



# Make plans to exhibit in 2024

Exhibitor Prospectus

 **ATS 2024**

San Diego, CA | May 17-22

# We are excited to welcome you back to **ATS 2024!**

Join us as we connect with specialists in all aspects of respiratory health—from clinicians to researchers to educators—all of whom share your passion for improving patient care.

ATS 2024 will showcase the latest advances and discoveries in respiratory science, patient care, and global public health. At this unprecedented time, the products, devices, and services you deliver are essential to the breakthroughs and significant contributions that are changing lives and shaping the scientists, healthcare professionals and medical leaders in the field.

## Be at the center of it all!

We invite you to exhibit at the ATS 2024 International Conference in San Diego, CA. This premier conference, featuring experts in all aspects of respiratory health, including pulmonary, critical care, and sleep medicine, is the place to connect, collaborate and innovate.



# Why Exhibit at ATS 2024?

- **Interact** face-to-face with physicians involved in patient care.
- **Connect** with an expected 10,500 pulmonary, critical care and sleep professionals from the U.S. and around the world.
- **Build visibility** for your company, brand, and products.
- **Introduce** new products and services.
- **Measure** success with lead retrieval and a validated third-party attendee audit.
- **Learn** with access to educational sessions and networking events. (Exhibitor badges cannot claim CME/MOC nor do they provide access to ticketed sessions)



## We Promote You!

The ATS 2024 Exhibit Hall is a key feature of the conference and is included in all marketing promotion and eblasts.

- **ePreview #2** is dedicated and focused on exhibitors, the exhibit hall and Industry Programs. ePreviews are related to each persona ensuring content is relevant and timely.
- **Know Before You Go** is sent to all attendees and promotes the Exhibit Hall.
- **ATS Conference News** highlights the exhibit hall and conference activities.
- **Online Exhibitor Directory/Mobile App** Company description, disease state, and product category listings in the ATS 2024 Online Exhibitor Directory and the ATS 2024 mobile app.
- **You-Are-Here Locators** Attendees can easily search exhibitors by the top product categories using convenient QR codes or by viewing a large floor plan on the Exhibit Hall with the exhibitors listed in alpha-order.

# Value-Add Offerings for Exhibitors

## Exhibitor Success & ROI Center

The ATS Exhibitor Success & ROI Center is your FREE, on-demand, 24/7 exhibiting knowledge resource to give you answers to your most pressing exhibiting challenges, expand your exhibiting know-how, and improve your company's exhibiting performance and ROI.

## E3 Exhibiting Effectiveness Evaluation

As one of our top value-added services, we provide unbiased, expert feedback of your exhibit in action at our show. This innovative program offers expert diagnostic insight into your booth presentation, product/service presentation and your exhibit staff and includes an evaluation report identifying effectiveness and potential areas of improvement.

## VIP Customer Exhibit Hall Only Registration

Each exhibitor receives five complimentary VIP Customer Exhibit Hall Only Registrations to invite customers and potential customers.

## Attendee Outreach Opportunities

Exhibitors can purchase a one-time use of the attendee list either as an email, mailing, or internal reference, which can be segmented by the attendee demographics, so you can reach the exact target audience you want to see.

