



# Reconnect and Reengage With the Respiratory Community

## **Exhibitor Prospectus**



## Join us at ATS 2022 to reconnect and reengage with the respiratory community!

We are excited to welcome you back to ATS 2022 and a safe return to the live conference.

ATS 2022 showcases the latest advances and discoveries in respiratory science, patient care, and global public health. Healthcare professionals, and specialist in all aspects of respiratory health – from clinicians to researchers to educators will converge in San Francisco, May 13-18 to celebrate the breakthroughs and significant contributions in global respiratory health.

As the respiratory field continues to evolve with new and emerging discoveries, the products, devices, and services you deliver are essential to the breakthroughs that are changing lives and improving patient care world-wide.

**The time is now to reengage and reconnect!**

### Health and Safety

The ATS adheres to all requirements specified by the State of California, the City of San Francisco, and facility best practices to prevent the spread of COVID-19 during ATS 2022 in San Francisco.

#### COVID-19 protocols in San Francisco

*(subject to change)*

As of February 1, 2022, the City of San Francisco is requiring all attendees, staff, and vendors to show proof of up-to-date COVID vaccinations, including boosters. The booster shots must be received by May 6, one week prior to the start of the International Conference.

In addition, the ATS will require all attendees including exhibitors, vendors, and staff, to show proof of being fully vaccinated\* against COVID-19 before being allowed to enter any conference facilities. This includes the Moscone Conference Center, headquarter hotels, and other facilities at which official ATS conference events will take place.

For current health and safety updates, please check [conference.thoracic.org/attendees/health-safety.php](https://conference.thoracic.org/attendees/health-safety.php)



# Why Exhibit at ATS 2022?



- **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. (CME/MOC and ticketed sessions not included)

## We Promote You!

The ATS 2022 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 sent to eight personas crafted with specific content 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 2022 Online Exhibitor Directory and the ATS 2022 mobile app.
- **Q-R-Here Locators** Attendees can easily search exhibitors by the top product categories using convenient QR codes or by viewing a large floorplan of the Exhibit Hall with the exhibitors listed in alpha-order.



# Value-Add Offerings for Exhibitors

## Three Hours of Unopposed Time

Unopposed Exhibit Hall time from 1:15 – 2:15 p.m. daily.

## Exhibitor Success & ROI Center Plus Informative Webinars

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

A top value-added service, 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 to visit your booth in the hall.

## Attendee List Rental

*(available mid-March)*

Invest in the attendee list rental with the added benefit of segmenting by attendee demographics, allowing you to reach your exact target audience. Each request is a one-time use of the mailing list or an email sent on your behalf by the ATS.

## Expo Suites

Rent private meeting space in the Exhibit Hall. Customize the Expo Suites to meet your needs.

## Meeting Suites / Meetup Rooms

Meeting 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.



