

[/ atcmeeting.org /](https://atcmeeting.org/)
[#ATC2023SanDiego](https://twitter.com/ATC2023SanDiego)

THE SCIENCE OF
TOMORROW
STARTS **TODAY**

AMERICAN TRANSPLANT CONGRESS

ATC2023

SAN DIEGO, CA • JUNE 3-7, 2023
SAN DIEGO CONVENTION CENTER

EXHIBITOR & SPONSORSHIP
PROSPECTUS



ABOUT ATC

MEETING
DEMOGRAPHICS

SPONSORSHIP
OPPORTUNITIES

SATELLITE
SYMPOSIA
OPPORTUNITIES

EXHIBIT INFO
& FEES

OFFICIAL RULES
& REGULATIONS

EXHIBIT HALL
MEETING SPACE
RENTAL

EXHIBIT HALL
FLOOR PLAN

To Our Recent and Prospective Exhibitors and Sponsors:

It is with great pleasure that the American Society of Transplant Surgeons (ASTS) and the American Society of Transplantation (AST) invite you to exhibit and sponsor at the 2023 American Transplant Congress (ATC) – the twenty-second joint American Transplant Congress.

The ATC is the foremost educational event in the field of basic and clinical transplantation. The 2023 Congress will be held at the San Diego Convention Center in San Diego, CA. Review this Exhibitor and Sponsorship Prospectus thoroughly and complete the contract online to reserve a booth and secure sponsorship today. Please be certain to review the rules and regulations in their entirety, as they become legally binding once the exhibit space contract is accepted by Exhibit Management. The ATC is the meeting to attend to gain visibility and a competitive edge in the transplantation marketplace. We look forward to your participation.

Sincerely,

2023 Joint Executive and Planning Committees

ABOUT ATC

The American Transplant Congress (ATC) is the joint annual Congress of the American Society of Transplant Surgeons (ASTS) and the American Society of Transplantation (AST). ATC provides a forum for exchange of new scientific and clinical information relevant to solid organ and tissue transplantation and brings together transplant physicians, scientists, nurses, organ procurement personnel, pharmacists, allied health professionals, and other transplant professionals. The educational offerings provide attendees the opportunity to learn cutting-edge advances in research and promotes the exchange of ideas and practice in the field of solid organ and tissue transplantation.

ATC is an annual Congress that welcomes over 5,000 transplant professionals to present cutting-edge science that covers all organ types and offers insight into the future of the field and patient care.

ABOUT ASTS

The American Society of Transplant Surgeons represents approximately 2,000 professionals dedicated to excellence in transplantation surgery. Our mission is to advance the art and science of transplant surgery through patient care, research, education, and advocacy. We are the only organization dedicated to transplantation surgery in North America and accredit training programs for abdominal transplant surgery, in addition to providing certification for transplant surgeons through the Transplant Accreditation and Certification Council.

ABOUT AST

Founded in 1982, the American Society of Transplantation (AST) is a diverse organization of more than 4,000 professionals dedicated to advancing the field of transplantation and improving patient care by promoting research, education, advocacy, organ donation, and service to the community through a lens of equity and inclusion. The society is the largest transplant organization in North America and is recognized as the premier society for transplantation. AST members are sought out as transplant experts and advocates. Other transplant organizations, policy makers, regulatory agencies, payors, academic institutions, and the general public look to the AST for guidance, research, and resources related to transplantation.

CONTACT ATC

CONGRESS HEADQUARTERS

American Transplant Congress
1120 Route 73, Suite 200
Mt. Laurel, NJ 08054

Telephone: 856-439-0500
Fax: 856-439-0525

E-mail: atc@atcmeeting.org
Website: atcmeeting.org

CONGRESS TEAM

Shannon Fagan, CMP, HMCC
Director of Meetings and Exhibits
Direct: 856-642-4428
E-mail: sfagan@atcmeeting.org

Melanie Ryan, HMCC
Meetings, Exhibit and Sponsorship
Relationship Manager
Direct: 856-380-6895
E-mail: mryan@atcmeeting.org

Victoria McIntyre
Program and Meeting Coordinator
Direct: 856-380-6875
E-mail: vmcIntyre@atcmeeting.org

2023 PROGRAM PLANNING COMMITTEE

EXECUTIVE COMMITTEE

CHAIRS

Andrew Adams, MD, PhD

University of Minnesota
Minneapolis, MN

Linda Sher, MD

University of Southern California
Los Angeles, CA

CO-CHAIRS

John Friedewald, MD

Northwestern University
Chicago, IL

Roberto Hernandez, MD

University of Rochester, NY
Rochester, NY

CO-CHAIR ELECT

Satish Nadig, MD, PhD

Northwestern University
Chicago, IL

Elizabeth Verna, MD, MS

Columbia University
Hartsdale, NY

PLANNING COMMITTEE

Talia Baker, MD

University of Utah Medical Center
Salt Lake City, UT

Patricia Campbell, MBBS

University of Alberta
Edmonton, AB

Darshana Dadhania, MD, MS, FAST

New York Presbyterian/Weill Cornell
Medical Center
New York, NY

Christina Doligalski, PharmD

University of North Carolina
Chapel Hill, NC

Amy Feldman, MD

Children's Hospital Colorado
Englewood, CO

Amy Friedman, MD

LiveOnNY
New York, NY

Samantha Halpern, MSN, CRNP

Washington University School
of Medicine
St. Louis, MO

Stephen Juvet, MD, PhD

University Health Network Toronto
Toronto, ON

Daniel Kaul, MD

University of Michigan
Ann Arbor, MI

Varvara Kirchner, MD

Stanford University
Palo Alto, CA

Beverly Kosmach-Park, DNP, RN, FAAN

Children's Hospital of Pittsburgh
Pittsburgh, PA

Joseph Leventhal, MD, PhD

Northwestern Medicine
Chicago, IL

Gregory McKenna, MD

Baylor Simmons Transplant Institute
Dallas, TX

Shunji Nagai, MD, PhD

Henry Ford Transplant Institute
Detroit, MI

Tanjala Purnell, PhD, MPH

Johns Hopkins Medicine
Baltimore, MD

Qizhi Tang, PhD

University of California San Francisco
San Francisco, CA

Nicole Turgeon, MD

Dell Seton Medical Center at The
University of Texas
Austin, TX

Parsia Vagefi, MD

University of Texas Southwestern
Medical Center
Dallas, TX

STATEMENT OF NEED

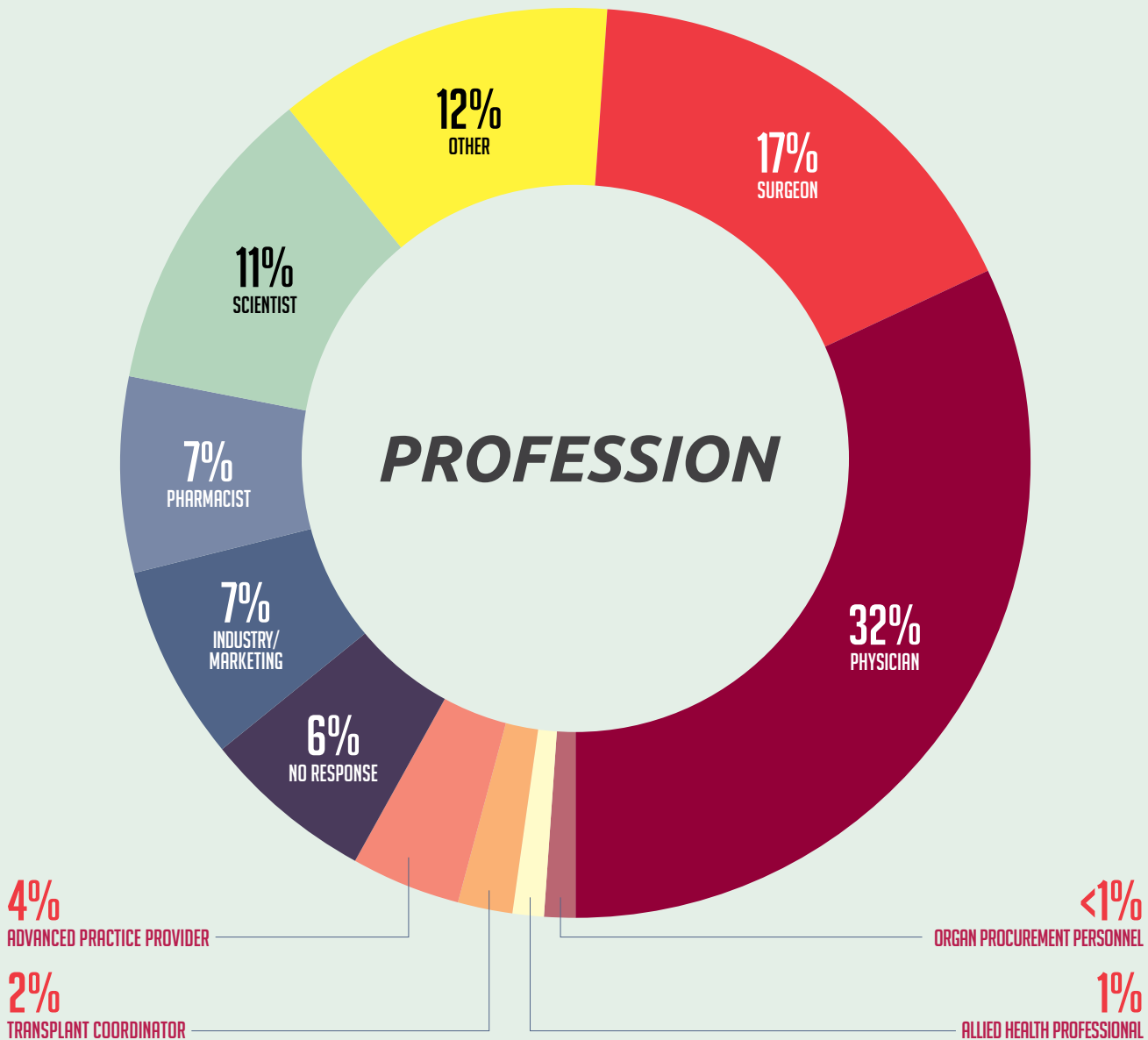
The field of solid organ and tissue transplantation is continuously changing and developing. With the rapid advances in transplantation research and medicine, transplant professionals require ongoing educational opportunities to stay current, to maintain and improve their knowledge, competence, and performance. Thus, this educational forum will generate activities and interventions that are designed to change and update the learners' competence, performance, and patient outcomes in the field of solid organ and tissue transplantation. The educational content of this meeting was developed by experts in scientific and clinical transplantation and was determined by rigorous assessment of learners' feedback from prior meetings, expert faculty assessment, literature review, medical practice, and new medical technology.