## Complimentary Attendee Preview List for All Exhibitors

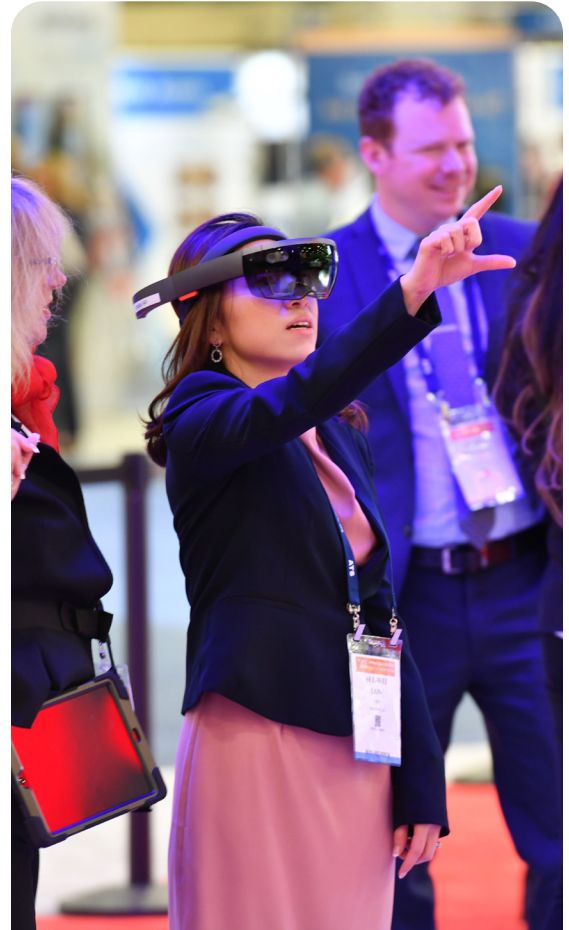
The preview list distributed in early March, contains the institution, degree, state, country, address type, topics of interest, work setting, and nature of professional activities for the attendees pre-registered as of the date the list is pulled. This can be used to cross reference against your internal lists to assist you with marketing your booth.

## Expo Hall Meeting Rooms

We offer our exhibitors the opportunity to rent private meeting rooms located in the Exhibit Hall. These Expo Hall Meeting Rooms can be customized to meet your needs. Expo Suite sales will open in Fall 2023.

## Business Suites

Additional room options are available outside the Exhibit Hall to accommodate your meeting needs. These are great for client meetings, focus groups, private demonstrations or for your staff. Discounted pricing is available for exhibiting companies. Business Suite rentals are available for full conference or two day rentals. Business Suite sales will open in Fall 2023.



## Exhibit Hall Traffic Builders

Fun Zone

Innovation Hubs

Industry Theaters

Coffee & Connections

Professional Headshot Booth


Continue the Conversation  
Lounge

Toast to Innovation Reception

# Demographics


## ATS 2023

Washington, DC



72%

US attendees



28%

Int'l attendees

## 10,308

Total Professional Attendees

## 4,955

Total Pulmonary

## 3,669

Total Research

## 2,883

Total Critical Care


## 696

Total Sleep

Top 10 Specialty Areas Listed*	# of Attendees	% of Total	Top 10 Areas of Interest*	# of Attendees	% of Total
Pulmonary – Adult	4,213	40.8%	Asthma	3,263	31.5%
Critical Care – Adult	2,779	26.9%	COPD	3,187	30.8%
Research – Clinical	1,854	17.9%	Idiopathic Pulmonary Fibrosis	2,306	22.3%
Internal Medicine	1,616	15.6%	ARDS	2,182	21.1%
Clinical Practice	1,555	15%	Pulmonary Hypertension	1,847	17.9%
Research – Basic Science	1,358	13.1%	Sepsis	1,575	15.2%
Education/Teaching	1,046	10.1%	Bronchiectasis	1,517	14.7%
Cell & Molecular Biology	749	7.2%	Respiratory Failure/Injury	1,444	14.0%
Sleep Medicine	696	6.7%	Pneumonia	1,498	14.5%
Allergy/Immunology	693	6.7%	Infectious Lung Diseases, Other	1,411	13.6%

## ATS 2022

San Francisco, CA



73%

US attendees



27%

Int'l attendees

## 8,180

Total Professional Attendees

## 4,404

Total Pulmonary

## 3,170

Total Research

## 2,570

Total Critical Care

## 555

Total Sleep

Top 10 Specialty Areas Listed*	# of Attendees	% of Total	Top 10 Areas of Interest*	# of Attendees	% of Total
Pulmonary – Adult	3,441	42%	COPD	2,487	30.4%
Critical Care – Adult	2,242	27.4%	Asthma	2,512	30.7%
Research – Clinical	1,580	19.3%	Interstitial Lung Diseases, Other	1,815	22.2%
Internal Medicine	1,356	16.6%	Idiopathic Pulmonary Fibrosis	1,748	21.3%
Clinical Practice	1,278	15.6%	ARDS	1,648	20.1%
Research – Basic Science	1,231	15%	Pulmonary Hypertension	1,520	18.6%
Education/Teaching	842	10.3%	Pneumonia	1,232	15%
Cell & Molecular Biology	586	7.2%	Sepsis	1,217	14.9%
Allergy/Immunology	557	6.8%	Bronchoscopy	1,217	14.9%
Sleep Medicine	555	6.8%	Infectious Lung Diseases, Other	1,196	14.6%