## Additional Benefits Include:

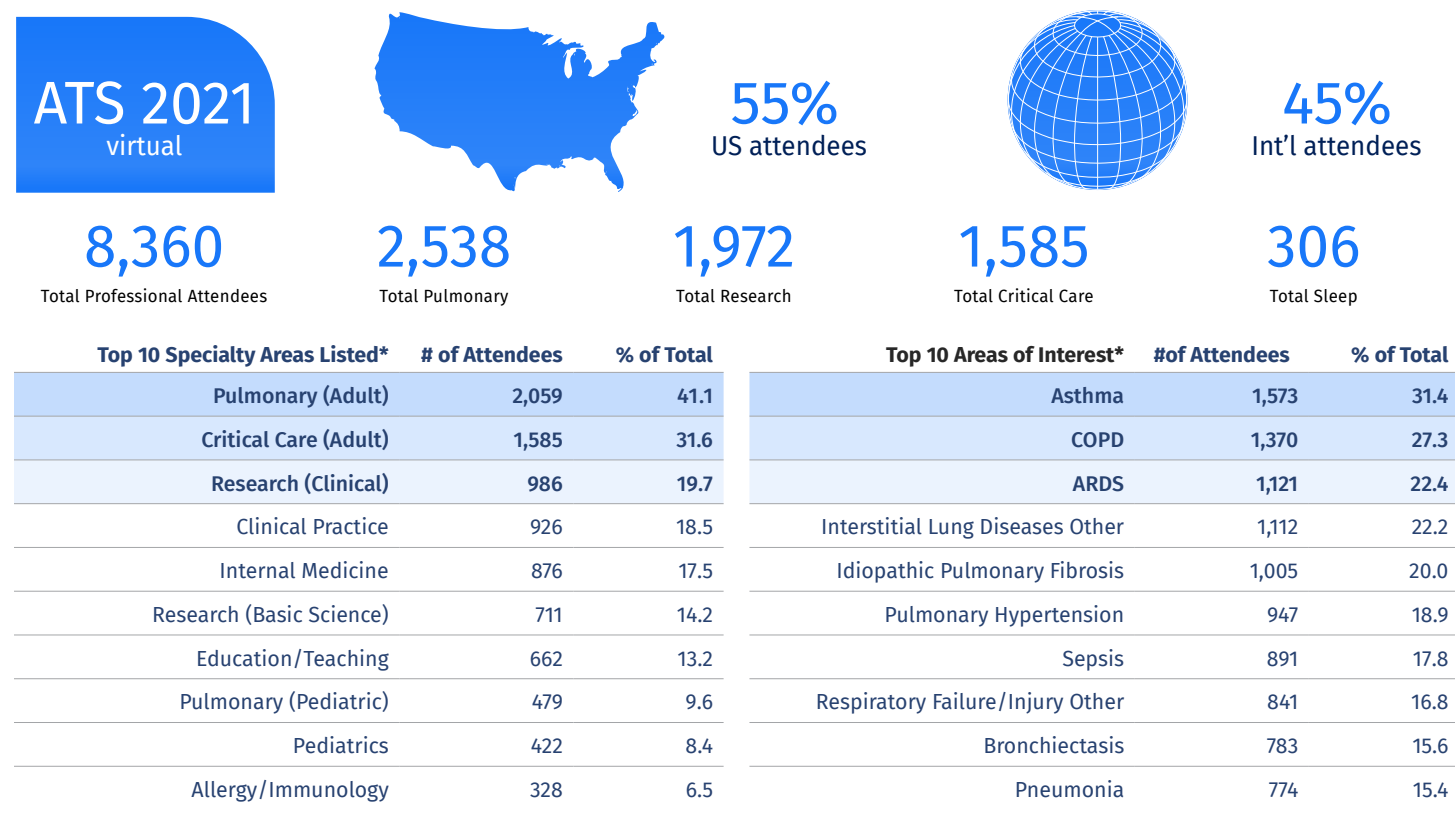
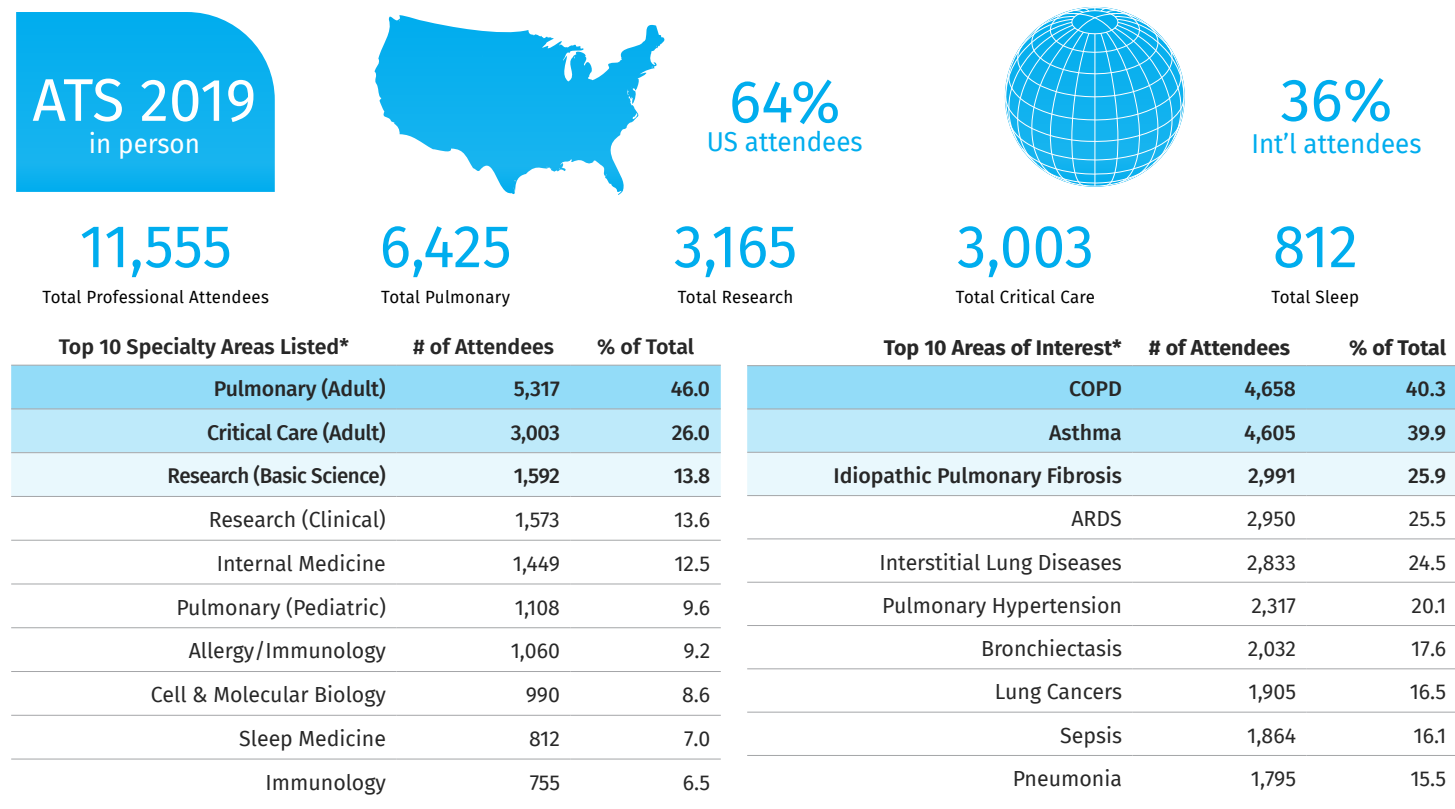
- Exhibitor Lounge on the exhibit floor featuring complimentary beverages and snacks.
- Monthly issues of the ATS Exhibitor Newsletter to keep you organized and on track.
- Exhibitor Appreciation Reception on Sunday afternoon

