

# NON-CME SYMPOSIA APPLICATION

Application must include non-refundable deposit payment to be processed.

Full payment is due no later than February 5, 2016.

No refunds are available after this date.



# ATS 2016

*Where today's science  
meets tomorrow's care™*

May 13-18, 2016 San Francisco, CA  
Exhibit Dates: May 15-17, 2016

Company Name

Address

City State/Province Zip/Postal Code Country

Company Contact Person Title

Phone E-Mail

Agency Name

Agency Contact Title

Phone E-Mail

Title of Program:

Disease State:  
(REQUIRED with Application)

Sunday May 15, 2016 - \$50,000 (deposit \$10,000)

<b>SF Marriott Marquis</b>	<b>InterContinental</b>	<b>Hilton Union Square</b>
___ Golden Gate A	___ Grand Ballroom	___ Continental Ballroom 4
___ Golden Gate B		___ Continental Ballroom 5
___ Yerba Buena 7		___ Continental Ballroom 6
___ Yerba Buena 9		___ Imperial Ballroom

Tuesday May 17th, 2016 - \$35,000 (deposit \$10,000)

<b>SF Marriott Marquis</b>	<b>Hilton Union Square</b>
___ Golden Gate A	___ Continental Ballroom 4
___ Golden Gate B	___ Continental Ballroom 5
___ Yerba Buena 7	___ Continental Ballroom 6
___ Yerba Buena 9	

## Second Room Choice:

Room Set-Up:  Half Rounds  Full Rounds  Classroom  Theater

A/V Package: Applicant  Will/  Will Not utilize A/V package provided by the ATS.

50 words of promotional copy:  is attached.  E-mailed to [spayne@thoracic.org](mailto:spayne@thoracic.org) by Feb. 26, 2016.

### METHOD OF PAYMENT *Applications are not processed without payment and signature.*

- Company Check.** Make check payable to: the **American Thoracic Society** (Application is confirmed when payment is received).
- Wire Transfer.** An additional fee of \$25.00 USD is required for all wire transfers
- Credit Card.** NUMBER \_\_\_\_\_

CSV# EXP. DATE: AMOUNT:

PRINT CARDHOLDER NAME:

- I am an authorized representative of the company named above with the full power and authority to sign and deliver this application. The company and its agency agree to comply with all the policies, rules, terms, conditions, and regulations attached, posted to the ATS website, and all policies, rules and regulations adopted by the ATS hereinafter.

*Signature of Authorized Agent*

**Applications without signature will not be accepted.**

**Fees:** In order to be processed, applications must be accompanied with the **non-refundable deposit**. Final Payment is due no later than February 5th, 2016. If application is submitted after this date, full payment must be included.

**Please return application with payment to:**

American Thoracic Society Attn: Shannon Payne  
25 Broadway, 18th Floor Email: [spayne@thoracic.org](mailto:spayne@thoracic.org)  
New York, NY 10004 or Fax: 212-315-6489

The promotional copy is included in pre-conference and onsite marketing materials if application and full payment are received by February 5, 2016 and copy is submitted to the ATS no later than February 26, 2016.

*Please submit a separate application for each request.*

*- over for rules & regulations -*

# Non-CME Symposia Rules and Regulations

## Deadlines

- February 5, 2016 – Final Payment due
- February 26, 2016 - Title & Promotional Copy due
- March 11, 2016 – Description & Speaker List due

## Scheduling

Space is reserved on a first-come, first-served basis. Available dates & times can be found by visiting <https://www.plantour.com/show/ats-2016/>. Contact Maureen Mauer with Ascend Integrated Media at (913) 780-6633 or [mmauer@ascendintegratedmedia.com](mailto:mmauer@ascendintegratedmedia.com) for additional information.

## Third-Party Planners

Supporters that choose to use a third-party planner (agency) to produce and/or market their symposium must submit to the ATS a Third-Party Authorization, naming the third party as being authorized to handle planning responsibilities on the supporter's behalf.

## WHAT'S INCLUDED?

### A/V Package

The ATS provides an A/V package for the Non-CME Symposia. If you have additional audio/visual needs, please order them from the ATS official vendor, PSAV. Additional items ordered are the responsibility of the program organizer. For more information, contact your PSAV representative listed within the confirmation email. Outside A/V companies are allowed, but may be subject to facility charges and/or requirements by the hotel. Please note the ATS does not charge an additional fee to extend the reach and impact of the program by video-taping or recording. You are, however, charged by PSAV for additional equipment and labor costs for services falling outside the scope of the standard audio/visual package. Conference specific language must be used on any derivative materials.

