



Make plans to exhibit in 2024

Preliminary 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.



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 / 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. Business Suite and Meet-Up Room rentals are available for full conference or two day rentals. Business Suite and Meeting-Up Room sales will open in Fall 2023.



Exhibit Hall Traffic Builders

Fun Zone
Guru Bars
Industry Theaters
Coffee & Connections
Professional Headshot Booth
Thematic Poster-Exhibit Hall Lounge
Toast to Innovation Reception

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

Bonus Booth Program

For more information on the Bonus Booth Program, please contact Steve Strom at ssstrom@thoracic.org. Only valid to 2023 exhibitors and can only get the discount on up to 200 sq ft.

Refund/Cancellation/Downsizing

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**

Exhibit Sales:

Steven Strom | 661-615-3515 | ssstrom@thoracic.org



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, 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
661-615-3515 | ssstrom@thoracic.org

Exhibit Operations and Logistics

Matt Whyte
Director, Exhibits, Sponsorships, & Industry Programs
212-315-8682 | mwhyte@thoracic.org

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

Meredith Smalstig
AAA9AAA9AAAA
Associate Director, Sponsors & Industry Programs
msmalstig@thoracic.org

Exhibit and Sponsorship Support

Dustin Bell
AAA9AAA9AAAA
Senior Project Coordinator
dbell@thoracic.org

ATS Corporate Member Program and Educational Grants

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