

AHNS 9th International Conference on Head and Neck Cancer



“Technology Transforming Head and Neck Cancer Care”

July 16-20, 2016

Washington State Convention Center
800 Convention Place, Seattle, WA

*Headquarters Hotel:
Sheraton Seattle Hotel
1400 6th Ave., Seattle, WA*

CONFERENCE CHAIR: Robert L. Ferris, MD, PhD
PROGRAM CHAIR: Jonathan Irish, MD

SUPPORT OPPORTUNITIES & EXHIBITOR PROSPECTUS

Early Bird Deadline: January 29, 2016

Please visit www.ahns2016.org

TABLE OF CONTENTS

| | |
|---|----|
| General Information | 2 |
| Deadlines | 2 |
| AHNS Mission | 2 |
| Exhibit Schedule | 3 |
| Past Exhibitors | 3 |
| Program Schedule | 4 |
| Support Opportunities | 5 |
| Industry Sponsored Satellite Symposia | 5 |
| Visibility Opportunities | 6 |
| Industry Theatre Presentation | 7 |
| Space Assignment & Fees | 8 |
| Service Contractor Installation & Dismantle | 9 |
| Booth Construction Information | 10 |
| Exhibit Hall Floor Plan | 11 |
| Insurance & Liability | 12 |
| Rules & Regulations | 13 |
| Policy on ACCME SCS | 14 |
| Hotel Reservation Policy | 14 |
| Advance Program Advertising Order Form | 15 |
| Final Program Advertising Order Form | 16 |
| Exhibitor Registration | 17 |
| Exhibitor Space Application Form | 18 |

General Information

MEETING HOTEL

Sheraton Seattle Hotel

1400 6th Avenue
Seattle, WA 98101
PHONE: 206-621-9000

EXHIBIT HALL LOCATION

Washington State Convention Center

Hall 4E, Fourth Floor

ASSOCIATION INFORMATION



The American Head and Neck Society (AHNS)

11300 W. Olympic Blvd., Suite 600
Los Angeles CA 90064
PHONE: 310-437-0559
FAX: 310-437-0585
EMAIL: admin@ahns.info
WEBSITE: www.ahns.info

CONTACT INFORMATION

Exhibits

Gabrielle Balara
PHONE: 310-437-0559, ext. 113
EMAIL: gabrielle@ahns.info

Sponsorships and Marketing Opportunities

Colleen Elkins
PHONE: 310-437-0559, ext. 114
EMAIL: colleen@ahns.info

EXHIBITOR DEADLINES

Advance Program Advertising Order: October 30, 2015

Advance Program Ad Payment and Artwork: December 4, 2015

★ Exhibit Early Bird Application Deadline: January 29, 2016

★ Exhibit Space Balance Due: March 18, 2016

Exhibitor Company Profile Form: May 6, 2016

Independent Contractor Form: May 6, 2016

Independent Contractor Registration: May 6, 2016

Giveaway Notification Form: May 6, 2016

Function Space Request Form: May 6, 2016

Final Program Advertising Order: June 3, 2016

Hotel Reservation Deadline: June 17, 2016

Final Program Ad Payment and Artwork: June 20, 2016

Complete Online Badge Registration: June 24, 2016

AHNS MISSION

On May 13, 1998, The American Head and Neck Society (AHNS) became the single largest organization in North America for the advancement of research and education in head and neck oncology. The merger of two societies, the American Society for Head and Neck Surgery and the Society of Head and Neck Surgeons, formed the American Head and Neck Society. The American Head and Neck Society remains dedicated to the common goals of its parental organizations:

- To promote and advance the knowledge of prevention, diagnosis, treatment, and rehabilitation of neoplasms and other diseases of the head and neck
- To promote and advance research in diseases of the head and neck, and
- To promote and advance the highest professional and ethical standards

Exhibit Schedule

EXHIBIT DATES & HOURS

Dates and times the exhibit hall is open to registrants

| | |
|--|--------------------|
| Sunday, July 17 | 10:00 am – 4:00 pm |
| Sunday, July 17 (Welcome Reception) | 6:30 pm – 8:30 pm |
| Monday, July 18 | 10:00 am – 4:00 pm |
| Tuesday, July 19 | 10:00 am – 4:00 pm |

All exhibit personnel must leave the exhibit floor 15 minutes after the close of the exhibit hall each day. Exhibits will take place in the Westside Ballroom on the fifth floor.

SET-UP HOURS

| | |
|--------------------------|-------------------|
| Friday, July 15 | 2:00 pm – 6:00 pm |
| Saturday, July 16 | 8:00 am – 6:00 pm |

All set-up personnel must wear a set-up badge, which will be available at the registration desk. For questions regarding move-in, please contact Show Management at 310-437-0559, ext. 113. Exhibitors who have not checked in with the registration desk and set up by 5:00 pm Saturday will be considered “no shows” and may have their booth dismantled by Show Management. All set-up must be completed and aisles cleared by 9:00 am, Sunday, July 17. All exhibits must be fully operational by 9:30 am, Sunday, July 17.