\*Attendees could select more than one response.  
 Specialty Areas are Major Areas/Nature of Professional Work/Training

# Cutting-edge Education in the Exhibit Hall

## Innovation Hubs

Innovation Hubs are learning experiences consisting of 15-20 minute sessions, led by subject-matter experts from industry. A Innovation Hub session consists of a 10-minute burst outlining a problem statement, mitigating factors, the host’s perspective/solution, and a challenge or question posed to attendees, who discuss for the remaining 5-10 minutes. Innovation Hub applications will open at 11:30 AM E.T. on October 25, 2023 and are first-come, first-serve.

## Industry Theaters

Enhance the attendee’s educational experience in the Exhibit Hall by hosting an ATS Industry Theater. Theater presentations are the optimal opportunity for industry participants to promote brand launches or current therapies, conduct a focused program on disease awareness, or discuss current pipeline activity. Presentations are either 30-minutes, 45-minutes or 60-minutes long and theater size ranges from 50-250 people. Industry Theater applications will open in Fall 2023 and are first-come, first-serve.

*ATS provides boxed lunches for the theaters.*



	Large Theater	Medium Theaters	Mini Theaters
Seating Capacity	250	125	50
Programs per day	2	4	5

Attendees seeking the latest discoveries in respiratory science, patient care, and global respiratory health gather in the exhibit hall to hear from leading experts at an industry program.



## Fundraising in the Exhibit Hall

The ATS encourages exhibitors to incorporate a fundraising activity for the ATS Research Program as part of your booth. Make it fun, make it rewarding and most importantly make a difference by supporting research and improving patient care.

The ATS Research Program provides research grants to promising young investigators launching careers—100% of the donation goes to support research grants and awards.

The ATS is invested in your success and as such promotes your fundraising activity via the Assembly Newsletters, the ATS Daily Bulletin, Facebook, Twitter, and the Know Before You Go email blast to all registered attendees.

To learn more about fundraising in the Exhibit Hall please contact Meredith Smalstig, Associate Director - Sponsorships & Industry Programs at [msmalstig@thoracic.org](mailto:msmalstig@thoracic.org).



# Exhibitor Information

## Cancellation Policy

A 50%, non-refundable deposit is due within 30 days of booking your booth. A refund minus the cancellation fee of 50% of the total booth price is available until Friday, February 9, 2024. After February 9, 2024, there are no refunds, and the full balance is due.

## For Downsizing:

Please note for downsizing, half the priority points for the year are forfeited. The ATS retains the right to relocate an exhibitor after downsizing. The ATS can sell canceled or downsized space to another exhibitor without any rebate or permission. No refunds will be issued for downsizing your booth space.

## Tentative Exhibit Hours\*

Sunday, May 19, 2024 10:30 a.m. – 3:30 p.m.

Monday, May 20, 2024 10:30 a.m. – 3:30 p.m.

Tuesday, May 21, 2024 10:30 a.m. – 3:30 p.m.

## Set-up\*

Friday, May 17, 2024 8:00 a.m. – 5:00 p.m.

Saturday, May 18, 2024 8:00 a.m. – 5:00 p.m.

## Dismantling\*

Tuesday, May 21, 2024 3:30 p.m. – 8:00 p.m.

Wednesday, May 22, 2024 8:00 a.m. – 5:00 p.m.

Dismantling or tearing down exhibits prior to the official close of the exhibition is prohibited and results in the loss of priority points and future access to the attendee registration list rental.