PURPOSE OF ACTIVITY

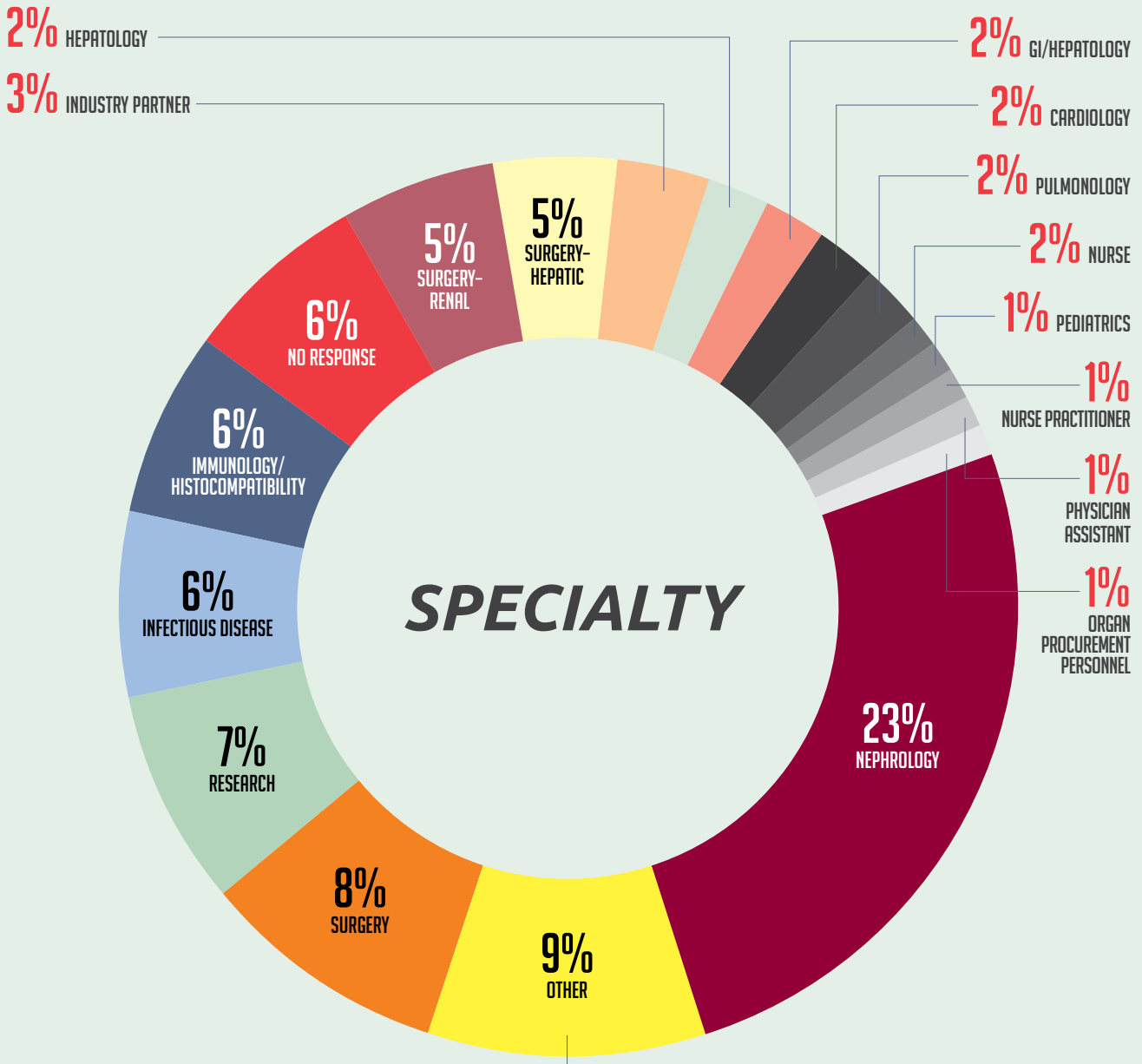
ATC educational offerings will provide transplant professionals a learning environment designed to address their professional practice gaps by a variety of learning formats that will encourage the exchange of new scientific concepts, emerging technologies, and medical advances. Learners will engage in interactive discussions, case presentations, workshops, and other activities designed to improve competence and improve professional and patient outcomes.

