual Meeting. The course objectives are to provide exposure to controversies in endocrine surgical management and to provide pearls for success in academic and clinical practice settings. Supporting Endocrine Surgery University is a great opportunity to introduce your products to young surgeons just starting their practice.

Endocrine Surgery University Jeopardy Sponsor – \$3,000

Fellows attending Endocrine Surgery University (ESU) engage in a fun and friendly competition "Jeopardy" asking the right questions for the endocrine surgery answers provided. Sponsors of this event will also receive a table display in the back of the meeting room. This is a very popular event among attendees (and faculty) and your support will be recognized verbally and via a slide display at the session, in the ESU program, in the AAES Annual Meeting program, and on the AAES website.

Endocrine Surgery University Sponsor – starting at \$2,500

Since 2010, Endocrine Surgery University has been dedicated to increasing the quality of education and skills for endocrine surgery fellows. Sponsorship support of ESU includes a table display in the back or just outside of the meeting room and will be acknowledged with on-site signage, on ESU meeting slides, at meal and refreshment breaks, at the ESU Fellows and Faculty Dinner, in ESU marketing materials, on the AAES website, and in the final program of the AAES Annual Meeting.

*If you do NOT wish to receive a table display, support of ESU can be in the form of an educational grant.

ESU will be held at the Westin Birmingham Hotel. Thursday, April 2, 7:00 am-8:30 pm and

Friday, April 3, 7:00 am-12:00 pm

2020 AAES SPONSOR & EXHIBITOR REGISTRATION

Sponsor and Exhibitor Registration is now online. Click the link below or type the URL into your browser to register.

<http://www.cvent.com/d/tyqsr5>

Contact us with Questions:

PHONE: 859-402-9810 | EMAIL: info@endocrinesurgery.org

REGULATIONS

EXHIBITOR PROGRAMS & 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 assigned exhibit 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.

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

Videos and films may be shown provided that screens are placed in the rear of the exhibit to eliminate congestion in the aisles.

Any visual or other transmissions from off-site locations including tele-surgery require written permission from Show Management. Request forms for these educational events will be included in your Exhibitor Confirmation Packet and must be completed and returned to the show office.

DIRECT SALES ON EXHIBIT FLOOR

No direct sales are permitted to take place on the exhibit floor excluding book sales. Orders may be taken and processed for delivery elsewhere but product may not be conveyed in the exhibit area.

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 the AAES. 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 investigator responsibilities.

Display a statement: "Caution – Investigational Device – Limited to Investigational Use" (or similar statement) in prominent size and placement.

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 AAES."

INSURANCE & LIABILITY

The Exhibitor assumes entire responsibility and liability for losses, damages, and claims arising out of injury to any person, or 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 the American Association of Endocrine Surgeons (AAES) 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 the AAES, Show Management and the Birmingham-Jefferson 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 Birmingham-Jefferson Convention Center and the AAES regarding the exhibit premises and further an Exhibitor shall at all times protect, indemnify, save and keep harmless the AAES and the Birmingham-Jefferson 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.

While Show Management will provide security, furnishing of such security shall not be deemed to affect the non-liability of the AAES or Show Management, their members, officers, representatives or official services contractors, or the Birmingham-Jefferson 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 the AAES 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 AAES 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 AAES or Show Management, their members, directors, agents, or employees, for losses or damages that may occur due to such inability to occupy assigned space.

PHOTOGRAPHY

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