

EXHIBITOR & SPONSOR PROSPECTUS



Program Chair:
Denise Carneiro-Pla, MD

Local Arrangements Co-Chairs:
Sarah Oltmann, MD & Ana Islam, MD

www.endocrinesurgery.org

INVITATION TO SPONSOR AND EXHIBIT

The American Association of Endocrine Surgeons (AAES) is pleased to invite you to the 2024 AAES Annual Meeting, to be held April 20-22, 2024 in Dallas, Texas at the Hyatt Regency Hotel in downtown Dallas. As the leading endocrine surgery association in North America, the AAES Annual Meeting is the premier event 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.

The AAES Annual Meeting is a unique opportunity to connect with a focused audience made up of leading national and international endocrine surgeons –specialists who perform neck (thyroid and parathyroid) and abdominal (gastrointestinal tract, pancreas and adrenal) endocrine operations. These fields of practice overlap with otolaryngology, urology, gastrointestinal, and surgical oncology. Specialists in these fields also attend the AAES Annual Meeting. Most endocrine surgeons are experts in open and laparoscopic/robotic surgery for benign and malignant disorders as well as adjunctive technologies (ultrasound, laryngoscopy, molecular diagnostics, nerve monitoring, ablative therapies) and broader topics in general surgery and endocrinology. Additionally, many endocrine surgeons have robust research programs and are on the forefront of surgical innovation.

The 2024 Annual Meeting will include opportunities to engage with the AAES audience in the Exhibit and Poster Hall as well as other opportunities. As AAES sponsors, you are integral members of our community, providing the vast array of exciting new technology and support necessary to keep endocrine surgeons innovating and continually learning!

Sponsor packages have escalating benefits and value available at every level of support. We are happy to work with you to customize a sponsorship package that will fit the needs and goals of your company. All budgets are welcome! Contact Lauren Santangelo at lsantangelo@amrms.com regarding questions about the Annual Meeting sponsorship opportunities or how to get started.

Plan now to join us in the spring to experience all that the AAES Annual Meeting has to offer, showcasing current instruments or products, launching new products, connecting with new and existing clients, and demonstrating your organization's contribution to the field of endocrine surgery.

It is through your support that AAES can offer rich content and invaluable learning opportunities for all AAES Annual Meeting attendees.

We look forward to gathering in Dallas and seeing you in the spring!



2024 Program Chair

Denise Carneiro-Pla, MD

Medical University of South Carolina
Charleston, SC



2024 Local Arrangements Co-Chair

Sarah Oltmann, MD

University of Texas Southwestern
Medical Center
Dallas, TX



2024 Local Arrangements Co-Chair

Ana Islam, MD

University of Texas Southwestern
Medical Center
Dallas, TX



AAES President

Carmen Solórzano, MD

Vanderbilt University Medical Center
Nashville, TN



AAES President-Elect

Rebecca Sippel, MD

University of Wisconsin Madison
Madison, WI



AAES Secretary

Barbra Miller, MD

The Ohio State University
Columbus, OH

ABOUT THE AAES ANNUAL MEETING

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. Many of our members are thought leaders in the field of surgery and hold prestigious positions within their home institutions and other national and international organizations, including the American College of Surgeons and the American Board of 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 attendees, this is the most important and anticipated scientific meeting of the year. The meeting features dedicated scientific sessions including over 30 oral presentations, interesting case presentations, poster displays, state of the art lectures, educational workshops, an exhibit hall, a poster competition, and plenty of networking opportunities.