DISMANTLE & REMOVAL OF EXHIBITS

| | |
|-------------------------|-------------------|
| Tuesday, July 19 | 4:00 pm – 8:00 pm |
|-------------------------|-------------------|

Exhibitors may not begin dismantling until 4:00 pm on Tuesday, July 19. **All exhibits must be packed and ready for shipment by 8:00 pm on Tuesday, July 19.**

EXHIBITOR REGISTRATION HOURS

| | |
|--------------------------|-------------------|
| Friday, July 15 | 2:00 pm – 6:00 pm |
| Saturday, July 16 | 7:00 am – 6:00 pm |
| Sunday, July 17 | 6:00 am – 6:00 pm |
| Monday, July 18 | 6:30 am – 6:00 pm |
| Tuesday, July 19 | 7:00 am – 4:00 pm |

OFFICIAL SHOW SERVICE CONTRACTOR

Freeman Decorating Company

CONTACT: John J. Walsh • PHONE: 301-918-7900 • FAX: 301-459-9893

Provided that all payments and information required have been submitted, Freeman Decorating Company will mail you an Exhibitor Service Kit in April 2016.

PAST EXHIBITORS

(5th World Congress of IFHNOS & Annual Meeting of AHNS)

| | |
|--|--|
| 3D Systems - Medical Modeling | Jaypee Brothers Medical Publishers (P) Ltd. |
| 3dMD, LLC | Karger Publishers |
| Asociacion Argentina de Cirugia de Cabeza Y Cuello | KARL STORZ Endoscopy-America, Inc. |
| Atos Medical | KLS Martin |
| Bayer HealthCare | Light of Life Foundation |
| Boston Medical Products, Inc. | Marina Medical |
| Bromedicon | Medicines Company, The |
| CBLPath | MedImmune, Specialty Care Division of AstraZeneca |
| CEL-SCI Corporation | Medtronic Surgical Technologies |
| Ceredas | Memorial Sloan-Kettering Head and Neck Service |
| ColdSteel Laser Honeybee Robotics | Navidea Biopharmaceuticals |
| Cook Medical | NP Screen |
| Covidien | Olympus America, Inc |
| EACMFS/BAHNO | OmniGuide Surgical |
| ECHNO 2016 | Oral Cancer Foundation |
| Elsevier, Inc. | Orfit Industries America |
| Ethicon US, LLC | PENTAX Medical |
| Exelixis, Inc. | Plural Publishing |
| Fahl Medizintechnik Vertrieb GmbH | Sociedade Brasileira De Cirugia de Cabece E Pescoco |
| Fanconi Anemia Research Fund | SPOHNC (Support For People With Oral and Head and Neck Cancer) |
| Genzyme, a Sanofi Company | Stryker |
| Head and Neck Cancer Alliance | SURGEX |
| Healthcare Research & Analytics | Synovis Micro Companies Alliance |
| Hemostatix Medical Technologies | THANC Foundation |
| IBM | Veracyte, Inc. |
| InHealth Technologies | Vioptix, Inc. |
| International Federation of Head and Neck Oncologic Societies (IFHNOS) | Visionsense |
| Intuitive Surgical | Wolters Kluwer Health/Lippincott Williams & Wilkins |
| IRX Therapeutics, Inc. | |
| JAMA Network, The | |

Program Schedule

The following is an outline of the scientific program. Detailed information will be available in the Advance Program in January.

SUNDAY, JULY 17

★ **Exhibit Hall Open: 10:00 am – 4:00 pm**

Panels

- Imaging and Head and Neck Cancer: Pretreatment Assessment and Intraoperative Technology
- Genomics and Personalized Medicine Technology Guiding Head and Neck Cancer Care
- Sinonasal and Skull Base Surgery: Technology Advancing the Frontiers
- Technology for Assessment of the NO Neck-Sentinel Node Lymphoscintigraphy and Ultrasound
- Functional Rehabilitation of the Head and Neck Cancer Patient - Consider Case-Based
- Technologies Transforming Parathyroid Surgery
- Technology for Imaging Assessment after Head and Neck Cancer Treatment
- Head and Neck Cancer Care: Challenges and Technological Barriers Across the World
- Salivary Gland Malignancy

Preferred Papers

- Robotics
- Thyroid/Parathyroid
- Outcomes
- Systemic Tx/Metastasis
- Nasopharynx
- Oropharynx
- Larynx/Hypopharynx
- Tumor Immunology/Virology
- Reconstruction

★ **International Welcome Reception with Exhibitors: 6:30 pm – 8:30 pm**

MONDAY, JULY 18

★ **Exhibit Hall Open: 10:00 am – 4:00 pm**

Video Sessions

- Selective Neck Dissection
- TORS for OPSCC
- TLM for OPSCC
- TORS for Larynx
- Endoscopic Pituitary
- Robotic Neck Dissection
- Forearm Free Flap

Panels

- Evolving Role of Induction Chemotherapy
- Changing Landscape in Management of Thyroid Cancers
- The Current Management of Melanoma: A Multidisciplinary Approach
- New Targeted Therapies in Head and Neck Cancer
- Concurrent Chemoradiotherapy: Controversies
- HPV: Epidemiology, Behavior, Prevention and Clinical Implications
- Management of Advanced Oropharyngeal Cancer in the Era of HPV and TORS
- Adjuvant Postoperative Therapy
- Quality Improvement in Head and Neck Cancer Care

Preferred Papers

- New Therapeutic Targets
- Oropharynx
- Skull Base
- Sentinel Node/NO Neck
- Genomics
- Risk Factors/Cancer Control
- Salivary Gland
- Reconstruction
- Basic Science-Animal Models
- Cancer Screening/Detection
- Potpourri

★ **Poster Session with Wine & Cheese: 5:30 pm – 7:00 pm**

TUESDAY, JULY 19

★ **Exhibit Hall Open: 10:00 am – 4:00 pm**

Panels

- Nasopharyngeal Cancer
- New Approaches in Radiation Therapy
- Current Management of Oral Cavity Cancer
- Genomics and Genetics in Evaluation of Thyroid Nodules
- State-of-the-art Management of Oropharyngeal Cancer
- Targeted Therapeutics and Translational Research
- Systemic Therapy for Rare Head and Neck Cancers
- Management of Larynx/Hypopharynx Cancer
- Challenges in Head and Neck Reconstruction: Now and the Future