**\*All times are subject to change**

## Space Regular Rates

Inline Space	\$4,600
Corner Space	\$4,800
Island	\$48.00/Sq. ft.
Clinical Trial Awareness or Non-Profit**	\$1,300
Recruiter	\$2,900

Pricing is based on a 10'x10' booth space.

## \*\* Non-Profit Rate

Subject to availability.

All new organizations must submit proof of non-profit status to Steven Strom at [ssstrom@thoracic.org](mailto:ssstrom@thoracic.org)

## Exhibit Sales:

**Steven Strom**

212-315-6442

[ssstrom@thoracic.org](mailto:ssstrom@thoracic.org)

## Exhibit Logistics:

**Matt Whyte**

212-315-8682

[mwhyte@thoracic.org](mailto:mwhyte@thoracic.org)



# Clinical Trial Awareness and Recruiter Booths

## Clinical Trial Awareness Booths

Positioned in a high-traffic location, distinct and separate from all other commercial booths, the Clinical Trial Awareness area allows for scientific discussions to happen in a noncommercial environment. Connect with attendees interested in clinical trial opportunities that advance pulmonary, critical care, and sleep medicine by reserving space in Clinical Trial Awareness. Meet with attendees to share the latest scientific advances and breakthroughs and to develop a dialogue for future partnerships and collaborations.

**Booth space is \$1,300 per 10' x 10'.** Space is limited.

The exhibiting hours for Clinical Trial Awareness differ from regular Exhibit Hall hours to maximize attendee traffic. The hours for Clinical Trial Awareness are as follows:

- Sunday, May 19 – 8:30 a.m. to 4:30 p.m.
- Monday, May 20 – 8:30 a.m. to 4:30 p.m.
- Tuesday, May 21 – 8:30 a.m. to 4:30 p.m.

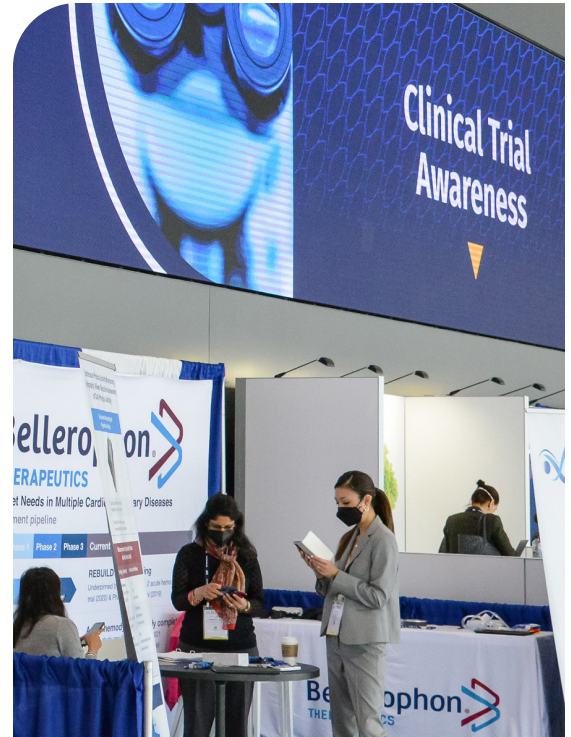
## Job Recruitment Booths

Let the ATS help you reach the job candidates you need! With over 10,500 pulmonary, critical care, and sleep specialists expected in attendance, there is a good chance your next hire could be here. Discounted booth space is available for companies looking to recruit for open positions. Job Recruitment exhibitors may select any inline booth on the exhibit floor.

Check with your recruitment team to see if this addition to your ATS 2024 plans provides additional value to your company.

**Cost \$2,900 per 10'x10' booth space**

The 10'x10' booth space includes carpet, a 6' draped table and two chairs.



## How the ATS promotes Clinical Trial Awareness

- Listing and write-up in the ATS ePreview sent to up to 10,000+ conference attendees
- Write-up in the ATS Conference News
- Notifications via the ATS conference mobile app
- Signage placed around the convention center

## The ATS recommends companies purchase the ATS pre-registration attendee list.

Send a targeted message to attendees in the countries and disease areas of the clinical trials to let them know you want to meet them.