Benefits of Sponsoring and Exhibiting at AAES 2024:

- Increase brand awareness
- Generate new sales leads
- Direct access to decision-makers in the field
- Opportunity to showcase new products and services in focused group settings
- Strengthen existing relationships and develop new ones
- Access to hundreds of endocrine specialists

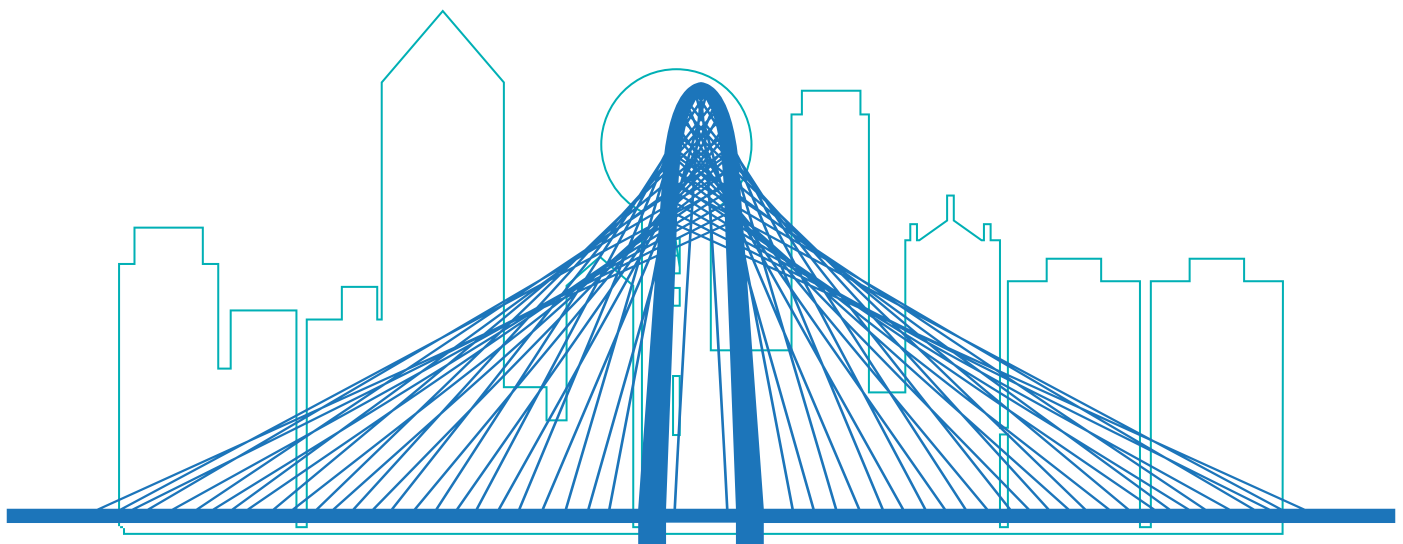
Audience Breakdown

2023 Annual Meeting:

352 – Surgeons/Physicians
123 – Trainees
15 – Advanced Practice Providers
62 – Sponsor attendees
10 – Invited Speakers or Guests

Attendance remains steady!

470 - 2017 in Orlando, Florida
491 - 2018 in Raleigh/Durham, North Carolina
535 - 2019 in Santa Monica, California
573 - 2021 Meeting (virtual)
548 - 2022 in Cleveland, Ohio
562 - 2023 in Birmingham, Alabama



SPONSOR & EXHIBITOR OPPORTUNITIES

The Commercial Promotion packages in the table below are designed to reach and engage with the AAES Annual Meeting audience. We are happy to customize a package for you based on your specific needs. Reach out to us to discuss!

Sign up by December 1, 2023, to save 5% off your sponsorship package with early-bird pricing!

SPONSORSHIP LEVELS				
	PLATINUM \$15,000	GOLD \$8,500	SILVER \$4,500	BRONZE \$3,000
Complimentary Registrations for sponsor reps	4	3	2	1
Recognition in Annual Meeting email marketing materials (over 1,800 endocrine surgeons and trainees)	X	X	X	X
Company profile on Annual Meeting mobile app	X	X	X	X
Acknowledgement in AAES Newsletter, Summer edition, July 2024 (company name listed)	X	X	X	X
Exhibit Booth or Tabletop Display	10' X 20' BOOTH	10' X 10' BOOTH	10' X 10' BOOTH	6' TABLETOP
Digital Ad on Annual Meeting mobile app	X	X	X	
Promotional social media post to AAES' followers during the Meeting	X	X	X	
Recognition during the Presidential Address (Verbal acknowledgement and company name on welcome slides)	X	X		
Dedicated one-on-one time with AAES leadership	X			
Welcome video (exclusive opportunity, per day)	X			

Company Profile in Mobile App – Includes a logo, description (200 words), website link, and contact information or other URL. In addition, you can provide up to three linked resources (e.g., PDF brochure, white paper, demo video, etc.)