Preferred Papers

- Oropharynx/HPV
- Cancer Stem Cells/Microenvironment
- Epidemiology
- Functional Imaging
- Oral Cavity
- Thyroid
- Basic Science-Invasion/Metastasis
- Radiotherapy
- Quality/Outcomes
- New Therapeutic Targets

★ **Gala Event: 7:00 pm – 9:00 pm**

WEDNESDAY, JULY 20

Panels

- Actionable Therapy based on TCGA Data
- The Science of HPV
- Management of the Neck: New and Emerging Issues
- Future Immunotherapeutic Developments for Head and Neck Cancer
- Management of the Head and Neck Surgical Career
- Robotics in Head and Neck Cancer Surgery

Preferred Papers

- Thyroid/Parathyroid
- Larynx
- Reconstruction
- Imaging
- Outcomes/Quality of Life
- Epigenetics
- Genomics
- Oral Cavity

Support Opportunities

PLATINUM LEVEL SUPPORT (EDUCATIONAL GRANT): \$35,000*

ACKNOWLEDGED AS SUPPORTER OF:

- Two Scientific Panels of your choice
- The John Conley Keynote lecture
- Preferential seating for up to six at the Opening Ceremony

ACKNOWLEDGED AS PLATINUM LEVEL SUPPORTER:

- On-site with signage, slides and verbal recognition in session room
- In Final Program
- In pre-meeting marketing materials
- On AHNS website and meeting app with hyperlink to company website
- In AHNS journal, *Archives of Otolaryngology*

RECEIVE PRE- AND POST-MEETING REGISTRATION LIST

GOLD LEVEL SUPPORT (EDUCATIONAL GRANT): \$25,000*

ACKNOWLEDGED AS SUPPORTER OF:

- Two Scientific Sessions of your choice
- The Hayes Martin Keynote Lecture
- Preferential seating for up to four at the Opening Ceremony

ACKNOWLEDGED AS GOLD LEVEL SUPPORTER:

- On-site with signage, slides and verbal recognition in session room
- In Final Program
- In pre-meeting marketing materials
- On AHNS website and meeting app with hyperlink to company website
- In AHNS journal, *Archives of Otolaryngology*

RECEIVE PRE- AND POST-MEETING REGISTRATION LIST

SILVER LEVEL SUPPORT (EDUCATIONAL GRANT): \$15,000*

ACKNOWLEDGED AS SUPPORTER OF:

- One Scientific Session of your choice
- Poster Session

ACKNOWLEDGED AS SILVER LEVEL SUPPORTER:

- On-site with signage, slides and verbal recognition in session room
- In Final Program
- In pre-meeting marketing materials
- On AHNS website and meeting app with hyperlink to company website
- In AHNS journal, *Archives of Otolaryngology*

RECEIVE PRE- AND POST-MEETING REGISTRATION LIST

BRONZE LEVEL SUPPORT (EDUCATIONAL GRANT): \$10,000*

ACKNOWLEDGED AS BRONZE LEVEL SUPPORTER:

- On-site with signage, slides and verbal recognition in session room
- In Final Program
- In pre-meeting marketing materials
- On AHNS website and meeting app with hyperlink to company website
- In AHNS journal, *Archives of Otolaryngology*

RECEIVE PRE- AND POST-MEETING REGISTRATION LIST

LEVEL SUPPORT: PANEL AND SESSION SELECTION OPTIONS

Platinum, Gold and Silver level donors have the opportunity to select and be acknowledged for supporting one or more Panels or Scientific Sessions being held at the AHNS International meeting. Platinum supporters have a first priority choice on a first come, first served basis; Gold and Silver supporters have second and third priority respectively, all on a first come, first served basis.

The list of Panels and Scientific Sessions available for support acknowledgement will be provided to all Platinum, Gold and Silver level donors in early 2016.

**Requires a signed Letter of Agreement (LOA) in advance of the meeting in order for support to be acknowledged.*

INDUSTRY SPONSORED SATELLITE SYMPOSIA

There will be 3 (three) Breakfast Symposia opportunities each day, Monday – Wednesday from 6:45 am to 7:45 am.

FEES: The fee for hosting a Breakfast Symposia is \$15,000 for room accommodating up to 120 theater style, \$20,000 for room accommodating up to 175 theater style, and \$25,000 for room accommodating up to 275 theater style.

A limited number of companies will have the opportunity to present an educational event of their choosing which may include, for example, a panel discussion or an invited speaker. Rooms for this event will be assigned on a first-come first-served basis. Symposia support will be acknowledged in the final program and on event signage. (Please complete satellite symposia application and return with your support confirmation.)

The symposia will be promoted in the Advance Program (if confirmed before publication) and in the Final Program. On-site signage will be produced to further promote the event at the meeting. Other marketing opportunities will be provided.

This is a great opportunity to have an exclusive audience with IFHNOS and AHNS attendees focused on education directly related to your goals. If your company is interested in learning more about this opportunity, please contact **Colleen Elkins** at the AHNS office at **310-437-0559, ext. 114**, or via email: **colleen@ahns.info**.