ATC 2022

MEETING DEMOGRAPHICS

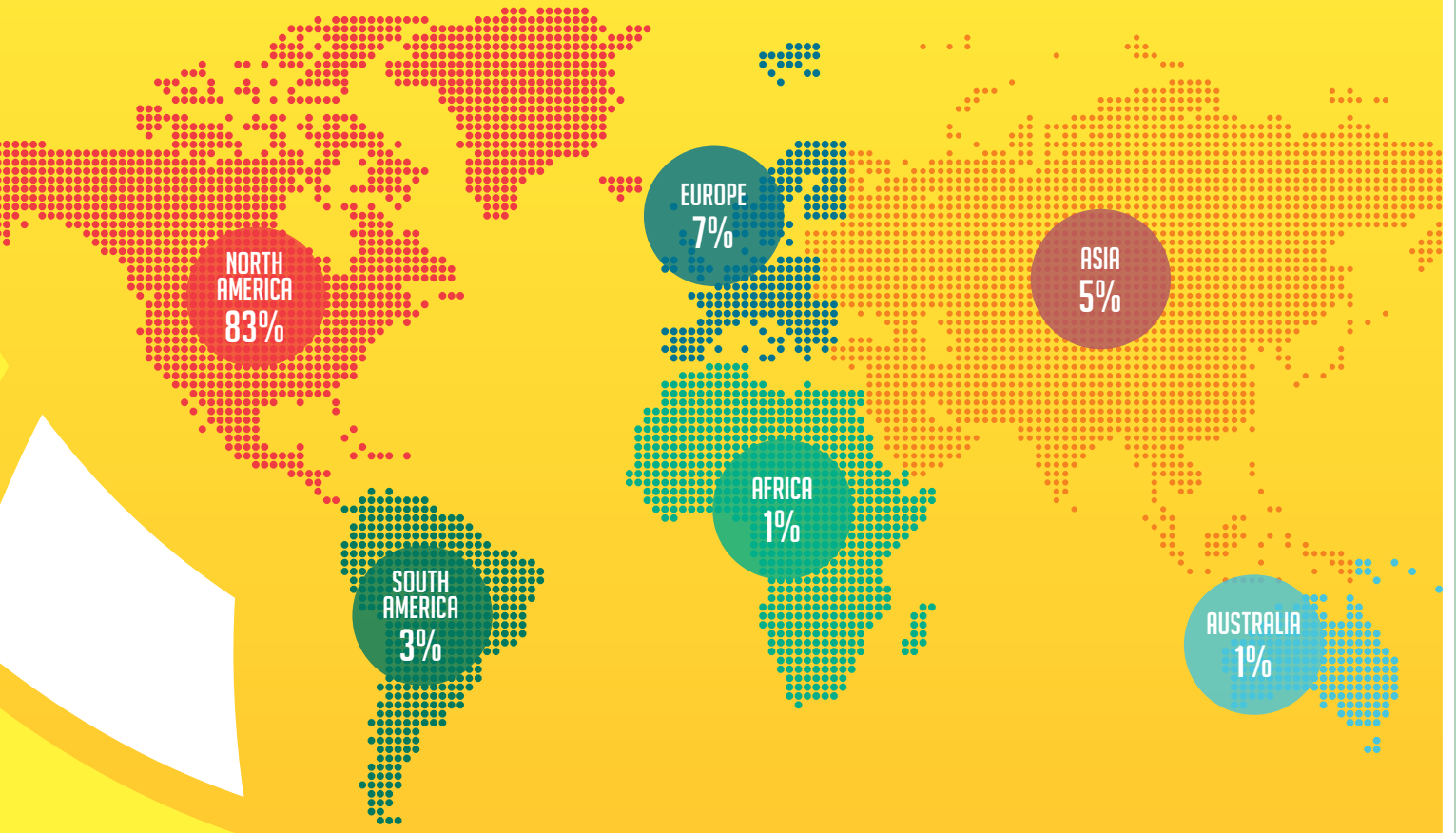


ATC 2022 MEETING DEMOGRAPHICS CONTINUED



- TRANSPLANT ADMINISTRATOR
- LIVING DONATION
- HEMATOLOGY/ONCOLOGY
- PATHOLOGY
- SURGERY - CARDIAC
- PSYCHIATRY/PSYCHOLOGY
- PANCREAS
- GOVERNMENT/REGULATORY/LEGAL
- LABORATORY TECHNICIAN/TECHNOLOGIST
- QAPI - QUALITY SURGERY - PULMONARY
- SURGERY - PANCREATIC
- ANESTHESIOLOGY
- ENDOCRINOLOGY
- SOCIAL WORK
- GASTROENTEROLOGY
- VCA
- SURGERY - VCA/UTERUS
- SURGERY - INTESTINE
- DIETICIAN
- OBESITY

ATC 2022
MEETING DEMOGRAPHICS CONTINUED
LOCATION: ATC ATTRACTS ATTENDEES FROM AROUND THE GLOBE!



SPONSORSHIP OPPORTUNITIES

ATC values all our supporters and looks forward, year after year, to having the opportunity to work with them. While there are many in-person and hybrid opportunities listed below, we can also discuss customized sponsorships and creating unique opportunities.

COMPANY AND PRODUCT BRANDING

BannersInquire with M. Ryan

Your large, colorful banner is displayed in the San Diego Convention Center, so it is visible to all ATC attendees. You will have the opportunity to view and select your specific location. You will provide the artwork promoting your company or product and ATC will produce the banner.

Wall ClingsInquire with M. Ryan

Wall clings will be placed in prominent areas of the San Diego Convention Center. They will make a big impact in these spaces. Specific locations can be viewed and selected by contacting Melanie Ryan at mryan@atcmeeting.org.

Column WrapsInquire with M. Ryan

Your large, colorful banner is wrapped around a column in the San Diego Convention Center, so it is visible to all ATC attendees. You provide the artwork, and we produce the wrap. Specific locations can be selected by contacting Melanie Ryan at mryan@atcmeeting.org.

Branded Hand Sanitizer Stations..... \$30,000 (TOTAL OF 8 STATIONS)

EXCLUSIVE SPONSORSHIP

Put your branding on hand sanitizer stations that will be placed throughout the meeting space. You will provide the artwork promoting your company or product to ATC. Specific locations will be determined by ATC.

Hotel Key Cards \$50,000

EXCLUSIVE SPONSORSHIP

Most attendees stay in the official hotels of ATC. You are guaranteed to get more visibility than the competition; gain maximum exposure by putting a message directly in the hands of target audiences, advertise on a product that attendees keep with them throughout their stay, and assist in improving traffic to your exhibit booth.

Congress Notebook \$40,000

EXCLUSIVE SPONSORSHIP

Available at registration, this handy 5 x 7 inch spiral-bound notebook, includes the company logo on the cover and up to 6 pages (3 front and back) company/product branded advertisements. The sponsoring company is responsible for submitting their graphics made to the specifications provided.

Exhibit Aisle Signs \$35,000

EXCLUSIVE SPONSORSHIP

This exclusive sponsorship includes your company logo and booth number on large format, double sided signage hanging below all the show aisle signs. Attendees will see your company logo and booth number from all directions as they are walking the show floor.

Lanyards \$50,000

EXCLUSIVE SPONSORSHIP

Your organization's logo along with ATC's will be prominently displayed around every congress attendee's neck! ATC will handle all production, fulfillment, and distribution to attendees.

SPONSORSHIP OPPORTUNITIES | CONTINUED

Floor Decals\$7,500 per set of 2

Floor decals grab attention and pinpoint your messaging as a steppingstone to your booth. Distribute your branding in a specific area or throughout the hall. **Placements are first come, first served!** Specific locations can be viewed and selected by contacting Melanie Ryan at mryan@atcmeeting.org.

Footprints.....\$10,000

Footprints on the exhibit floor are being offered as an advertising opportunity. Stickers in the shape of footprints designed by the exhibitor draw attendees' attention by letting them read the exhibitor's name, but they also help lead them to the exhibit booth. **Limited to four exhibitors.**

Free-Standing Panels.....\$7,500

Increase traffic to your booth when thousands pass by your advertisement strategically placed near meeting rooms throughout the convention center. Placements are determined by ATC.

Lightboxes \$20,000 per box

Turn your most recent ad into an illuminated lightbox, which will feature your custom artwork printed on plexiglass material that is lit from within, giving it an eye-catching glow! Lightboxes are double-sided, approximately 3 feet wide by 8 feet tall and 1.5 feet deep. Sponsors can display the same message on each panel or submit two unique messages, so attendees see a different message on each side. (Includes production, installation, dismantle, and electric). Placements are determined by ATC.

Pocket Schedule..... \$30,000

EXCLUSIVE SPONSORSHIP

Always a popular support item, the pocket-sized schedule-at-a-glance will provide attendees with the entire meeting schedule, room locations, and a map of the exhibit hall. Your company logo will be placed on the back cover for complete visibility throughout the entire Congress. Pocket Schedules are available to attendees at registration check-in.

Waste Bin Covers..... \$5,000 per bin

Do you have an environmental message or an ecofriendly product? Sponsorship includes 4-unit recycle bins (mixed paper, waste, bottles and cans, compost) that are strategically placed in common areas and on the exhibit floor.

Streetlights and Planters..... \$30,000

This is a unique way to have your company's branding visible throughout the exhibit hall. These streetlights and planters will be displayed in select aisles of the exhibit hall to create a warm, inviting feeling to the hall. Each streetlight and planter will have space for the sponsoring company to place product or company branding. Locations of the streetlights and planters will be determined by ATC.

Branded Cubes\$20,000 per set

Place your branding on uniquely displayed cubes that will be placed in highly trafficked spaces of the San Diego Convention Center. Placement of the cubes will be determined by ATC.

TECHNOLOGY

Virtual Platform.....\$75,000

EXCLUSIVE SPONSORSHIP

Reach all in-person and virtual ATC attendees! Support of the virtual platform will be acknowledged in several places:

- Main page of ATC website where Virtual Connect link is listed
- Log in page of Virtual Connect platform above the log in space
- Acknowledged in ATC branding of the Daily Live Broadcast Emails

Mobile App..... \$60,000

EXCLUSIVE SPONSORSHIP

ATC utilizes a mobile application for all Congress programming. Your company logo will be strategically placed on the splash page of the mobile application that is viewed every time an attendee opens the application. Your company name and description will also be displayed first in the exhibitor directory. Features of the application include all Congress programming and abstracts, inter-app messaging, exhibit floor plan and directory, and robust personalized itinerary planner. The mobile application will be available for download one month prior to the start of the Congress.

Mobile Application Upgraded

Exhibitor Spot.....\$5,000

Have your company highlighted on the mobile application in the exhibitor section. This will include your company name and your booth number. Enhance your visibility and company name by utilizing the mobile application upgrade feature.

Convention Center Wi-Fi..... \$40,000

EXCLUSIVE SPONSORSHIP

Every time an attendee accesses the Wi-Fi within the San Diego Convention Center, your logo will appear on the splash page. Attendees will be utilizing the Wi-Fi even more than in previous years with expanded mobile app and the hybrid platform available.

SPONSORSHIP OPPORTUNITIES | CONTINUED

Digital Signs \$55,000

EXCLUSIVE SPONSORSHIP

Take advantage of advertising your company using electronic displays that show programming, information, and other messages throughout the San Diego Convention Center during ATC.

Charging Stations \$40,000

(TOTAL OF 8 STATIONS)

EXCLUSIVE SPONSORSHIP

Mobile device charging stations are one of the most important services in the event industry today. A station that charges mobile devices quickly and conveniently can be available to ATC attendees from locations in high traffic areas throughout the San Diego Convention Center.

Best in Congress Posters \$25,000

EXCLUSIVE SPONSORSHIP

ATC will be showing the "Best in Congress" posters daily on an 80" plasma monitor. The posters are selected by attendees daily, and then on display throughout the duration of the Congress. This is a great educational offering where you can get exposure by sponsoring the display area where many attendees gather to view top posters presented. Your company logo will be displayed on the viewing area. Specific information on the full display area can be provided upon request.