Exhibit Booth or Tabletop Display – Interact with attendees in the Exhibit Hall during the event. A single exhibit booth is 10'x10' and includes 10' back drape, 3' side drape, a 6' draped table, two chairs, one wastebasket, and an identification sign. A tabletop display includes a 6' draped table with two chairs, one wastebasket, and an identification sign. See Exhibitor Details page for more information. *Additional sponsor representatives above what is included in the package can be added for a \$250 fee per person.

ADD-ON: Lead Retrieval - Licenses starting at \$250

Add-on Lead Retrieval to keep track of attendees who visit your booth or tabletop. Simply scan their badge into the mobile app so you can track and follow-up later. Lead Retrieval must be purchased directly through the vendor.

Welcome Video – Be the first to welcome all attendees to each day of the AAES Meeting in a 1-minute pre-recorded video. Showcase your company or product with a welcome video to be played during the opening session of the Annual Meeting and hosted on the Meeting virtual platform. Content is subject to approval. This is an exclusive opportunity on a first-come, first served basis, per day.

Dedicated one-on-one time with AAES leadership - an exclusive opportunity to have a private meeting (up to 30-minutes) with key leaders from the AAES prior to the 2024 Annual Meeting

INCREASE YOUR EXPOSURE

Additional opportunities are available to engage with attendees.

COMMERCIAL SUPPORT OPPORTUNITIES

UNRESTRICTED EDUCATIONAL GRANT - \$10,000

The AAES provides companies the opportunity to support the scientific and plenary sessions in the form of an educational grant. Your non-promotional, educational grant support will be recognized throughout the meeting.

TECHNOLOGY SPONSORSHIP - \$7,500

Exclusive opportunity to sponsor the mobile app or the Wi-Fi for the 2024 AAES Annual Meeting.

Number available: 2

YOUNG SURGEONS SOCIAL – \$5,000

Exclusive opportunity to sponsor the Young Surgeons Social which hosts 150-200 surgeons-in-training at a fun, local venue the evening before the Annual Meeting begins.

Number available: 2

DAILY BREAK SPONSOR – STARTING AT \$5,000

Put your brand in front of all attendees during daily meals, snack and refreshment breaks. Limited to one sponsor per day.

Number available: 3

COMMERCIAL PROMOTION OPPORTUNITIES

WELCOME DISPLAY BANNER – \$1,500

Make a daily impression on all attendees with a pop-up vertical banner from your company. Banners will be displayed near Registration or the General Session room. Price does not include production/printing.

Number available: 4

ENDOCRINE SURGERY UNIVERSITY (ESU) SPONSOR – \$2,500

ESU is a 1.5-day program delivering exceptional education to first year endocrine surgery fellows in the days prior to the 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. Introduce your products and services to young surgeons just starting their practice. Sponsorship of ESU will be acknowledged with signage throughout the 1.5-day event, logo on ESU meeting slides, in program book and on the AAES website, as well as a 6' table to display your materials.

Number available: 5

COMPANY SHOWCASE (15-MIN) - \$5,000

A dedicated section of the exhibit hall will be set up classroom style where you can introduce or highlight a new product, provide a technical demonstration, or discuss the innovations that set you apart from the competition. Combine education and networking in this 15-minute showcase, held in the exhibit hall during dedicated breaks in scientific programming.

Number available: 4

ADVERTISE IN AAES BIENNIAL NEWSLETTER - STARTING AT \$500 (MULTIPLE SIZE OPTIONS)

Highlight your company or product by placing an ad in an upcoming issue of the AAES Newsletter which is distributed via email directly to over 800 endocrine surgeons and trainees. Multiple ad sizes are available for the Winter issue (Jan 2024) or Summer issue (July 2024).