Visibility Opportunities

DIAMOND CORPORATE VISIBILITY PACKAGE: \$50,000

- One breakfast symposium on day of your choice (on a space availability basis)
- One 10' x 20' exhibit space
- One banner ad on meeting app
- One insert in attendee bag
- Acknowledged as sponsor of one coffee break
- Acknowledged as sponsor of Opening Reception

HOTEL OPPORTUNITIES

HOTEL DOOR DROP – \$5,000

Be one of the first companies visible to attendees when you partner with AHNS to sponsor the Hotel Door Drop. This is your chance to include announcements, invitations, samples and sales literature that will be hand-delivered to the hotel room of every registered attendee. (Sponsor is responsible for production costs and hotel fees.)

ENTRANCE LEVEL WINDOW CLINGS – variable pricing based on number of clings

KEY CARDS – \$8,500 + Production (subject to hotel costs)

Want to make a big visual impact? Put your company's artwork on the hotel room key cards. One of the first things an attendee will see upon arrival, and something they will continue to use and see every day, is their hotel room key card. Put your company logo on the hotel room key for high visibility.

CONVENTION CENTER OPPORTUNITIES

ATTENDEE BAG INSERTS – \$3,000

Reach out to every attendee by placing your product or booth advertisement in the attendee registration bag. Show management must approve of insert prior to production.

BANNERS – variable pricing based on location, size and number of banners

There are several opportunities to highlight your brand messaging in the meeting space at the convention center. Convention Center fees and production costs are not included. For list of opportunities and pricing contact Colleen Elkins, AHNS Director of Development at **310-437-0559, ext. 114**, or via email at colleen@ahns.info.

ESCALATOR CLINGS – variable pricing based on location and number of clings

Place your brand message on the glass railings of the escalators or on the space between escalators (troughs). Several opportunities are available. All artwork must be approved by show management prior to production. Convention Center fees and production costs are not included.

EXHIBIT AISLE SIGNS – \$4,000

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

MEETING APP ADVERTISING

Put them in the palm of your hand by advertising on the AHNS meeting app for attendee mobile devices. Opportunities will include banner ads, extended company description for exhibitors, inclusion of media items in exhibit listing, and more. For list of opportunities and pricing contact Colleen Elkins, AHNS Director of Development at **310-437-0559, ext. 114**, or via email at colleen@ahns.info.

PILLAR WRAP – \$3,000 per pillar + production and convention center fees

Wrap the pillars at the entrance area of the convention center. Two columns are available. Your company message will be prominently displayed as attendees make their way into the convention center every day. Contact show management for size requirements. All artwork must be approved by show management prior to production.

PROGRAM ADVERTISING

For information about advertising in the Advance or Final Program, please contact Gabrielle Balara, Exhibit Manager. Via email: gabrielle@ahns.info or by phone at **310-437-0559, ext. 113**.

Industry Theater Presentation

The AHNS is excited to announce a new opportunity to gain additional exposure at the 2016 meeting – The Industry Theater. Take advantage of this unique chance to conduct a product presentation in front of a captive audience. The Industry Theater will be a private, designated area of the exhibit hall and multiple scheduling options are available to maximize your time in the spotlight.

Showcase a new product or service or highlight the latest clinical research by participating in the Industry Theater.

- Industry Theater will be in the exhibit hall.
- The area will be draped and set theater style for 100 attendees.
- Basic audio-visual equipment (screen, projector and microphone and AV tech) will be provided.
- Presentations will be non-CME and can have an educational or marketing focus.
- All time slots are exclusive. Only one Industry Theater presentation may take place at any time.
- Participating companies may receive, for one-time use, a pre-registration mailing list to promote their event.
- Companies must be a current 2016 AHNS exhibitor to participate.
- The AHNS will promote the Industry Theater via the meeting website, the meeting app, in the Final Program (if confirmed before print deadline of June 3, 2016) and daily event signage.

COST

- \$2,500 for one 12-minute presentation (by March 4, 2016)
- \$4,000 for two 12-minute presentations (by March 4, 2016)
- \$5,000 for three 12-minute presentations (by March 4, 2016)
- All fees increase by \$500 if reserved after March 4, 2016

AVAILABLE TIME SLOTS

The Industry Theater will be available for presentations during lunch breaks. Four presentation times will be available each day.

- Sunday, July 17, 2016:** 12:30 pm – 1:30 pm
- Monday, July 18, 2016:** 12:30 pm – 1:30 pm
- Tuesday, July 19, 2016:** 12:15 pm – 1:15 pm

INDUSTRY THEATER CONFIRMATION FORM

CONTACT INFORMATION

COMPANY NAME _____

CONTACT PERSON _____

TELEPHONE _____

FAX _____

EMAIL _____

RESERVATION INFORMATION

Indicate if you would like to reserve one, two or three presentation times by checking the appropriate box.

- One Presentation Two Presentations Three Presentations

Indicate which day and time you wish to reserve by checking the appropriate box(es) below.

Sunday, July 17, 2016

- 12:30 pm – 12:42 pm
- 12:45 pm – 12:57 pm
- 1:00 pm – 1:12 pm
- 1:15 pm – 1:30 pm

Monday, July 18, 2016

- 12:30 pm – 12:42 pm
- 12:45 pm – 12:57 pm
- 1:00 pm – 1:12 pm
- 1:15 pm – 1:30 pm

Tuesday, July 19, 2016

- 12:15 pm – 12:27 pm
- 12:30 pm – 12:42 pm
- 12:45 pm – 12:57 pm
- 1:00 pm – 1:15 pm

PRESENTATION DETAILS

- Indicate the general topic of your presentation: _____
- Indicate the name of the person making the presentation: _____
- Additional AV may be obtained through the AHNS AV provider.