## Exhibit Hall Traffic Builders *(full details p. 6)*

- Coffee & Connections
- Discovery Quest on Mobile App
- Fun Zone
- Guru Bars
- Industry Theaters
- Professional Headshot Booth
- Toast to Innovation Reception

# Demographics

For a complete list of audience demographics click here: • [ATS 2019 Audit](#) • [ATS 2021 Virtual Metrics](#)



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





## ATS Exhibit Hall Traffic Builders

### Professional Headshots

The ATS Exhibit Hall is the place to go to get a new professional headshot. ATS offers attendees and exhibitors the ability to get a brand-new headshot taken by a professional photographer. This offering continues to be an overwhelming success and attendee favorite.

### Coffee & Connections

Four Coffee & Connections are located throughout the Exhibit Hall. Attendees meet here to network with colleagues, peers, and friends. Complimentary coffee and energy rich snacks help to power-up attendees.

### Discovery Quest

Discovery Quest is a fun way for attendees to engage with exhibitors and “learn” something new while exploring the Exhibit Hall. Attendees must correctly answer a question provided by each of the participating exhibitors. Attendees successfully completing the Discovery Quest qualify to win a daily prize drawing each day.

### Toast to Innovation

Saluting the latest in scientific advancements achievements of the respiratory community, this networking event reconnects colleagues and honors the progress our industry has achieved.

### Complimentary VIP Customer Exhibit Hall Only Registration

Take advantage of this program to invite your prospective customers to visit your booth and easily track who registered using your link. Each exhibiting company receives five complimentary VIP Customer Exhibit Hall Only Registrations. The VIP Customer Exhibit Hall Only Registration provides access into the Exhibit Hall only, with additional VIP Customer Exhibit Hall Only Registrations are available for \$50 each.