EXHIBITOR INFORMATION

EXHIBIT HALL HOURS

Times subject to change

Exhibit Hall Hours indicate times the hall is open to attendees. Breaks listed below indicate specific times when there are no scientific sessions and attendees will be instructed to network in the Exhibit Hall. Exhibitors should plan to be at their booths during the scheduled breaks.

Saturday, April 20, 2024

Exhibit Hall Hours 12:00 pm – 4:30 pm
..... 6:45 pm – 7:45 pm
Lunch Break (with optional session) 12:00 pm – 1:30 pm
Break #1 3:30 pm – 4:30 pm
President's Reception 6:45 pm – 7:45 pm

Sunday, April 21, 2024

Exhibit Hall Hours 7:00 am – 4:30 pm
..... 7:00 am – 8:00 pm
Break #1 8:45 am – 9:30 am
Lunch Break (with optional session) 11:45 am – 1:15 pm
Break #2 2:30 pm – 3:15 pm
Cocktail Hour 7:00 pm – 8:00 pm

Monday, April 22, 2024

Exhibit Hall Hours 7:00 am – 11:30 am
Break #1 10:30 am – 11:15 am

BOOTH INSTALLATION & DISMANTLE

Setup Hours

Saturday, April 20, 2024 10:00 am – 12:00 pm

Tear-Down Hours

Monday, April 22, 2024 11:30 am – 2:30 pm

All setups must be complete by 12:00 pm on Saturday, April 20. Exhibitors who have not checked in with the Registration desk and setup by this time will be considered “no-shows” and may have their exhibit space dismantled. Exhibitors may not begin dismantling until 11:30 am Monday, April 22. All exhibits must be packed and ready for shipment by 2:30 pm Monday, April 22.

DEADLINES

Early Bird Exhibit Deadline: December 1, 2023

Exhibit Confirmation Kit Emailed: March 15, 2024

Exhibitor Registration Deadline: March 29, 2024

PREVIOUS SUPPORTERS:

Ambry Genetics	MedImmune
AMEND USA	MedPro
American Association of Clinical Endocrinologists	Medtronic
American Multiple Endocrine Neoplasia (AMEN) Support AMEND USA	Medscape
American Thyroid Association	MezLight
Applied Medical	Mendaera, Inc.
Ascendis Pharma	Merit Oncology
Ascensia Diabetes Care	Mitaka USA, Inc.
Bayer Healthcare	National Adrenal Diseases Foundation
Boston Scientific	Neurosign
Canon Imaging	Neurovision Medical Products
CBLPath	Olympus America Inc.
Checkpoint Surgical, Inc.	Onyx Pharmaceuticals
Comprehensive Medical Services	Pheo Para Alliance
Corcept Therapeutics	Progenics, a Lantheus Company
Covidien	Qualisure Diagnostics Inc.
Eisai, Inc.	RGS Healthcare
Elsevier, Inc.	Roche Diagnostics Corporation
Esaote	Rosetta Genomics
Ethicon	Sanofi Genzyme
Exelixis	Sonic Healthcare USA
Fluoptics Imaging Inc.	Sonosite
Future Diagnostics Medical Solutions B.V.	Stradis Healthcare
GE Healthcare - Ultrasound	Stryker
Graves' Disease & Thyroid Foundation	SurgiTel
HealthBreeze	Taewoong Medical/STARmed
Hitachi Healthcare	Takeda Pharmaceuticals
Hologic	THANC Foundation/TCCC
inomed, Inc.	ThyCa: Thyroid Cancer Survivors' Association, Inc.
Interpace Diagnostics	Thyroid Care Collaborative
Intuitive Surgical	Veracyte
Invuity	WeCan Medicare Co., Ltd.
Karl Storz Endoscopy	Wolter Kluwer Health/ Lippincott Williams & Wilkins
KenyaRelief.org	Xeris Pharmaceuticals
Medi Lazer	

RULES & REGULATIONS

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 assigned exhibit space 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 Meeting Hotel 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 Meeting Hotel 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 Meeting Hotel 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 Meeting Hotel 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.



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For more information, please contact **Lauren Santangelo**,
at lsantangelo@endocrinesurgery.org