PAYMENT INFORMATION

- Check enclosed.** Please make check payable to the American Head & Neck Society and mail to: AHNS 11300 W. Olympic Blvd., Ste. 600, Los Angeles, CA 90064

- Credit Card Payment:** Visa Mastercard American Express

Card#: _____ Expiration: _____

Name on card: _____

Signature: _____

Space Assignment & Fees

BOOTH ASSIGNMENTS

There is a \$100 discount on exhibit fees received prior to the January 29, 2016 early bird deadline.

The initial assignment of booth space occurs just after the January 29, 2016 early bird deadline. Applications received after January 29, 2016 will not be included in the initial space allocation.

All booths are assigned on a first-come, first-served basis.

EXHIBITOR FEES & SPECIFICATIONS

Early Bird Fees (on or prior to January 29, 2016)

| | |
|----------------------|----------|
| 10 x 10 Linear Booth | \$2,800 |
| 10 x 10 Corner Booth | \$3,000 |
| 20 x 20 Island | \$12,000 |

Standard Fees (after January 29, 2016)

| | |
|----------------------|----------|
| 10 x 10 Linear Booth | \$3,000 |
| 10 x 10 Corner Booth | \$3,200 |
| 20 x 20 Island | \$12,800 |

Included with each booth: 8' high background drape, 3' high side drape(s), exhibitor booth ID sign.

PAYMENT SCHEDULE

A deposit of 50% of the total exhibit rental charge must accompany signed application for it to be considered valid. **Total balance due March 18, 2016.**

If full payment is not received by March 18, 2016, **the space may be reassigned or resold.** All reservations must be made in writing.

SERVICES EXCLUDED

Booth rental fee does not include the following products and services: furniture, wastebasket, drainage, floral, electricity or audio-visual. Information regarding these items will be included in the Exhibitor Service Kit.

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. Refer to Rules & Regulations for further clarification.

EXHIBITOR STAFF CONDUCT

- Exhibitors must set up, occupy, and staff their exhibits during all hours exhibits are open.
- 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 is not permitted.
- Exhibitors are prohibited from posting signs relating to exhibits or any company activity outside the parameter of the exhibitor's own booth.
- When food and beverage are served in the Exhibit Hall during lunch and breaks, exhibit personnel may participate but are expected to allow attendees to participate first.

POLICY FOR EXHIBITORS ATTENDING SCIENTIFIC SESSIONS

Exhibitors may attend didactic sessions 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 any course that is not part of the general sessions (Instructional Courses and Lunch With the Professors) 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. Exhibitors may not engage in sales while in the session rooms.

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. 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 the AHNS by the Exhibitor shall be retained as follows:

- \$100 per space if application is canceled on or prior to January 29, 2016
- \$1,000 per space if application is canceled after January 29, 2016 and prior to March 18, 2016

NO REFUNDS for any cancellations or reductions after March 18, 2016.

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 applicant(s).



Service Contractor Installation & Dismantle

OFFICIAL SHOW SERVICE CONTRACTOR

Freeman Decorating Company

CONTACT: John J. Walsh

PHONE: 301-918-7900

FAX: 301-459-9893

Provided that all payments and information required have been submitted, Freeman will send an Exhibitor Service Kit to you via email in April 2016.

EXHIBITOR APPOINTED CONTRACTORS

Use of exhibitor appointed contractors is permitted. Submission of a completed Exhibitor Appointed Contractor form is required and the form will be included in the Exhibitor Confirmation Kit provided by Show Management. Exhibitor Appointed Contractor information must be accompanied by a Certificate of Insurance and received by Show Management before May 6, 2016. Exhibitors who use independent contractors and do not provide Certificates of Insurance will not be allowed on the exhibit floor.

AUDIO VISUAL SERVICES

A form for ordering AV will be included in the Freeman Exhibitor Service Kit.

TELECOMMUNICATIONS

Complete details and order forms will be provided in the Freeman Exhibitor Service Kit.

LABOR

Freeman will provide the labor for set-up, dismantling, electrical, and material handling. 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 Freeman Exhibitor Service Kit.

INSTALLATION/DISMANTLING LABOR

Rates subject to change. Updated and detailed information will be provided in the Freeman Exhibitor Service Kit.

Straight Time: \$116.50 per hour

Overtime: \$209.25 per hour

Additionally, rates for electrical labor will be included in the Freeman Exhibitor Service Kit.

FREIGHT HANDLING & SHIPPING

The official drayage contractor will have 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 as those shipped in advance to the warehouse. Advance shipment rates include up to 30 days of storage for your shipment in the contractor's 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 (2 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: \$102.50 per cwt, \$205.00 minimum. Accepted up to 30 days in advance to contractor's warehouse. Address to be published in the Exhibitor Service Kit.

Direct Shipment Rate: \$107.50 per cwt, \$215.00 minimum. Shipments sent directly to show site. Address and dates that shipments can be received to be published in the 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 the Exhibitor Service Kit. For further details, please contact **Gabrielle Balara** at **310-437-0559, ext. 113**, or via email: **gabrielle@ahns.info**.

Booth Construction Information

BOOTH CONSTRUCTION INFORMATION

A complete set of construction specifications will be sent with the Exhibitor Service Kit to be emailed in April 2016.

- 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 and 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, Washington.
- Electrical equipment must conform to the electrical codes of the City of Seattle, Washington.

BOOTH DESCRIPTION

Included with each linear or corner booth will be an eight (8) foot high background drape, three (3) foot 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 carpeted.

HANGING SIGNS OR BANNERS

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

LINEAR EXHIBITS

One or more exhibits in a straight line

- Minimum space is 8' x 10'
- The rear one 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 the perimeter walls may have a rear height of up to twelve (12) feet with prior approval from Show Management.