ADVERTISING

Registration Confirmation

Email Notification \$40,000

Reach over 5,000 attendees when they receive a registration email confirmation with your company's electronic banner hyperlinked to your company's website. Every attendee will receive a registration confirmation prior to attending the Congress. **To ensure that your banner is seen by all attendees, this opportunity must be purchased by Wednesday, December 7, 2022 and artwork graphics provided no later than Wednesday, December 14, 2022.**

Housing Confirmation

Email Notification \$35,000

Stand out to attendees when they receive a housing email confirmation with your company's electronic banner hyperlinked to your company's website. The notification will reach approximately 5,000 attendees. **To ensure that your banner is seen by all attendees, this opportunity must be purchased by Wednesday, December 7, 2022 and artwork graphics provided no later than Wednesday, December 14, 2022.**

Daily News Brief

BANNER GRAPHIC \$15,000 PER EMAIL

VIDEO \$25,000 PER EMAIL

A daily email will be sent to each registered attendee. This email will feature key programming highlights for each day and additional up-to-date information. There are six emails available to support.

Post Event News Briefs \$10,000 per email

(BANNER GRAPHIC ONLY)

After the Congress, ATC virtual platform will be available throughout the next year. ATC will promote highlighted content to the entire ATC distribution list throughout the year. That means those that didn't register and participate in the live broadcast can still register and get access throughout the year to all ATC Virtual Connect content. Additionally, ATC will encourage continual engagement for all participants. Add your company's electronic banner.

Doctor's Bag Hotel Delivery \$15,000

EXCLUSIVE SPONSORSHIP

Get outside exposure – your logo and message will be printed on one side of the bag and includes one insert placed inside of the bag. ATC will provide you with all artwork specifications and due dates. The Doctor's Bags are delivered to Congress attendees within the ATC hotel room block the evening of Saturday, June 4, 2022.

Doctor's Bag Insert \$5,500 per insert

The Doctor's Bags are delivered to Congress attendees within the ATC hotel room block the evening of Saturday, June 4, 2022.

Upon purchase you will receive guidelines with specs, deadlines, and shipping information.

A minimum of four inserts from any combination of advertisers must be reserved for the Doctor's Bag to be delivered. All materials subject to ATC approval. Doctor's Bag Door Drop circulation is based on projected attendance and room blocks at the time of printing.

Pre-Congress Mailing List \$5,500

A mailing list of all pre-registered attendees can be purchased for a one-time usage to promote your product, booth or sponsored activities taking place in relation to the Congress. A one-time use agreement must be signed and sent back to the Exhibit Manager to receive the list. This gives you a unique opportunity to get in front of attendees before the Congress begins either by sending a mailing piece or an email blast – attendees will know exactly where to find you when they enter the exhibit hall. **All mailers must be pre-approved by ATC.**

EVENTS

Women's Networking Event..... \$50,000

EXCLUSIVE SPONSORSHIP

THIS EVENT WILL BE HELD SATURDAY, JUNE 3, 2023
FROM 6:30 PM – 8:00 PM.

This event will go beyond the curriculum to discuss strategies to achieve personal and professional success.

Opening Exhibit Hall Reception..... \$30,000

EXCLUSIVE SPONSORSHIP

The Exhibit Hall Opening Reception is a hour and a half reception held on Saturday, June 3, 2023 to officially open ATC. Attendees can enjoy beverages and light snacks while perusing the Exhibit Hall and scientific posters. Signage will be placed throughout the event near food and beverage stations in accordance with PhRMA code. At your company's expense, you may provide plates, cups, and napkins with your company name, booth number, and logo only. ATC must approve artwork prior to production.

Exhibit Hall Snack Breaks ... \$15,000 per break

Morning and afternoon breaks are scheduled to take place throughout the Exhibit Hall and will include light refreshments.

Wellness Events..... Inquire with M. Ryan mryan@atcmeeting.org

SATELLITE SYMPOSIA OPPORTUNITIES

A Satellite Symposium is great opportunity to help improve patient care by reaching thousands of transplant medical professionals.

ATC is pleased to offer luncheon symposia Sunday – Tuesday for industry-sponsored satellite symposia. Time and available space may limit the number of applications accepted. There is no guarantee any company will be given a luncheon or evening slot. Every effort will be made to accommodate on a first-request basis.

Please note: ATC prohibits satellite symposia during scheduled scientific sessions. Symposia, or any portion of them, including on-site registration and question-and-answer sessions, may only be held during the designated hours.

FEES, TERMS & CONDITIONS

| | |
|--------------------------------|---------------------|
| Luncheon Symposium..... | \$90,000 |
| Sunday, June 4 | 12:15 PM – 1:15 PM |
| Monday, June 5 | 12:15 PM – 1:15 PM |
| Tuesday, June 6 | 12: 45 PM – 1:45 PM |

Includes: Classroom-style seating, unless otherwise communicated to the hotel contact and ATC staff (additional fees may apply), a riser with a podium and head table for two (2), standard AV set (screen, projector, computer, two (2) tabletop microphones, one (1) aisle microphone, and one (1) lavalier microphone) and three (3) lead retrieval units.

OFFICIAL RULES & REGULATIONS

Eligibility

ATC prohibits any company that is not an official exhibitor of ATC to host a satellite symposium.

Locations

- Space for each symposium will be assigned within the designated space at the Manchester Grand Hyatt by ATC staff.
- Space assignments will be confirmed in February 2023.
- Contact Melanie Ryan at 856-380-6895 or mryan@atcmeeting.org for additional information.

The American Transplant Congress (ATC) prohibits satellite symposia from being held in the headquarter hotels, San Diego Convention Center, and/or hotels within the ATC block by any company that is not an exhibitor of ATC. Companies that support either ASTS or AST will have first rights to satellite symposia time slots. Only those events may be publicized and/or promoted in the meeting program or outside their exhibit booth in the headquarter hotels and at the convention center. Specific rules and regulations apply to satellite symposia. ATC does not guarantee attendance. Attendance is dependent on topic and the marketing efforts set forth by the sponsoring company. Satellite symposia will be located in the Manchester Grand Hyatt, conveniently located near the San Diego Convention Center.

Services Provided by ATC Staff

- Include basic A/V and live streaming. These will be outlined in your satellite confirmation packet.
- Work closely with applicants regarding their satellite symposium and meeting requirements.
- Assign appropriate space, day, and time, and designate hotel contact.
- Provide one complimentary pre-registration mailing list for use to promote the symposium.
- Symposium listing on the ATC website, ATC mobile app, virtual platform, and Satellite Wall (in the San Diego Convention Center).

Pre-Meeting Policies

- ATC reserves the right to review all symposium applications, programs and promotional materials and to reject topics, formats, or materials deemed inappropriate.
- All promotional and marketing materials must be approved by ATC prior to distribution. It is the sole responsibility of the organizer/sponsoring company to work with ATC to receive approval of materials.
- Approval from ATC staff does not constitute an endorsement of program or its content by ATC, ASTS or AST.

Cancellation

ATC must be notified promptly in writing of the cancellation of any scheduled satellite event 30 days in advance or sooner if possible. No refunds will be issued for cancelled events.

In the event of cancellation, ATC will not be responsible for canceling any arrangements that may have been made by the organizer/sponsoring company in connection with the proposed event. In addition, ATC will not be responsible for any penalties and/or costs incurred for the cancelled event. Non-refunded program fees cannot be transferred for another use within ATC for any reason.

Disclaimer

- ATC is not responsible for unsatisfactory attendance and/or marketing of satellite symposia.
- The opinions presented at the satellite symposia are solely those of the speaker and the commercial supporter. They do not represent the opinion of the ATC/ASTS/AST. ATC does not review the full presentations, contents or evaluate the products or services discussed at these sessions and make no warranty, endorsement or recommendation regarding the safety, effectiveness, quality or costs of such products or services.
- ATC does not provide CME credit for these programs.
- ATC reserves the right to have an ATC staff member or volunteer onsite to monitor the scope and content of your symposium.

MARKETING & PROMOTIONAL MATERIALS

- ALL marketing and printed material related to the symposium must be receipt of a written authorization from ATC prior to final production and distribution. PDF files may be submitted via email for this purpose and are preferred. Review and approval by ATC will be within an appropriate timeframe, but not less than three business days.
- The names, logos, and acronyms of the American Transplant Congress, American Society of Transplant Surgeons, and the American Society of Transplantation are the exclusive property of each society. They may not be used in any way, for any purpose, or any time without the express written permission and approval of the ATC and the individual society. The following language must appear on all materials produced in association with the symposium, including emails, websites, flyers, marketing/advertising, enduring products, post meeting materials, and articles intended to be published after ATC:
“This symposium is not part of the ATC official educational program and the sessions and content are not endorsed by ATC.”
- **It is not acceptable and is prohibited to use “at the ATC or “in conjunction with the ATC” or “during the ATC”.**
- The satellite symposia confirmation packet will provide these guidelines again along with examples of language that can and can NOT be used.

VIOLATIONS AND SANCTIONS

ATC, at its sole discretion, reserves the right to revoke privileges for future programs of any sponsoring organization, supporting organization, or activity organizer involved in planning a satellite activity that does not comply with the rules and requirements set forth in this policy.