*Continued on page 7*

# Cutting-edge Education in the Exhibit Hall

Attendees seeking the latest advances and discoveries in respiratory science, patient care, and global respiratory health gather in the exhibit hall to hear one of the many industry programs.

New  
this year!  
A Second  
Mini Theater  
Adding 9 More  
In-Hall  
Programs



## Industry Theaters

Industry Theaters are the optimal opportunity for attendees to gain knowledge on brand launches or current therapies, a focused program on disease awareness, or current pipeline activities.

	Industry Theater 1	Industry Theater 2	Medium Theater 1	Mini Theater 1 & 2
Seating Capacity	250	250	125	50
Programs per day	2	2	1	3

ATS provides boxed lunches for the theaters.

## Guru Bars

These burst sessions of 15-20 minutes led by subject matter experts from industry, that provide an intimate venue for sponsors to create a dynamic interaction with attendees. Industry programs offer a richer educational experience for attendees and drive traffic to the Exhibit Hall.



# 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 dedicated to scientific discovery and better patient care - 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 [exhibits@thoracic.org](mailto:exhibits@thoracic.org).

*All fundraising activities must benefit the ATS Research Program.*

# ATS Digital Advertising

## On the Interactive Floorplan and Online Exhibitor Directory

**For ATS 2019, exhibitor views exceeded 23,000** (number needs to be verified) **on the Interactive Floorplan and Online Exhibitor Directory.** Start attracting attendee attention months before the conference by upgrading your listing.

Exhibitors put a lot of attention into making their booth noticeable. Get on the attendees “must see” list by upgrading your listing.

*Digital advertising is available during the application process when booking your booth online. If you have any questions, please contact Michael Cutter from Map Your Show at 513-338-2202 or [MCutter@MapYourShow.com](mailto:MCutter@MapYourShow.com)*

Features	Gold package	Platinum Package	Exclusive Hall Ad on Interactive Floorplan	Directory Landing page
<b>Price</b>	<b>\$750</b>	<b>\$1500</b>	<b>\$3,000</b>	<b>\$5,000</b>
<b>Early bird price</b> (ends February 28)	\$495	\$995	\$1,995	\$2995
<b>Company logo</b>	✓	✓	✓	✓
<b>Access to leads</b>	✓	✓	✓	✓
<b>Collateral</b> (Case Studies, White Papers, Brochures, PR)	2	4	6	8
<b>Gallery</b> with Images and Descriptions	2	4	6	8
<b>Gallery</b> with Video		4	6	8
<b>Priority placement</b> at the top of all online searches		✓	✓	✓
<b>Inclusion in the Featured Exhibitor Search</b>		✓	✓	✓
<b>Online booth is highlighted</b> with a corner peel graphic on the Interactive Floorplan		✓	✓	✓
<b>Exhibitor Spotlight</b> on the home page of the Online Exhibitor Directory		✓	✓	✓
<b>One 728 x 90 pixel banner ad</b> on the ATS 2022 Interactive Floorplan			✓	✓
<b>Live link directs attendees</b> to your listing on the ATS 2022 Interactive Floorplan on the ATS 2022 conference website. Statistics are available for tracking.			✓	✓
<b>Exclusive Banner Ad on Online Exhibitor Directory Landing Page</b> <i>Upload requires a 1940x180 static image (jpg or png)</i>				✓
<b>Live link directs attendees to your exhibitor profile/showcase</b>				✓





# Meeting Suites, Meetup Rooms and Expo Suites

Complete details on Meeting Space at the convention center is available at [conference.thoracic.org/exhibitors](https://conference.thoracic.org/exhibitors).

Looking for space to conduct private meetings or meet one on one with customers?

The ATS offers three options for meeting space – Meeting Suites, Meetup Rooms and Expo Suites. Meeting Suites and Meetup Rooms are located outside the Exhibit Hall and are available from 7:00 a.m. until 5:00 p.m. Saturday, May 14 through Tuesday, May 17.

## Expo Suites (available to rent by exhibitors only)

Expo Suites are private meeting rooms located in the Exhibit Hall. Expo Suites allow exhibitors to customize the interior of the space to meet their needs. Expo Suites are secured from Saturday, May 14 through Tuesday, May 17.

