Join Us at the Preeminent Conference
For Pulmonary, Critical Care, and Sleep Medicine

On behalf of the American Thoracic Society (ATS), we invite you to exhibit at the ATS 2021 International Conference in San Diego. This is the preeminent conference on pulmonary, critical care, and sleep medicine in the United States. The ATS appreciates the significant contributions made by exhibiting and supporting companies. As the largest professionally attended pulmonary meeting in the United States, and the first healthcare meeting to have an independent-third-party audit of our registration data performed, our goal is to make this conference an increasingly productive and profitable experience for you.

We are committed to providing an environment that fosters discussion of your product or service to pulmonary, critical care, and sleep researchers and clinicians who will attend ATS 2021. We strive to facilitate beneficial interactions between attendees and exhibitors, as well as help you achieve the greatest ROI for your company.

Please note ATS will provide any new guidelines that may impact ATS 2021 including the exhibit hall and meeting rooms.

AUDIENCE REACH ATS 2019

11,555 Professionals attended ATS 2019
7,938 Attendees visited the Exhibit Hall
15,537 Leads Generated by exhibitors at ATS 2019

Top 20 Specialty Areas Listed*

<table>
<thead>
<tr>
<th>Major Areas/Nature of Professional Work/Training</th>
<th># of attendees</th>
<th>% of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulmonary (Adult)</td>
<td>5,317</td>
<td>46.0</td>
</tr>
<tr>
<td>Critical Care (Adult)</td>
<td>3,003</td>
<td>26.0</td>
</tr>
<tr>
<td>Research (Basic Science)</td>
<td>1,592</td>
<td>13.8</td>
</tr>
<tr>
<td>Research (Clinical)</td>
<td>1,573</td>
<td>13.6</td>
</tr>
<tr>
<td>Internal Medicine</td>
<td>1,449</td>
<td>12.5</td>
</tr>
<tr>
<td>Pulmonary (Pediatric)</td>
<td>1,108</td>
<td>9.6</td>
</tr>
<tr>
<td>Allergy/Immunology</td>
<td>1,060</td>
<td>9.2</td>
</tr>
<tr>
<td>Cell &amp; Molecular Biology</td>
<td>990</td>
<td>8.6</td>
</tr>
<tr>
<td>Sleep Medicine</td>
<td>812</td>
<td>7.0</td>
</tr>
<tr>
<td>Immunology</td>
<td>755</td>
<td>6.5</td>
</tr>
<tr>
<td>Clinical Practice</td>
<td>700</td>
<td>6.1</td>
</tr>
<tr>
<td>Education/Teaching</td>
<td>677</td>
<td>5.9</td>
</tr>
<tr>
<td>Administration/Management</td>
<td>631</td>
<td>5.5</td>
</tr>
<tr>
<td>Fellow</td>
<td>616</td>
<td>5.3</td>
</tr>
<tr>
<td>Full Professor</td>
<td>611</td>
<td>5.3</td>
</tr>
<tr>
<td>Pediatrics</td>
<td>606</td>
<td>5.2</td>
</tr>
<tr>
<td>Respiratory Therapy</td>
<td>595</td>
<td>5.2</td>
</tr>
<tr>
<td>Assistant Professor</td>
<td>594</td>
<td>5.1</td>
</tr>
<tr>
<td>Research (Epidemiology)</td>
<td>537</td>
<td>4.7</td>
</tr>
<tr>
<td>Infectious Disease</td>
<td>513</td>
<td>4.4</td>
</tr>
</tbody>
</table>

*Attendees could select more than one response.
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 List Rental
Exhibitors are able to 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 mid-April, 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 Suites
We offer our exhibitors the opportunity to rent private meeting rooms located in the Exhibit Hall. These Expo Suites can be customized to meet your needs.

Meeting Suites / Meet-up Rooms
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.

Exhibit Hall Traffic Builders
Guru Bars
Industry Theaters
Puppy Snuggle Zone
Practical Workshops
Scientific Posters and Exhibits located next to each other
Coffee & Connections
Professional Headshot Booth
Discovery Quest on Mobile App
Exhibitor Information

Current Rates

<table>
<thead>
<tr>
<th>Rate</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$4,600</td>
<td>Inline Space</td>
</tr>
<tr>
<td>$4,900</td>
<td>Corner Space</td>
</tr>
<tr>
<td>$49.00 sq. ft.</td>
<td>Island</td>
</tr>
<tr>
<td>$1,300 Non-profit**</td>
<td></td>
</tr>
<tr>
<td>$2,900</td>
<td>Recruiter</td>
</tr>
</tbody>
</table>

Pricing is based on a 10’x10’ booth space.
** Non-Profit Rate – is subject to availability and all new organizations must submit proof of non-profit status to Christine Zahn at czahn@thoracic.org

Refund/Cancellation/Downsizing

A refund minus the cancellation fee of 20% of the total booth price is available until February 4, 2021. After February 4, 2021, there are no refunds and the full balance is due.

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 cancelled or downsized space to another exhibitor without any rebate or permission.

Tentative Exhibit Hours*

- **Sunday, May 16, 2021**
  - 10:30 a.m. – 3:30 p.m.
- **Monday, May 17, 2021**
  - 10:30 a.m. – 3:30 p.m.
- **Tuesday, May 18, 2021**
  - 10:30 a.m. – 3:30 p.m.

Set-up*

- **Friday, May 14, 2021**
  - 8:00 a.m. – 5:00 p.m.
- **Saturday, May 15, 2021**
  - 8:00 a.m. – 5:00 p.m.

Dismantling

- **Tuesday, May 18, 2021**
  - After the exhibit hall closes at 3:30 p.m.

Dismantling prior to such is prohibited

*All times are subject to change
Exhibit Booth Information

Booth Construction

- Standard booths are limited to 8 ft. background drapes and 3 ft. side drapes. Maximum height of in-line exhibits are 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 1, 2021.

- Contact ATS for specifics and approval for any variations or two-story exhibits.

- All booths must be fully carpeted.

- The maximum height for the top of any banner is 22 ft.

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 April 1, 2021. Independent service contractors are responsible for notifying the ATS of the booths they will work in by April 1, 2021. They are also responsible for providing management with proof of insurance coverage by that date.

Ancillary Rates

ATS 2021 Material Handling Rates
Direct freight - $153.00 CWT  Advance Freight - $161.00 CWT

Material Handling rates are blended to include any special handling: loose, uncrated, or pad wrapped shipments; and carpet/pad only shipments. The above rates are based on straight time. Overtime shipments will be subject to a 25% surcharge each way.

Labor Rates
$148.00 per hour Straight Time  $267.50 per hour Overtime

Registration

- All exhibitor personnel must be registered.

- Four (4) registrations per 10’ x 10’ booth will be 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 $50.00 per badge.