PROMOTION AND MARKETING ASSISTANCE

Promotional Services

The following services are provided by ATC at no additional cost: *All deadlines for materials will be provided in the satellite symposia confirmation packet.*

ATC WEBSITE

- ATC will publicize approved satellite symposia on the ATC Web site prior to Congress upon receipt of full payment, and full program information such as the program title and agenda. This will be posted in a special location dedicated to these events. It will not be included in the actual program of the ATC. The information the sponsoring company provides must comply with the same marketing and promotional guidelines stated above. Items the sponsoring company can provide to post with this listing are:
 - » PDF advertisement/program
 - » Link to external website with program and/or registration

SATELLITE SYMPOSIA OPPORTUNITIES | CONTINUED

MAILING LIST

- The Organizer is offered a one-time use of the ATC pre-registration list for a pre-approved mail/email piece. The pre-registration list will be available on or around **May 13, 2023**. Design and production are the responsibility of symposium organizer/sponsoring company. The list will include the email addresses of those attendees who have approved the distribution of their email address. Note: Attendees have the option to “opt out” of distribution of their email; we cannot guarantee the email addresses of all ATC attendees.

ONSITE SIGNAGE

- ATC will produce a satellite symposia wall with sponsor’s approved promotional graphics, to be displayed at the San Diego Convention Center. All graphics must be sent to mryan@atcmeeting.org for approval.

ADDITIONAL PROMOTIONAL OPPORTUNITIES

Please review the below information regarding promotional items onsite at the meeting:

Posters

On the day of the scheduled event ONLY, at the hotel’s discretion, the organizer may put up one 22” wide x 28 high poster in the Manchester Grand Hyatt Lobby. Please check with the hotel for exact locations allowed. Posters must be pre-approved by ATC before production. All costs are the responsibility of the organizer and must be professionally produced. Posters must be removed immediately following the scheduled event. Shipping instructions will be provided prior to the meeting. Canvassing by the sponsoring company is strictly prohibited.

- A registration table and signage can be displayed at the entrance of the room being used for the satellite symposia. It can be placed there the day of the symposia an hour prior to the event. All signage must be pre-approved by ATC before production.

Exhibit Booth

Exhibit booth representatives may distribute invitations and other promotional material for the event at their booth only. Canvassing outside of an organizer/sponsoring company’s exhibit booth is strictly prohibited.

Door Drops & Giveaways

- **Distribution of symposium invitations at onsite locations other than those specified is not permissible.** Individual door drops are NOT permitted; however, the ATC is planning a “Doctor’s Bag” door drop on Saturday, June 3. The cost will be \$5,500 for this opportunity. For information regarding the flyer in the Doctor’s Bag contact Melanie Ryan, ATC Meetings, Exhibit and Sponsorship Relationship Manager, mryan@atcmeeting.org.

- Giveaways or incentives to meeting attendees to attend a symposium, including inappropriate onsite promotional tactics, are strictly prohibited.

Directional Assistance

On the day of your scheduled symposium there will be temporary staff set in place at San Diego Convention Center and along the route to the meeting room location at the Manchester Grand Hyatt directing attendees to the satellite symposia. **No other staff may solicit attendees outside of their designated meeting room.**

Sales Lead Retrieval System

Three (3) lead retrieval systems will be available to you. The system uses a scanner wand that scans the bar code that is printed directly onto the attendee’s badge. The system will record encoded information of all attendees that visit your exhibit booth with a swipe of the wand. If you require more than three (3) units, please contact Melanie Ryan, ATC Meetings, Exhibit and Sponsorship Relationship Manager, mryan@atcmeeting.org for more information.

Literature/Meeting and Career Opportunities

There are literature and career opportunity boards located in the Registration area. All announcements must be approved by the ATC Registration Manager. You may email the information to the ATC Registration Manager, atc@atcmeeting.org or present any material you wish to have displayed on the boards at the registration desk onsite. Meeting announcements are **NOT** to be left in any other area of the San Diego Convention Center or any of the hotels being used for the ATC.

Promotional Content & Use of ATC Logo

1. **ALL promotional and advertisement materials must include the following language:** “This symposium is not part of the ATC official educational program and the sessions and content are not endorsed by ATC.”
2. **All printed and published materials must bear the following information: Sponsored by..., Supported by..., and Coordinated by...**
3. **Promotional items cannot reference “at ATC or during ATC” when the promotion is directly referring to satellite symposia.**

The ATC Logo or name may not be used in any promotions, advertisements, meeting materials, or correspondence related to the program.

Please review these rules and regulations. The application can be found online at www.atcmeeting.org.

Applications will be accepted on a first come, first served basis.

PRODUCT THEATER

The Product Theater is the perfect venue for exhibiting companies to present a product to a captive audience. Company presenters will have the opportunity to discuss their product and best use practices. This is an ideal opportunity to hold promotional presentations and accommodate a larger audience that can then be directed back to your exhibit booth after the presentation is over for further discussions.

All Product Theater sponsors must comply with the guidelines outlined in the agreement / application as well as all other requirements applicable to exhibitors at the ATC.

AVAILABLE TIMESLOTS & FEES

Timeslots are during ATC scheduled coffee breaks in the ATC Exhibit Hall. No other ATC scientific sessions take place during scheduled coffee breaks in the Exhibit Hall.

| Date | Time | Fee |
|------------------|--------------------|----------|
| SATURDAY, JUNE 3 | 5:30 PM – 6:00 PM | \$25,000 |
| SUNDAY, JUNE 4 | 9:15 AM – 9:45 AM | \$25,000 |
| MONDAY, JUNE 5 | 9:15 AM – 9:45 AM | \$25,000 |
| TUESDAY, JUNE 6 | 9:45 AM – 10:15 AM | \$25,000 |

ELIGIBILITY

Corporate sponsors of Product Theaters are required to exhibit. Exhibit booths are not provided complimentary to Product Theater sponsors. For more information on exhibition, contact Melanie Ryan, ATC Meetings, Exhibit and Sponsorship Relationship Manager, mryan@atcmeeting.org, or 856-380-6895.

To complete an application please go to: atcmeeting.org. Applications will be accepted on a first come, first served basis.

EXHIBIT OPPORTUNITIES

KEY DATES AND TIMES

Congress Dates

SATURDAY, JUNE 3 – WEDNESDAY, JUNE 7, 2023

Exhibit Dates & Hours

| | |
|-----------------------|-------------------|
| Saturday, June 3..... | 5:30 pm – 7:00 pm |
| Sunday, June 4..... | 9:15 am – 3:00 pm |
| Monday, June 5..... | 9:15 am – 3:00 pm |
| Tuesday, June 6..... | 9:45 am – 3:30 pm |

Exhibitor Registration

| | |
|-----------------------|-------------------|
| Thursday, June 1..... | 1:00 pm – 5:00 pm |
| Friday, June 2..... | 8:00 am – 5:00 pm |
| Saturday, June 3..... | 6:30 am – 7:00 pm |
| Sunday, June 4..... | 6:30 am – 6:00 pm |
| Monday, June 5..... | 6:30 am – 6:00 pm |
| Tuesday, June 6..... | 6:30 am – 6:00 pm |

Installation

| | |
|-----------------------|-------------------|
| Thursday, June 1..... | 1:00 pm – 5:00 pm |
| Friday, June 2..... | 8:00 am – 5:00 pm |
| Saturday, June 3..... | 8:00 am – 2:00 pm |

Dismantling*

| | |
|------------------------|--------------------|
| Tuesday, June 6..... | 3:30 pm – 7:30 pm |
| Wednesday, June 7..... | 8:00 am – 12:00 pm |

*Booth dismantling may not begin before 3:30 pm on Tuesday, June 6. All exhibit material must be packed and ready for shipment by 10:00 am on Wednesday, June 7.

Times are subject to change.

Important Dates & Deadlines

FEBRUARY 2, 2023

- Exhibit booth spaces assigned
- Confirm booth space assignment via email confirmation to exhibit companies

FEBRUARY 14, 2023

- Official housing opens to exhibitors
- Registration opens to exhibitors

MARCH 10, 2023

- Exhibitor Service Online Manual e-mailed to exhibiting companies

MARCH 14, 2023

- Scale drawings for 20x20 booths or larger due to show management
- Deadline for cancellation of exhibit space
- Exhibitor Service Online Manual e-mailed to exhibiting companies
- Company/product description due

MARCH 14, 2023

Forms due to show management:

- Affiliate event space request forms
- Notification of use of independent contractor form
- Decorator certificates of insurance
- Request for novelty/giveaway approval form

EVENTS IN THE EXHIBIT HALL

NEW THIS YEAR: Poster Presenters will be in attendance during scheduled exhibit hall morning and afternoon networking break times.