Please note attendees can only access the Expo Suites during regular exhibit hall hours.

### Reasons you need meeting space:

- Client meetings
- Executive office/meeting space
- Pre-con meetings
- Training sessions
- Focus groups
- Hospitality suites
- Private demonstrations
- Relaxation/Break room for staff

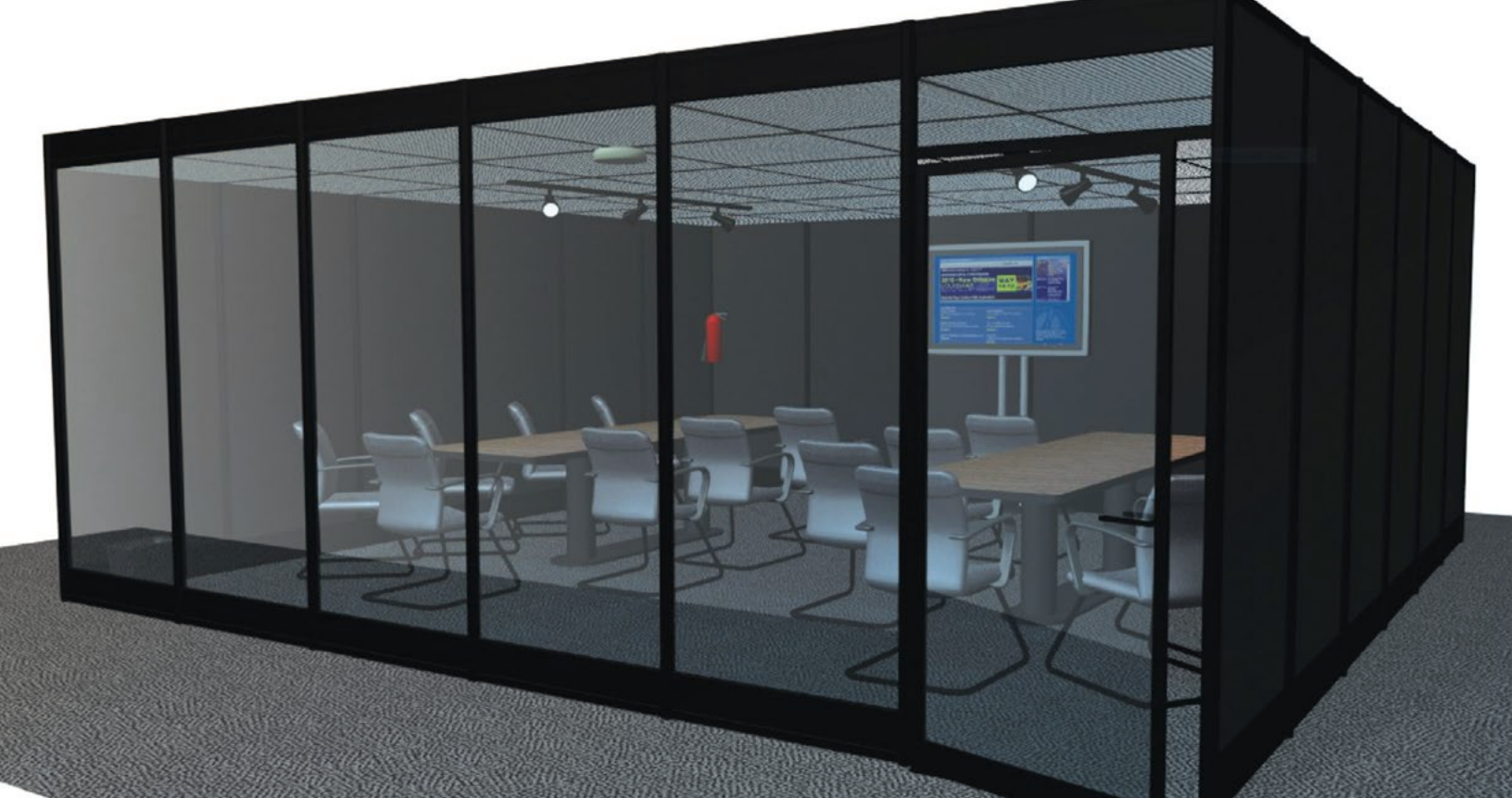
### Expo Suites include:

- Private meeting room (no ceiling)
- Electrical (2000 watts)
- Carpeting
- 18"x18" sign with company logo

### Expo Suites Cost

- 10'x10' Expo Suite \$6,000
- 10'x20' Expo Suite \$7,500
- 20'x20' Expo Suite \$9,500

For information about Expo Suites contact: Steve Strom at [sstrom@thoracic.com](mailto:sstrom@thoracic.com) or 661-615-3515



Sample meeting room. NOTE: Forward panels illustrated as transparent to show booth detail. Actual panels are solid.

## Meeting Suites

A turn-key solution for meeting space, these rooms include a conference table and chairs, a 32" LCD screen, electrical and wireless internet, carpet, ventilation unit, and a ceiling for privacy.

### 10x20 Meeting Suite

Up to 10 persons	Exhibitor	Non-Exhibitor
3 or More Days	\$13,725	\$14,725
Full Day	\$4,575	\$5,575
Half Day	\$2,290	\$3,290
2 Hours	\$1,145	\$2,145

### 20x20 Meeting Suite

Up to 20 persons	Exhibitor	Non-Exhibitor
3 or More Days	\$19,675	\$20,675
Full Day	\$6,560	\$7,560
Half Day	\$3,280	\$4,280
2 Hours	\$1,640	\$2,640

## Meetup Rooms

Meetup Rooms, offer an alternative affordable option and include a conference table, chairs, and electrical. (Audio, visual, internet and ceiling not included.)

### 10x20 Meetup Room

Up to 10 persons	Exhibitor	Non-Exhibitor
3 or More Days	\$9,600	\$10,600
Full Day	\$3,200	\$4,200
Half Day	\$1,600	\$2,600
2 Hours	\$800	\$1,800

### 20x20 Meetup Room

Up to 20 persons	Exhibitor	Non-Exhibitor
3 or More Days	\$13,800	\$14,800
Full Day	\$4,600	\$5,600
Half Day	\$2,300	\$3,300
2 Hours	\$1,150	\$2,150

For information about Meeting Suites or Meetup Rooms contact [exhibits@thoracic.org](mailto:exhibits@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 15 – 8:30 a.m. to 4:30 p.m.
- Monday, May 16 – 8:30 a.m. to 4:30 p.m.
- Tuesday, May 17 – 8:30 a.m. to 4:30 p.m.

## How the ATS promotes the Clinical Trial Awareness

- Listing and write-up in the ATS ePreview sent to 30,000 attendees and potential 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.

## 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 2022 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.





## Exhibitor Information

Space	Rates
Inline space	\$4,600
Corner	\$4,900
Island	\$49.00 sq. ft.
Non-Profit** and Clinical Trial Awareness Space	\$1,300
Recruiter	\$2,900

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 Steven Strom at [ssstrom@thoracic.org](mailto:ssstrom@thoracic.org)

### Refund/Cancellation/Downsizing

A refund minus the cancellation fee of 20% of the total booth price is available until Thursday, March 3, 2022. After March 3, 2022, 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 cancelled or downsized space to another exhibitor without any rebate or permission.

### Tentative Exhibit Hours\*

Sunday, May 15, 2022	10:30 a.m. – 3:30 p.m.
Monday, May 16, 2022	10:30 a.m. – 3:30 p.m.
Tuesday, May 17, 2022	10:30 a.m. – 3:30 p.m.

### Set-up\*

Friday, May 13, 2022	8:00 a.m. – 5:00 p.m.
Saturday, May 14, 2022	8:00 a.m. – 5:00 p.m.

### Dismantling\*

Tuesday May 17, 2022 3:30 PM - 8:00 PM (After the exhibit hall closes)
Wednesday May 18, 2022 8:00 AM - 5:00 PM
Thursday May 19, 2022 8:00 AM - 12:00 PM (Exhibitors Over 900 sqft)

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



## 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 is 8 ft. and may extend only 5 ft. from the back wall. The remaining 5 ft. must not exceed 4 ft. high.
- The ceiling height in South Halls A, B and C ranges from 16'-1" in the front and rear of the exhibit hall to 37' in the middle. The Moscone Center has a gabled ceiling with arches that affect the ceiling height. Please ensure that you have factored in the arch height if your booth is in proximity to an arch.
- For islands, for towers, 20 ft. is 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, 2022.
- 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 20 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 Friday, April 1, 2022. Independent service contractors are responsible for notifying the ATS of the booths they will work in by Friday, April 1, 2022. They are also responsible for providing management with proof of insurance coverage by that date.