### Promotion and Advertising

The ATS promotes all Non-CME Symposia in the ATS Daily Bulletin and ATS Exhibit Guide. Symposia are also listed on the ATS conference website and ATS conference mobile app. The ATS provides directional signage in the hotel lobby to help aid with audience traffic.

### Attendee Lists

One copy of the attendee pre-registration list (email addresses not included) is provided

complimentary as part of your fee. The list is ordered electronically via CDS, our registration partner. An order form and complimentary code are provided to either the company or agency. The code allows for a one-time download of the list after the marketing piece is approved by the ATS. If you wish to send a promotional email, there is an additional fee. After your marketing piece is approved, instructions are sent for working with CDS to send the email on your behalf. The list is available beginning April 2016.

### Speaker Ready Room

The ATS provides each symposium a speaker ready room. This room is in the hotel where the symposium is taking place and is accessible on the day of the presentation only. Access time is given upon confirmation of the symposium.

## ADVERTISING POLICIES:

### Posters/Flyers

Posters/Flyers may be displayed directly outside of the room or within the sponsor's booth only. The ATS provides directional signage in the hotel lobby directing attendees to the locations of the room(s). Signs outside of the permitted space, and/or guerilla marketing efforts are not permitted. Supporters may purchase additional advertising opportunities to promote the program by contacting Maureen Mauer with Ascend Integrated Media at (913) 780-6633 or [mmauer@ascendintegratedmedia.com](mailto:mmauer@ascendintegratedmedia.com) for additional information.

### Use of the ATS Name And/Or Logo

The ATS has guidelines for all event related material. Promotional materials, invitations and signage must be approved by the ATS. Reference the style sheet located here: <http://conference.thoracic.org/exhibitors/> for detailed information.

### Content

MECC's submitting an educational grant to industry for a program held during the ATS International Conference must obtain a letter of approval from the ATS. The letter must be included with the grant submission. This verifies the proposed program meets our rules and is welcomed at the ATS International Conference. The use of any space within the hotel or convention center that is affiliated with the Industry program should support conference activities, and

cannot be used in combination with developing CME/CE Material or any form of Professional Credit. To obtain a letter or to learn more about supporting CME, contact Michelle Turenne, Chief, Corporate Alliances and Business Development at [mturenne@thoracic.org](mailto:mturenne@thoracic.org).

## LOGISTICS

### Set-Up

The company/agency is solely responsible for the management of the logistics for their Non-CME Symposia, and for payment of additional related costs. Access to the space is confirmed upon confirmation of the symposium, start times vary by location.

### Food and Beverage

The ATS does not provide food and beverage for the Non-CME Symposia. If arrangements need to be made, please contact the hotel contact listed within your confirmation email.

### Lead Capture

The ATS does not provide lead retrieval scanners for the Non-CME Symposia. You are welcome to use scanners from your company's exhibit booth; if you need to rent additional scanners, please contact Shannon Payne at 212-315-8605 or at [spayne@thoracic.org](mailto:spayne@thoracic.org)

### Photography Policy

The official ATS Photographer shoots each Non-CME Symposia for archival purposes only. Should you wish to have your Non-CME Symposia photographed, please contact RC Photographic Productions at [sales@rcphotopro.com](mailto:sales@rcphotopro.com) or (214) 321-2361.

### Limitation of Liability; Binding Nature

The company and affiliates shall indemnify the ATS and its components' societies against all claims, demands, actions, expenses, damages, penalties, attorney's fees or proceedings incurred by the ATS as a result of the publications distributed at, statements made during or any other conduct arising out of or in any way connected with the Non-CME Symposium. The company and affiliates further agrees that upon acceptance of the Non-CME Symposium by the ATS, with appropriate and timely payment of any and all fees, the Non-CME Symposium application shall become binding and enforceable in accordance with its terms.

## Interpretation and Application of Rules and Regulations

All matters and questions not specifically covered by these Rules and Regulations are subject to the decision of Michelle Turenne, Chief, Corporate Alliances and Business Development, American Thoracic Society and Stacy McManus, Director, Corporate Alliances and Exhibition Operations, American Thoracic Society. FAILURE TO COMPLY WITH ANY OF THESE RULES COULD RESULT IN THE IMMEDIATE CANCELLATION OF THE PRESENTATION WITHOUT REFUND AND/OR SUBSEQUENT BANNING FROM FUTURE PROGRAMS.