SATURDAY, JUNE 3

| | |
|------------------------------------------------|-------------------|
| Opening Reception | 5:30 PM – 7:00 PM |
| Poster Session A with Presenters in Attendance | 5:30 PM – 7:00 PM |

SUNDAY, JUNE 4

| | |
|-----------------------------------------------------------------------------|-------------------|
| Poster Viewing | 9:15 AM – 3:00 PM |
| Poster Session B with Presenters in Attendance & Morning Networking Break | 9:15 AM – 9:45 AM |
| Poster Session B with Presenters in Attendance & Afternoon Networking Break | 2:30 PM – 3:00 PM |

MONDAY, JUNE 5

| | |
|-----------------------------------------------------------------------------|-------------------|
| Poster Viewing | 9:15 AM – 3:00 PM |
| Poster Session C with Presenters in Attendance & Morning Networking Break | 9:15 AM – 9:45 AM |
| Poster Session C with Presenters in Attendance & Afternoon Networking Break | 2:30 PM – 3:00 PM |

TUESDAY, JUNE 6

| | |
|-----------------------------------------------------------------------------|--------------------|
| Poster Viewing | 9:45 AM – 3:30 PM |
| Poster Session D with Presenters in Attendance & Morning Networking Break | 9:45 AM – 10:15 AM |
| Poster Session D with Presenters in Attendance & Afternoon Networking Break | 3:00 PM – 3:30 PM |

EXHIBIT FEES, TERMS AND CONDITIONS

Exhibit Eligibility

The exhibits at ATC are designed for the display and demonstration of products and/or services directly related to the practice and advancement of the science of transplantation. All products and services exhibited must be germane to the study and practice of transplantation and have appropriate governmental and agency approval, if applicable. ATC retains the sole authority to determine the eligibility of any company and/or its product. ATC reserves the right to refuse applications of organizations not meeting standard requirements or expectations. ATC reserves the right to curtail or to close exhibits, wholly or in part, that reflect unfavorably on the character and the purpose of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

Booth Prices

| | |
|---------------------------|----------------------|
| 10x10 In-Line Booth | \$3,500 |
| 10x10 Corner Booth | \$4,500 |
| Island Booth | \$40 per square foot |
| Non-Profit | \$1000* |

**Proof of non-profit status must accompany completed application.*

Terms of Payment

Total booth fee is due with completed exhibit application.

Applications can be processed online by going to www.atcmeeting.org. Space will not be confirmed without the completed application and full payment. Checks should be made payable to ATC/American Transplant Congress.

Assignment of Space

ATC has instituted a priority point system for space assignment. Booth location will be determined by application submission date and based on the following criteria from the previous year: booth size, marketing dollars spent, hotel rooms used within the housing block, survey participation, and Society support. ATC reserves the right to make any revisions necessary to the floor plan at any time. ATC reserves the right to relocate an exhibitor at any time with the understanding that if the exhibitor does not agree with such relocation to the extent that the exhibitor cannot participate in ATC, the deposit and/or full payment for exhibitor space will be fully refunded. Exhibitors wishing to avoid assignment of space adjacent to that of a particular competitor should note that on their application. Careful consideration will be given to all such requests but cannot be absolutely guaranteed.

Designated Tax-Exempt/Non-Profit Area

Exhibitors that are defined as tax-exempt/non-profit companies are eligible to receive the reduced booth price of \$1000 for a maximum of one 10x10 booth. Proof of

tax-exempt/non-profit status must accompany completed application. Tax exempt/non-profit space assignment will be confined to a specific area on the floor plan. Tax-exempt/non-profit exhibits do not have the option to choose booth space in other locations on the exhibit floor for this reduced rate. Tax-exempt/non-profit rental rates include: rental of one 10x10 booth space, side and back drape, and one ID sign. Subsequent booths requested are charged the regular booth price. Tax-exempt/non-profit exhibitors are required to provide carpeting and accessories for their space. If space is unavailable in the tax-exempt/non-profit area, space will not be available elsewhere unless the tax-exempt/non-profit company is willing to pay the full booth price listed above.

Cancellation or Downsizing of Booth Space

Cancellations or requests to downsize must be submitted to the ATC Exhibit Manager in writing. The date of receipt of exhibitor's written notice of cancellation in the ATC Headquarters office will be the official cancellation date. If space is cancelled on or before March 14, 2023, ATC will retain 25% of the total booth cost. Any exhibitor who cancels space after March 14, 2023, will be responsible for the total booth cost. Refunds for cancellations are not available after March 14, 2023. If written notification of downsizing booth space is received on or before March 14, 2023, the exhibitor is responsible for 25% of the original exhibit space contract, plus the cost of the redefined exhibit space. No decreases in booth size or configuration will be made after March 14, 2023.

Failure to Occupy Space

Booth space not occupied by the exhibitor by 2:00 pm on Saturday, June 3, 2023, is forfeited without refund to the exhibitor, and the space may be resold or used by the ATC.

Cancellation of Exposition

It is mutually agreed that in the event of cancellation of ATC due to fire, strikes, governmental regulations, war, acts of God, terrorism, or causes that would prevent its scheduled opening or continuance, then and there upon this agreement will be terminated and the American Transplant Congress Joint Council shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible after due consideration of previous expenditures and commitments.

Food and Drug Administration (FDA) Market Clearance

All products exhibited must have fulfilled all applicable FDA regulations. Products that are not FDA approved for a particular use in humans or are not commercially available in the United States will be permitted to be displayed only when accompanied by appropriate signs that indicate FDA

clearance status. The signs must be clearly and easily visible and placed near the product and on any graphics depicting the product.

Display of investigational products is to remain within the expectations and limitations of the Food and Drug Administration's Guidelines on Notices of Availability. Any investigational product graphically depicted on a commercial exhibit should:

- Contain only objective statements about the product.
- Contain no claims of safety, effectiveness, or reliability.
- Contain no comparative claims to other marketed products.
- Exist solely for the purpose of obtaining investigators.
- Be accompanied by directions for becoming an investigator and list of investigator responsibilities.
- Contain a statement on signage: "Caution: Investigational Product, Limited to Investigational Use" (or similar statement) in prominent size and placement.

It is the exhibitor's responsibility to contact the FDA to ensure compliance with the current FDA guidelines. Contact the FDA Office of Compliance regarding your responsibilities under the Federal Food Drug & Cosmetic Act.

AMEDCO as the ACCME accredited provider for ATC. ATC is subject to all rules and regulations including adherence to FDA imposed rules and regulations on displayed products, including disclosure of current FDA status by appropriate labeling of all displayed products. ATC reserves the right to determine what is appropriate as it pertains to exhibit materials, attire, professionalism, and any audio equipment volume. Violation of any rules may lead to immediate shutdown of the exhibitor's booth or barring from participation in future meetings. Granting of CME credit, in any category, from an exhibit booth is prohibited.

Exhibitor Services Online Manual

Exhibitors will receive a link to access the services manual online on March 10, 2023. The online manual will include order forms for all services, including utility specifications and charges, audiovisual equipment, floral, booth furnishings, booth cleaning services, catering, and labor rates. Exhibitors are encouraged to place orders no later than two weeks before the opening of the meeting to take advantage of discounts and minimize delays during set-up. Be sure to consult each form for deadlines, as they may vary depending on the supplier. Electrical and internet requirements must be arranged directly with the Convention Center. All rates and specifications will appear in the Exhibitor Services Online Manual.

Booth Construction

Every exhibit space should allow for the visibility of other spaces. The following rules for booth construction ensure that every exhibitor has reasonable site lines to the aisle. All exhibits must conform to the standards set by the Health Convention and Exhibitors Association, which are as follows: No obstructions in the front half of the booth above a height of 48-inches are permitted. The booth height of 8-feet, inclusive of company name and logo, may be maintained up to 50% of the distance from the back wall toward the front of the space.

Ceiling Heights of Hall A & B1: 40'.

Hanging signs can be suspended from the ceiling of the exhibit hall as long as they adhere to the height restrictions of individual booth construction as outlined in this document. All suspended signs from the ceiling must be confirmed and approved by ATC Exhibit Management.

Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors. The reverse side of any wing panel extending from the back wall of a display must be draped to avoid raw exposure to a neighboring booth or aisle.

To remedy instances of noncompliance, ATC Exhibit Management will have exposed areas draped at the exhibitor's expense.

No part of any equipment, or signs relating thereto, shall be posted, nailed, or otherwise attached to columns, walls, floors, or other parts of the building or its furniture, in any way to deface same, damage arising by failure to observe these rules shall be payable by the exhibitor.

IN-LINE BOOTH

An in-line booth is 10-feet wide, 10-feet deep, and 8-feet high.

CORNER BOOTH

A corner booth is 10-feet wide, 10-feet deep, and 8-feet high and is at the end of a row of in-line booths with access to two through aisles.

ISLAND BOOTH

An island booth is 20-feet wide and 20-feet deep or larger. The island exhibitor receives the following benefits: a) waiver of the 8-foot height restriction; b) waiver of sidewall restrictions; and c) increased visibility from all areas of the exhibit hall. Island booths MUST allow at least 40% show visibility on each side. Island height is restricted to 20 feet unless approved by ATC Exhibit Management. Scale drawings

For 20 x 20 booths or larger are due to Exhibit Management by March 14, 2023. Drawings not in compliance with the 40% site rule will be rejected.