### Ancillary Rates

#### ATS 2022 Material Handling Rates:

New this year! Material handling has been simplified with one price, per pound. This new straight forward pricing makes pre-show budgeting easier.

Price Per Pound: \$2.07

Late to Warehouse: \$2.60

#### Labor Rates:

\$155.50 per hour Straight Time

\$273.00 per hour Overtime

Please see the Exhibitor Service Manual for more details.

### Registration

- All exhibitor personnel must be registered and adhere to the [ATS 2022 Health and Safety & Covid Protocols](#).
- 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 sessions that have 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 five (5) complimentary VIP Customer Exhibit Hall Only Guest passes.
- Additional exhibitor staff badges over the allotment per exhibiting company are \$75.00 per badge.



# Dates and Contacts

## Important Dates to Remember

### 2022

#### January 6

Exhibitor and Attendee registration opens – includes all sessions, courses and workshops

#### January 10

Link to the Exhibitor Service Manual distributed to contracted and fully paid exhibitors

#### March 3

- Final payment due for exhibit space
- “No Refund” policy goes into effect

#### March 17

ALL exhibitor hotel rooms must have registered occupant names and guaranteed. Room cancellations received after March 17, 2022 are subject to a non-refundable penalty of \$350 per canceled room.

#### April 1

- Company description and product category selection due for ATS 2022 Online Exhibitor Directory
- Notification due regarding intent to use outside contractors and proof of insurance from contractor
- Island booth layouts submitted for approval
- Tanks of compressed gas forms due
- Promotional give-away approval deadline (written approval required)

## The ATS Exhibits Team

### LOGISTICS

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

### SALES

#### Steven Strom

*Exhibit Sales Associate*

[sstrom@thoracic.org](mailto:sstrom@thoracic.org) | (661) 615-3515

### SPONSORSHIPS AND PROGRAMS

#### Fiona Zheng, CEM

*Associate Director, Sponsorships and Programs*

[fzheng@thoracic.org](mailto:fzheng@thoracic.org) | (212) 315-8605

## Advertising and Sponsorship Reservations

#### Nan Blunk (Companies A, BI, C-F, L)

*Event Media Strategist*

[nblunk@tristarpub.com](mailto:nblunk@tristarpub.com) | (913) 378-2457

#### Hilary Bair (Companies G, K, N-P, S)

*Event Media Strategist*

[hbair@tristarpub.com](mailto:hbair@tristarpub.com) | (913) 378-2496

#### Melanie Holt (Companies B, H-J, M, Q-R, T-V, W-Z)

*Event Media Strategist*

[mholt@tristarpub.com](mailto:mholt@tristarpub.com) | (913) 802-2605

## Official ATS Vendors

### GENERAL SERVICE CONTRACTOR

#### Freeman

60 Park Lane

Brisbane, CA 94005

Exhibitor Support phone: (888) 508-5054

Local ES Fax: (469) 621-5607

[Exhibitor Support](#)

#### Freeman Exhibit Transportation

US & Canada - Tel: (800) 995-3579 or +1(512) 982-4187

Outside the US - +1(817) 607-5183

International Shipping Services of Fax: (469) 621-5810

[exhibit.transportation@freeman.com](mailto:exhibit.transportation@freeman.com)

### HOUSING

#### Maritz Global Events

1395 North Highway Drive

St. Louis, MO 63099

Tel: 864-515-6693

[ats\\_exh@maritz.com](mailto:ats_exh@maritz.com)

### REGISTRATION

#### Convention Data Services (CDS)

7 Technology Park Drive

Bourne, MA 02532

(866) 635-3582

Customer Service representatives are available from 9 a.m. to 5 p.m. (EST)

[Thoracic@xpressreg.net](mailto:Thoracic@xpressreg.net)