**The attendee list order form is available in March.**



# Exhibit Booth Information

## Booth Construction

- Standard booths are limited to 8 ft. background drapes and 3 ft. side drapes. Maximum height of inline exhibits is 8 ft. and may extend only 5 ft. from the back wall. The remaining 5 ft. must not exceed 4 ft. high.
- For islands, 20 ft. will be the maximum height permitted and there must be access from all four sides with a 30% see through effect. All island booths must be submitted for approval by April 3, 2024.
- Contact ATS for specifics and approval for any variations or two-story exhibits.
- All booths must be fully carpeted. Please note carpet is not included in your booth purchase and is the responsibility of the exhibitor.
- The maximum height for the top of any banner is 22 ft.

## ATS Staff

### Exhibit Sales

Steven Strom  
Exhibit Sales Associate  
212-315-6442 | [sstrom@thoracic.org](mailto:ssstrom@thoracic.org)

### Exhibit Operations and Logistics

Matt Whyte  
Director, Exhibits, Sponsorships, & Industry Programs  
212-315-8682 | [mwhyte@thoracic.org](mailto:mwhyte@thoracic.org)

### Sponsorship and Industry Programs (Non-CME Symposia, Industry Theaters, Practical Workshops, and Innovation Hubs)

Meredith Smalstig  
Associate Director, Sponsors & Industry Programs  
212-315-8605 | [msmalstig@thoracic.org](mailto:msmalstig@thoracic.org)

### Respiratory Innovation Summit Lead and Exhibit and Sponsorship Support

Dustin Bell  
Senior Project Coordinator  
386-444-0951 | [dbell@thoracic.org](mailto:dbell@thoracic.org)

### ATS Corporate Member Program and Educational Grants

Vlada Kagan O'Hara  
Associate Director, Corporate Alliances  
212-315-8686 | [vohara@thoracic.org](mailto:vohara@thoracic.org)

### Business Development

Michelle Turenne  
Chief of Development  
212-315-6448 | [mturenne@thoracic.org](mailto:mturenne@thoracic.org)

## Independent Service Contractors

Exhibiting firms may opt to use independent service contractors for installation and dismantling. If such contractors are used, the exhibiting firm is responsible for notifying the ATS of the name and address of the contractor by Wednesday, April 3, 2024. Independent service contractors are responsible for notifying the ATS of the booths they will work in by Wednesday, April 3, 2024. They are also responsible for providing management with proof of insurance coverage by that date.

## Ancillary Rates

**ATS 2024 Material Handling Rates:** There is one rate with no surcharges. This makes planning and budgeting simpler.

## Price per Pound: \$1.90

*(This applies to warehouse and show site shipments)*

- No minimums
- No hundred-weight billing
- No crated/uncrated
- No reweigh fees
- No special handling
- No overtime
- No rounding — pay only for actual weight
- No marshaling yard fees
- No small package pricing — shipments under 10lbs are FREE!
- No warehouse vs. show site

## Labor Rates

\$177.75 per hour straight time  
\$267.00 per hour overtime  
\$408.50 per hour double time

## Registration

- **All exhibitor personnel** must be registered and adhere to the ATS 2024 Safety & Covid Guidelines.
- **Four (4) registrations per 10' x 10'** booth are provided without charge. An exhibitor badge allows admission to the Exhibit Hall, general sessions, and open receptions. To attend any sessions that have any additional fees, or to claim CME, Nursing, or MOC Part II Credit, an exhibitor must register as a paid attendee.
- **One (1) Exhibit Hall Only badge** is provided for exhibitors with a 10' x 30' booth or larger specifically for an Installation & Dismantle Supervisor staying for the duration of the conference.
- **Each exhibiting company** is entitled to 5 complimentary VIP Customer Exhibit Hall Only Guest passes.
- **Additional exhibitor staff badges** over the allotment per exhibiting company are \$75.00 per badge.