MULTI-LEVEL BOOTH

Please note the following rules that apply to multilevel booths:

- A drawing from a US licensed structural engineer of a multi-level booth must be submitted to the ATC Exhibit Manager at least ninety (90) days in advance of the first move-in day (June 1, 2023) to allow sufficient time for any needed corrections.
- One 2A10BC-type fire extinguisher must be on each level of the display, easily available, and unobstructed from view.
- All areas under multi-level booths must be equipped with a UL approved battery-operated smoke detector attached to the ceiling or understructure.
- No ceilings are allowed on the topmost level.
- If any deck is designed to hold over 10 people, a second staircase is required for emergency evacuations.
- All stairways must be at least three (3) feet in width and must be equipped with a handrail on at least one side.

Booth Furnishings and Decorations

ATC provides pipe and drape, 8-foot high backdrop, 36-inch side rails, and a 2-line name sign. Booth carpeting is mandatory and is the responsibility of the exhibiting company. Additional signs for display purposes may be ordered from the official decorator. Order forms for the rental of furniture and other special materials will be included in the Exhibitor Services Online Manual.

Labor: Carpenters, Expo Workers, and Exhibitor Appointed Contractors

The official contractor will have available a staff of carpenters, decorators, and laborers during the periods of installation and dismantling. Please note that union regulations require that carpentry and labor involved in the installation and dismantling of exhibits must be done by accredited union labor. While every effort is made to minimize the exhibitor's cost to install and exhibit on the show floor at the convention center, the practices of the nation's building trades will be followed. This means that union labor must be used where applicable. To avoid any misunderstandings in advance or at the show on this specific point, contact show management by letter for additional clarification. Exhibitors shall employ only union labor, as made available by official contractors in the installation or dismantling or their exhibit and in its operation when required by union agreements. An exhibitor using an outside contractor for the above work must employ only union display companies and must notify Exhibit Management no later than 30 days prior to the meeting indemnifying the contractor(s), listing the supervisory personnel, and supplying evidence of adequate liability insurance coverage by original copy. Further details and regulations will be included in the Exhibitor Services Online Manual.

Storage of Crates and Boxes

Storage of crates and boxes can be arranged with Freeman, as outlined in the Exhibitor Services Online Manual. All cartons, crates, containers, packing materials, etc., that are necessary for re-packing, must be labeled with "empty" stickers, and they will be removed from the floor by Freeman. Crates and boxes cannot be stored behind booth displays. Proper identification tags will be available at the Freeman Service Desk.

OFFICIAL RULES & REGULATIONS

ATC show management shall have full power in the interpretation and enforcement of all rules and regulations governing exhibitors. All matters and questions not covered by the regulations shall be subject to the final judgment and decision of ATC. The rules and regulations may be amended at any time by ATC and the amendments so made shall be binding upon the exhibitor equally with these rules and regulations, and shall become a part thereof, providing the exhibitor is notified of the amendments. Notice may be verbal or in writing, before or during ATC, and may be given to any authorized agent or representatives of the exhibitor.

American with Disabilities Act

In compliance with the Americans with Disabilities Act of 1990, ATC will make all reasonable efforts to accommodate persons with disabilities. Please contact the Exhibit Manager to make arrangements. Each exhibitor is responsible for compliance within their assigned space ensuring access to their booth.

Booth Conduct

ATC reserves the right to approve all exhibits and related activities. ATC may require that an exhibit be curtailed if it does not meet the standards required or expected, if it reflects against the character of ATC, or if it exceeds the bounds of good taste as interpreted by ATC. An exhibitor of a questionable exhibit or related activity must submit a description of the exhibit or activity with the exhibit application for ATC approval. The exhibit hall will be inspected during installation hours. Every effort will be made to advise exhibitors of any deviation from exhibit rules at that time. Exhibitors must make all corrections requested by ATC at their own expense or risk removal from the exhibition without notice and without obligation on the part of ATC for any refund. ATC reserves the right to expel or refuse admittance to any representative whose conduct is, in its opinion, not in keeping with the character and/or spirit of the Congress.

Exhibit personnel may not enter another exhibitor's booth without obtaining permission. Lingering in the aisles surrounding another exhibitor's booth for the purpose of obtaining product information or distracting other booth personnel is strictly prohibited. ATC does not in any manner endorse any of the products or services related to the exhibits that have been accepted for display during the Congress.

Celebrities

Celebrities (nationally known figures in the arts, sports, politics, etc.), including full-time employees and/or company spokespeople, are prohibited from staffing an exhibitor's booth and/or appearing at the exhibitor's affiliate event(s) or industry-supported satellite symposium.

Character of Exhibits

All exhibits must conform to the standards set by the Health Convention and Exhibitors Association which include the following:

- Canvassing or distributing advertising materials outside the exhibitor's own booth is not permitted. Solicitation of business, except by exhibiting firms, is prohibited.
- Contests, lotteries, raffles, and games of chance are strictly prohibited as such activities reflect unfavorably on the character of the meeting. Exhibitors may not register attendees for contests, lotteries, raffles, and games of chance that might be conducted during or after the meeting.
- Character of the exhibits is subject to the approval of the ATC Exhibit Management. The right is reserved to refuse applications of concern not meeting standards required or expected, as well as the right to curtail exhibits or parts thereof which reflect unfavorably on the character of the meeting. Non-professional products or services are not permitted to be displayed. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

Children's Admission to the Exhibit Hall

Children are permitted in the hall during show days only when accompanied by a registered attendee or exhibitor. The accompanying person must remain with the child at all times during their visit, is responsible for the child, and assumes all liability for damage to exhibits and equipment. Children are not permitted in the exhibit hall during installation and dismantling of exhibits. To maintain a safe environment, strollers are prohibited.

Contractual Obligation

By submitting the official Exhibit Space Application, the exhibiting company agrees to abide by all rules and regulations outlined in this Prospectus. The exhibiting company will be held responsible for the activities of its company representatives, international affiliates, co-marketing partners,

third-party contractors, contracted public relations and marketing firms, and/or any agency appointed on its behalf. It is the responsibility of the exhibiting company to disseminate the rules and regulations contained within this Prospectus among its staff and affiliates.

Delivery and Shipment of Materials

Exhibitors agree to ship and store their material at their own risk and expense. Arrangements have been made with Freeman to receive and store all shipments for ATC up to 30 days prior to exhibitor move-in and to deliver all shipments to the appropriate booths on set-up days. All shipments must be labeled and consigned, including company name and booth number. Shipments must have all transportation charges PREPAID (shipments sent collect will not be accepted). Complete shipping information will be available in the Exhibitor Services Online Manual.

Exhibit Hall Access

Exhibitor personnel will be permitted on the exhibit floor one hour prior to opening and may remain one-half hour after closing.

Exhibit Personnel Registration and Badges

In our commitment to bring you the latest and most convenient methods available for registering your booth personnel, we would like to invite you to register utilizing our Online Exhibitor Registration System. Registering your booth personnel online allows you the flexibility to register your staff at your convenience, and make edits and changes as needed. You will receive further information on this system in the Exhibitor Online Services Manual.

All participants affiliated with exhibits must register. Each person registered as an exhibitor must be employed by the exhibiting company or has a direct business affiliation. The exhibit badge allows access to the exhibit hall only. If an exhibitor plans to attendee any of the scientific sessions, they must register separately using the ATC registration brochure or online at the ATC website: www.atcmeeting.org. Each person will be issued an exhibitor's badge.

Each exhibiting company receives two complimentary registrations for each 100 square feet of exhibit space reserved. Additional exhibitor badges are \$100 per person, you will be provided with a maximum number of additional exhibitor badges you can purchase based on your booth size. Badges will not be mailed in advance and must be picked up on site at the Exhibitor Registration counter.

Exhibitor badges must be worn at all times in the Exhibit Hall. Representatives without a badge will not be admitted to the Exhibit Hall. Badges may not be supplemented with business cards, ribbons (other than those supplied by ATC), or company logos.

Fire Regulations

All materials used in the Exhibit Hall must be flameproof and fire resistant to conform to local fire ordinances and in accordance with regulations established by the National Association of Fire Underwriters. Crepe paper, corrugated paper, flameproof or otherwise, is not permitted. Display racks, signs, spotlights, and special equipment must be approved before use, and all displays are subject to inspection by the Fire Prevention Bureau. Any exhibits or parts thereof found not to be fireproof may be ordered dismantled. All aisles and exhibits must be kept clear at all times, and fire stations and fire extinguisher equipment are not to be covered or obstructed. Enclosed areas in a booth need to be equipped with a UL approved battery-operated smoke detector and a 2A10BC Fire Extinguisher.

Food & Beverage Products

With prior approval from the Exhibit Manager, food and beverage services are permitted at the exhibitor's booth except during official, sponsored food functions in the Exhibit Hall. All food service must be coordinated through the convention center caterer. Food preparation and cooking are prohibited in the Exhibit Hall.

Handouts and Giveaways

All giveaway items must comply with all guidelines and codes regarding the relationship between the pharmaceutical and medical device/equipment industry healthcare professionals. All items to be distributed must be useful to the participants at the meeting and/or in the professional activities of the booth visitor. Distribution of descriptive product literature is permitted.

Food and beverages may be distributed but must be purchased through the convention center caterer or additional fees may apply. Other items may be distributed from the booth with written approval by the Exhibit Manager.