ISLAND EXHIBITS

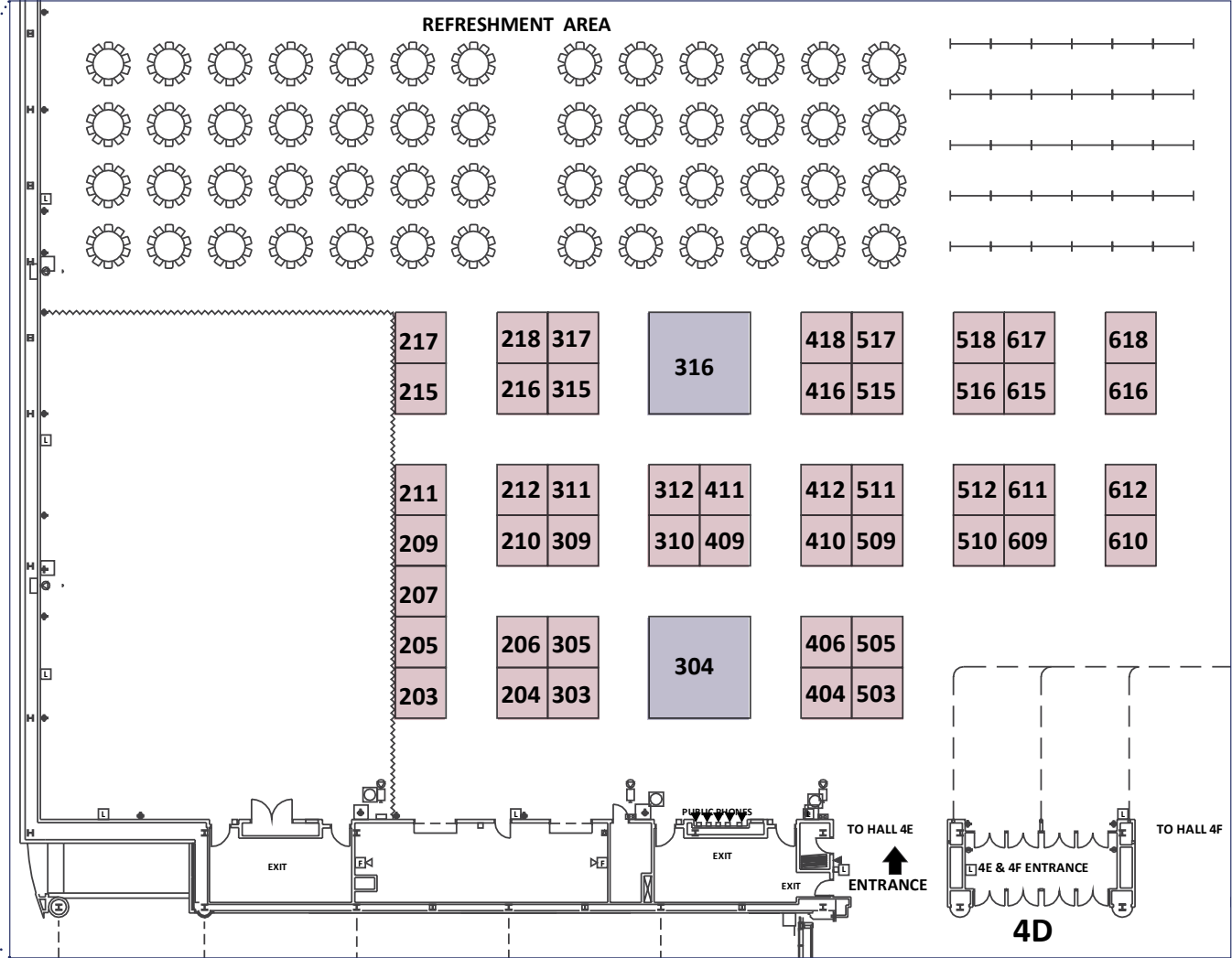
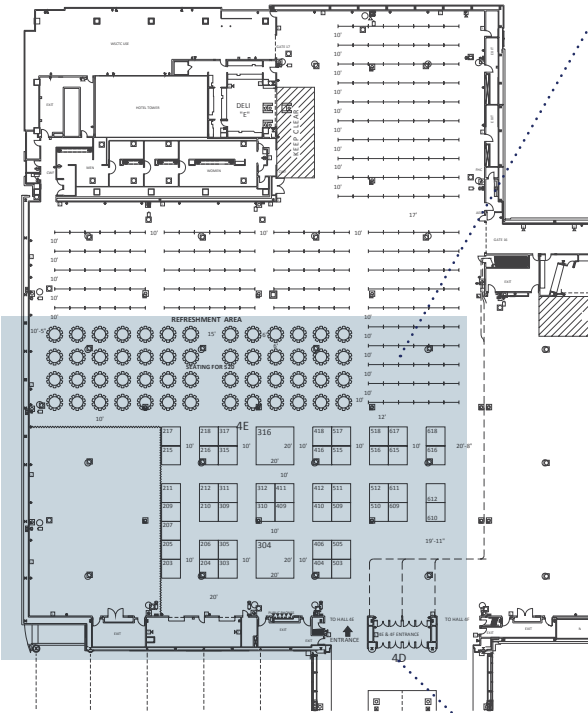
20' x 20' or larger

- Maximum height including hanging signs is twenty (20) feet.
- Equipment and/or structure must be located so as not to place the viewer or exhibit personnel in the aisle.
- Design of the booth must allow for see-through visibility and accessibility from all aisles.
- The two (2) foot area immediately within the boundaries of the exhibit space may be occupied ONLY IF, in the opinion of Show Management, there is no interference with other exhibitors. Full use of the rest of the space is permitted.
- Solid walls that are four (4) feet or higher must be set a minimum of two (2) feet back from the booth line.



