

Make plans to exhibit in 2023



Preliminary Exhibitor
Prospectus

 **ATS 2023**

Washington, DC | May 19-24

conference.thoracic.org

We are excited to welcome you back to **ATS 2023!**

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 2023 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 2023 International Conference in Washington, DC. 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 2023?

- **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 2023 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 2023 Online Exhibitor Directory and the ATS 2023 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 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 List Rental

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 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. Expo Suite sales will open in Fall 2022.

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. Meeting Suite and Meet-Up Room rentals are available for full day, half day, or hourly. Meeting Suite and Meeting-Up Room sales will open in Fall 2022.



Exhibit Hall Traffic Builders

Fun Zone
Guru Bars
Industry Theaters
Coffee & Connections
Professional Headshot Booth
Discovery Quest on Mobile App
Future Innovation Hub

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.



Guru Bars

Guru Bars are learning experiences consisting of 15-20 minute sessions, led by subject-matter experts from industry. A Guru Bar 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. Guru Bar applications will open in September 2022 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 or 45-minutes long and theater size ranges from 50-250 people. Industry Theater applications will open in September 2022 and are first-come, first-serve.

ATS provides boxed lunches for the theaters.

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.



	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

To learn more about fundraising in the Exhibit Hall please contact Matt Whyte, Associate Director, Exhibitions mwhyte@thoracic.org

Exhibitor Information

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

What is included in each 10'x10' booth?

- Four (4) exhibitor badge registrations
- Access to Exhibitor Lounge and Exhibitor Appreciation Reception (exhibitor badges only)
- Online Directory listing
- Complimentary attendee preview list (email and phone numbers excluded)
- Ability to purchase attendee list (additional payment required)
- Draped 8' back and 3' side walls (in-line booths only)
- Professional floor management and daily security in Exhibit Hall
- Online Exhibitor Services Manual
- Access to Expo Suites, Meeting Suites, and Meet-Up Room rentals
- Access to Exhibitor Success & ROI Center
- 5 complimentary VIP Customer Exhibit Hall Only Guest passes
- Complimentary exhibit evaluation and feedback

How is booth space assigned?

Returning exhibitors select booth space based on priority point rankings. All returning exhibitors have until July 15, 2022 to reserve their space. After that date, booth space is reserved on a first come, first serve basis. To view the live floor plan to see available booths please click here (booths colored blue are available): [Exhibitor Floor Plan - ATS 2023 International Conference \(mapyourshow.com\)](https://mapyourshow.com)

To reserve your booth space, please contact Steven Strom at ssstrom@thoracic.org.

Deposit and Payment

All exhibitors are required to pay a 50% deposit within 30 days of booking space. Final payment for booth space is due February 3, 2023.

Refund/Cancellation/Downsizing

A refund minus the cancellation fee of 20% of the total booth price is available until Friday, February 3, 2023. After February 3, 2023, 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.

Tentative Exhibit Hours*

Sunday, May 21, 2023 10:30 a.m. – 3:30 p.m.

Monday, May 22, 2023 10:30 a.m. – 3:30 p.m.

Tuesday, May 23, 2023 10:30 a.m. – 3:30 p.m.

Set-up*

Friday, May 19, 2023 8:00 a.m. – 5:00 p.m.

Saturday, May 20, 2023 8:00 a.m. – 5:00 p.m.

Dismantling*

Tuesday, May 23, 2023 3:30 p.m. – 8:00 p.m.

Wednesday, May 24, 2023 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**

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 21 – 8:30 a.m. to 4:30 p.m.
- Monday, May 22 – 8:30 a.m. to 4:30 p.m.
- Tuesday, May 23 – 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 2023 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 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.

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.
- 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, 2023.
- 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
661-615-3515 | sstrom@thoracic.org

Exhibit Operations and Logistics

Matt Whyte
Associate Director, Exhibits
212-315-8682 | mwhyte@thoracic.org

Sponsorship and Industry Programs (Non-CME Symposia, Industry Theaters, Practical Workshops, and Guru Bars)

Matt Whyte
Associate Director, Exhibits
212-315-8682 | mwhyte@thoracic.org

Strategic Partnerships and Business Development

Stacy McManus
Senior Director, Strategic Business Initiatives
212-315-8699 | smcmanus@thoracic.org

ATS Corporate Member Program and Educational Grants

Vlada Kagan O'Hara
Associate Director, Corporate Alliances
212-315-8686 | yohara@thoracic.org

Business Development

Michelle Turenne
Chief of Development
212-315-6448 | 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 Monday, April 3, 2023. Independent service contractors are responsible for notifying the ATS of the booths they will work in by Monday, April 3, 2023. They are also responsible for providing management with proof of insurance coverage by that date.

Ancillary Rates

ATS 2023 Material Handling Rates: There is one rate with no surcharges. This makes planning and budgeting simpler.

Price per Pound: \$2.16

(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 carpet and pad
- 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

\$119 per hour Straight Time

\$177 per hour Overtime

\$236 per hour Double Time

Registration

- **All exhibitor personnel** must be registered and adhere to the ATS 2023 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.