Exhibit Hall Floor Plan

WASHINGTON STATE CONVENTION CENTER HALL 4E



Insurance & Liability

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 officers, and hold harmless AHNS and Show Management, their 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 AHNS, 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 AHNS regarding the exhibit premises and further an exhibitor shall at all times protect, indemnify, save and keep harmless the AHNS, 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. Although security is provided by Show Management, furnishing of such security shall not be deemed to affect the non-liability of AHNS or Show Management, their members, representatives, 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 AHNS 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 AHNS 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 AHNS 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. AHNS 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 décor, such as crepe paper, tissue paper, cardboard, or corrugated paper shall be used by exhibitors in the exhibit hall 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 décor, 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.

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.

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.

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 May 6, 2016.

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 AHNS. 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.

EXHIBITOR HOSTED EVENTS (OUTSIDE OF EXHIBIT HALL)

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

- **Saturday, July 16, before 8:00 am**
- **Saturday, July 16, after 6:30 pm**
- **Monday, July 18, after 6:30 pm**

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

All events hosted by exhibitors during non-program hours must be cleared through Show Management. A completed Function Request Form must be submitted to Show Management to obtain space at the Washington State Convention Center or the Sheraton Seattle Hotel. Show Management will contact the hotel which will release the space for exhibitor use. A Function Request Form must be submitted for all events to be held at the hotel. This form will be included in the Exhibitor Confirmation Kit.

IN-BOOTH EXHIBITOR PROGRAMS AND PRESENTATIONS

- Exhibitor presentations may take place in exhibitors' booths 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. Request forms for these educational events will be included in your Exhibitor Confirmation Kit and must be completed and returned to the Show Office by May 6, 2016.

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 AHNS."

Policy on ACCME SCS

POLICY ON ACCME STANDARDS FOR COMMERCIAL SUPPORT (SCS)

As an ACCME accredited provider, AHNS 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, AHNS 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: 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.

HOTEL RESERVATION POLICY

The AHNS has made special arrangements with the Sheraton Seattle Hotel to offer attendees and exhibitors a discounted rate on a first-come, first-served basis. Exhibitors are required to reserve rooms within the meeting room block. Exhibitors may book their hotel rooms directly with the hotel.

Exhibitors should follow the hotel reservation policy as defined in the exhibitor confirmation packet. Reservations must be made by **June 17, 2016** in order to receive the discount. Rooms may be available after these dates but not at the discounted rates.

The special discounted room rates for AHNS meeting attendees are \$229 traditional, \$239 deluxe.



9th International Conference on Head and Neck Cancer Advance Program Advertising Order Form



Ad Placement Deadline: October 30, 2015
Art Materials Deadline: December 4, 2015

The Advance Program for the 9th International Conference on Head and Neck Cancer will be in a **digital** format, posted on our website, with a link emailed to approximately 10,000-15,000 surgeons and oncologists in the US and abroad, including AHNS members and applicants, members of ASCO, ASTRO, ASHNR and a mailing list of colleagues around the world. The Advance Program will be a 11"W x 8.5"H horizontal format.

AD SPECS

Full page trim size: 11"W x 8.5"H
Half page trim size: 5.5"W x 8.5"H

FILE SUBMISSION GUIDELINES

All ads should be in color. Acceptable file formats include PDF, JPG, PSD (flattened) or TIFF (flattened). Please do not send native program files such as Quark, Pagemaker, Illustrator or InDesign files. Please make artwork to size and at 150 dpi. No bleed necessary.

Please return this form to Gabrielle Balara at:
11300 W. Olympic Blvd., Suite 600
Los Angeles, CA 90064
PHONE: 310-437-0559, ext. 113
FAX: 310-437-0585
E-MAIL: gabrielle@ahns.info

Please submit artwork to Gabrielle Balara at:
gabrielle@ahns.info

CONTACT INFORMATION

COMPANY NAME _____

CONTACT PERSON _____

TELEPHONE _____ FAX _____

EMAIL _____

ADVERTISING RATES/ORDER FORM

| Type of Advertisement | Fee | Amount |
|---|---------|----------|
| Full Page - Inside front cover | \$1,125 | \$ _____ |
| Full Page - Inside rear cover | \$1,045 | \$ _____ |
| Full Page - Interior | \$850 | \$ _____ |
| Half Page - Interior | \$550 | \$ _____ |
| TOTAL COST OF AD | | \$ _____ |
| 50% deposit required (Deadline October 30, 2015) | | \$ _____ |
| BALANCE DUE (December 4, 2015) | | \$ _____ |

**Please make check payable to the American Head and Neck Society or
Please charge \$ _____ to the credit card below:**

Visa Mastercard American Express

Card#: _____ Expiration: _____

Name on card: _____

Signature: _____

9th International Conference on Head and Neck Cancer Final Program Advertising Order Form

Ad Placement Deadline: June 3, 2016

Art Materials Deadline: June 20, 2016

The Final Program for the 9th International Conference on Head and Neck Cancer will be distributed to approximately 2,000 surgeon attendees at the meeting, guests and a mailing list of colleagues around the world. The Final Program will also be available on the AHNS website at www.ahns.info. The Final Program will be a 11" W x 8.5" H horizontal format. Total print run is approximately 2,400.

AD SPECS

All interior ads are black and white.

All ads are non-commissionable.

| | |
|-----------------------------|------------------|
| Full page, with 1/8" bleed: | 11.25"W x 8.75"H |
| Trim size: | 11"W x 8.5"H |
| Half page, with 1/8" bleed: | 11.25"W x 8.75"H |
| Trim size: | 5.5"W x 8.5"H |

FILE SUBMISSION GUIDELINES

All ads should be in grayscale, and have a 1/8" bleed. Acceptable file formats include PDF, JPG, PSD (flattened) or TIFF (flattened). Please do not send native program files such as Quark, Pagemaker, Illustrator or InDesign files. Please make artwork to size, including a 1/8" bleed, and at 300 dpi.

CONTACT INFORMATION

COMPANY NAME _____

CONTACT PERSON _____

TELEPHONE _____

FAX _____

EMAIL _____

ADVERTISING RATES/ORDER FORM

| Type of Advertisement | Fee | Amount |
|--------------------------------|-------|----------|
| Full Page - Inside front cover | \$950 | \$ _____ |
| Full Page - Inside rear cover | \$850 | \$ _____ |
| Full Page - Interior | \$750 | \$ _____ |
| Half Page - Interior | \$500 | \$ _____ |

TOTAL COST OF AD \$ _____

50% deposit required (June 3, 2016) \$ _____

BALANCE DUE (June 20, 2016) \$ _____

Please make check payable to the American Head & Neck Society or

Please charge \$ _____ to the credit card below:

Visa Mastercard American Express

Card#: _____ Expiration: _____

Name on card: _____

Signature: _____

Please return this form to Gabrielle Balara at: 11300 W. Olympic Blvd., Suite 600, Los Angeles, CA 90064
PHONE: 310-437-0559, ext. 113 • FAX: 310-437-0585 • E-MAIL: gabrielle@ahns.info

Please submit artwork to Gabrielle Balara at:
gabrielle@ahns.info



EXHIBITOR REGISTRATION

The deadline for submission of your exhibitor staff list is June 24, 2016. Do not submit hard copy lists of your exhibitor staff. All exhibitor registration must be completed online. Show Management will email complete instructions for the online registration system at the time your Confirmation Kit is mailed.

Exhibitor badges may be picked up on-site by the individual, or one company representative may pick up all badges. **If one person is retrieving all badges, please advise show management in advance.** Badges are filed under the company name. **Badges must be worn at all times** the exhibitor is on the show floor or in an educational session.

The exhibit registration fee includes a maximum of four (4) personnel per 10' x 10' space. Regardless of booth size, the total maximum number of personnel included in an exhibit registration fee is 40.

After the close of online registration on June 24, 2016, all additions or changes to badge lists must be made onsite. All onsite changes or additions made onsite are subject to a \$50 fee for each change or addition to be paid onsite.

Registration of exhibit personnel beyond maximum allowed, 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 are not to 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.

9th International Conference on Head and Neck Cancer Exhibitor Space Application



We, the undersigned, apply for technical exhibit space at the above referenced meeting to be held at the Washington State Convention Center in Seattle, Washington. We accept the conditions, rules, regulations, terms, and policies printed in the Exhibitor Prospectus, which form part of this agreement.

EXHIBITOR INFORMATION

Please type this information exactly as it should appear in all official publications.

COMPANY NAME _____

ADDITIONAL COMPANY NAMES _____

used in recent past or used presently (for office reference only)

STREET ADDRESS _____

CITY _____

STATE _____ ZIP _____

COUNTRY _____

TELEPHONE _____

FAX _____

EMAIL _____

WEBSITE _____

**Please return this form to Gabrielle Balara,
AHNS Show Management, at:**

11300 W. Olympic Blvd., Suite 600
Los Angeles, CA 90064
PHONE: 310-437-0559, ext. 113
FAX: 310-437-0585
E-MAIL: gabrielle@ahns.info

CONTACT INFORMATION

PRIOR TO MEETING CONTACT

TELEPHONE

EMAIL

ON-SITE EXHIBIT MANAGER

TITLE

CELL PHONE

EMAIL

EXHIBIT RESERVATION *See page 11 for layout.*

Yes, please reserve ____ 10' x 10' linear booth(s) which includes pipe and drape, and a booth ID sign. For additional items please see the exhibitor kit which will be mailed April 2016.

Please list **at least three choices** by booth number(s): 1st choice: _____ 2nd choice: _____ 3rd choice: _____

We prefer not to be in proximity to the following exhibitors: _____

Early Bird Booth Prices (on or prior to Jan. 29, 2016)

10' x 10' Linear Booth

\$2,800

10' x 10' Corner Booth

\$3,000

20' x 20' Island

\$12,000

Standard Booth Prices (after January 29, 2016)

10' x 10' Linear Booth

\$3,000

10' x 10' Corner Booth

\$3,200

20' x 20' Island

\$12,800

PAYMENT SCHEDULE

- One-half total booth cost **deposit** due with application **January 29, 2016**. Balance due **March 18, 2016**.
- After **March 18, 2016** total booth price due with application.
- Please pay by Credit Card or US Bank check.

Total Estimated Cost of Exhibit: \$ _____ Deposit (50%): \$ _____ **TOTAL AMOUNT ENCLOSED: \$ _____**

Check enclosed. Please make check payable to the American Head & Neck Society.

Credit Card Payment. AHNS accepts: Visa Mastercard American Express

Card#: _____ Expiration: _____

Name on card: _____

Signature: _____

Your signature on this application indicates that you understand and agree to comply with all the policies, rules, regulations, terms, and conditions contained in this Exhibitor Prospectus, and will abide by the payment schedule as outlined above, and have read the rules and regulations and agree to distribute them to those involved with your booth.