All requests must be submitted to ATC for review by March 14, 2023, and approval will be confirmed in advance of the meeting.

No unapproved items may be distributed. Any exhibitor found distributing materials that have not been officially accepted will be required to cease distribution immediately. Giveaway Approval Forms will be included in the Exhibitor Services Online Manual and must be returned to the Exhibit Manager by the date indicated on the form.

Independent Contractors

Exhibitors who plan to use service contractors other than those appointed by show management must notify ATC in writing on or before March 14, 2023, using the Exhibitor Appointed Contractor form in the Exhibitor Services

Online Manual. Independent contractors must abide by the following:

- Perform all services in a timely and professional manner, in accordance with ATC established deadlines.
- Not engage in solicitation of business on the exhibit floor for present and/or future conventions.
- Provide a Certificate of Insurance to ATC no later than March 25, 2023.
- Register all employees and temporary help at the Exhibitor Registration Desk.

Insurance

Each exhibiting company is responsible for obtaining insurance (Liability and Fire/Theft) in such amounts deemed appropriate to comply with its obligations hereunder and for its own protection. Certificates of liability insurance must be submitted to the Exhibit Manager by March 14, 2023. Exhibitor appointed contractors are also required to submit certificates of liability insurance. Exhibitors wishing to insure their exhibit materials, goods and/or wares of exhibits against theft, damage by fire, accident, or loss of any kind, must do so at their own expense.

Liability

Each exhibitor agrees to protect, save and keep the American Transplant Congress (ATC), American Society of Transplant Surgeons (ASTS), American Society of Transplantation (AST), Freeman and the San Diego Convention Center forever harmless from any damage or charges imposed for violation of any law or ordinance by the exhibitor, his employees or agents as well as to strictly comply with the application terms and conditions as contained in the agreement between the ATC, ASTS, AST, Freeman, and the San Diego Convention Center regarding the exhibition premises; and further, the exhibitor shall at all times protect, indemnify, save, and keep harmless the ATC, ASTS, AST, Freeman, and the San Diego Convention Center against and from any and all loss, cost, damage, liability, or expense that arises out of or from, or by any reason of any act or omission of the exhibitor, his employees or agents.

Market Research

Market research cannot be conducted under the manufacturer's name for any product that is pending governmental approval; however, it may be conducted under the auspices of a market research firm. Market research companies are welcome to exhibit provided they submit a letter of authorization from the sponsoring company which must also be an exhibitor at ATC. The name of the sponsoring company will be kept confidential. ATC retains the right to determine the relevance of and deny exhibiting privileges to market research companies. The sponsoring company is responsible for the conduct of the market

research firm. Research must be conducted within the confines of the booth assigned and activities must conform to all the procedures, rules and regulations published in this prospectus.

Music Licensing

Neither ATC nor Exhibit Management has obtained a music license authorizing the performance of either live or recorded music on the meeting's premises. As a condition of exhibit management's acceptance of the exhibitor's application, exhibitor hereby warrants and presents that not copyrighted music will be performed, either live or recorded, at the direction of the exhibitor floor or in company leased rooms during the meeting dates unless the exhibitor has obtained written permission from the copyright owner for such use.

All copyright fees applicable to music or entertainment used as part of an exhibit are the full responsibility of the exhibitor. The exhibitor must make payment of the fees directly to the applicable copyright agency. Should the exhibitor violate the provision, the exhibitor agrees to indemnify, save, hold harmless, defend and bear all expenses as they are incurred by ATC and its respective directors, officers, agents, employees, and each of them, from and against any and all claims, costs, and expenses (including legal fees and expenses), demands, actions, and liabilities of every kind and character whatsoever with respect to the unauthorized use of copyrighted music.

Photography

Exhibitors are not permitted to bring in their own photographer. Only the official ATC photographer may take photographs in the Exhibit Hall. Details about the official photographer will be included in the Exhibitor Services Online Manual.

Press Room

Use of the Press Room is limited to the media representatives with press passes and to Congress attendees granting interviews or otherwise engaged in ATC publicity. Industry representatives are not allowed in the Press Room. ATC does not make available any list of press attendees or their affiliations.

Purpose of Exhibits

ATC is sponsored by the American Society of Transplant Surgeons (ASTS) and American Society of Transplantation (AST), both nonprofit scientific and educational associations. The purpose of the exhibits, an integral part of the Meeting's educational activity, is to complement the scientific and clinical sessions by enabling attendees to evaluate the latest development in products that are presented for use by transplant physicians and surgeons. Each exhibitor is responsible for making sure that all attending personnel are aware of these provisions.

Sales and/or Solicitation of Orders

ATC is designed specifically to educate registrants at the Congress. The exhibits are an integral part of the educational program. Therefore, the sole purpose for contracting exhibit space is to display and/or demonstrate products and/or services. In accordance with Internal Revenue Service regulations, the selling of any products or services during the Congress is strictly prohibited. Order taking is accepted provided there is no financial transaction.

Satellite Symposia

ATC prohibits any company who is not an official exhibitor of ATC to host a satellite symposium. More information is listed with satellite symposia information in the prospectus and on the website.

Security

As a courtesy to exhibitors, watchman service for the exhibit area will be furnished during the hours as deemed necessary by ATC, but the safekeeping of the exhibitor's property shall remain the responsibility of the exhibitor. The furnishing of such service is in no case to be understood or interpreted by exhibitors as a guarantee to them against loss or theft of any kind.

Signs or Promotion for Exhibitor-Related Events

Signs, banners, posters, or flyers advertising a booth may not be posted or displayed at any location inside or outside the San Diego Convention Center other than the exhibitor's booth. Exhibitors sponsoring a non-approved event are limited to the use of signage to their exhibit space for any purpose. No signs will be permitted to advertise affiliate events in any public space in the hotel or convention center outside their booths. This includes signs and/or exhibitor staff holding signage or directing attendees to transportation. Such signage will be removed and destroyed. Additionally, door drops, or other on-site promotion of any event is strictly prohibited.

Smoking

No smoking is permitted within the Exhibit Hall or San Diego Convention Center at any time, including installation, exhibit hours, and dismantling.

Sound Restriction

Exhibitors may not use audible electronic, mechanical apparatus, or open audio systems that may be heard outside the exhibitor's assigned space or may interfere or prove objectionable to attendees or other exhibitors. The Exhibit Manager reserves the right to require exhibitors to discontinue any activity that causes the annoyance or interference of others.

Staffing of Exhibits

Exhibits must always be staffed during exhibit hours. The ATC requests strict adherence to the opening and closing hours. It is imperative that no exhibitor begins dismantling, packing or teardown of their space until Tuesday, June 6, 2023 at 8:00 pm. This could result in denial of next year's exhibit application for the exhibitor.

Subletting of Space

The subletting, assignment, or apportionment of the whole or any part of space by an exhibitor is prohibited. No exhibitors may permit any other party to exhibit in their space any good other than those manufactured or handled by the contracting exhibitor or permit the solicitation of business by others within their space.

Unoccupied Space

Space not claimed and occupied, or for which no special arrangements have been made in writing to ATC prior to 2:00 pm on Saturday, June 3, 2023, shall revert to the ATC to be occupied in any manner and for such purposes as ATC may see fit. If any exhibit has not begun to set-up by 2:00 pm on Saturday, June 3, 2023, ATC Management may, but shall not be obligated to, order the exhibit erected at the expense of the exhibitor. Neither ATC Management nor Freeman shall be responsible for any injury to a person or damage to property incurred.

Use of ATC, ASTS, or AST Names, Logos, and/or Acronyms

The names, logos, and acronyms of the American Transplant Congress, American Society of Transplant Surgeons, and/or the American Society of Transplantation are proprietary marks. Use of the names in any fashion, by any entity, for any purpose, is expressly prohibited without the written permission of the ASTS or the AST.

Use of ATC Scientific Program Content

Information presented during ATC is the property of the ASTS, AST and the presenter. Information may not be recorded, photographed, copied, photocopied, transferred to electronic format, reproduced or distributed without the written permission of ATC and the presenter. Any use of the program content that includes, but is not limited to, oral presentations, audiovisual materials used by speakers, and program handouts without the written consent of ATC is prohibited.

Utilities

Complete information on utilities will be available in the Exhibitor Services Online Manual.

Violations

Violation of any of these rules, regulations, and guidelines on the part of the exhibitor, his employees or agents, shall cancel the right to occupy space and will forfeit to ATC all money that may have been paid. Upon evidence of violation, management may re-enter and take possession of the space occupied by the exhibitor and may remove all persons and goods at the expense of the exhibitor. The exhibitor shall pay all expenses and damages that ATC may incur thereby. In the event of a violation, ATC reserves the right to refuse exhibit privileges for the following year. Exhibiting companies participating in ATC are responsible for communicating the rules, regulations, and guidelines of ATC to their agents, employees, contractors, and anyone connected with or authorized by the exhibiting company.

EXHIBIT HALL MEETING SPACE RENTAL

ATC is committed to creating opportunities to increase exhibitor and attendee engagement. In our commitment to enhance overall experiences, ATC has created exhibit hall meeting space in the exhibit hall to allow better access to attendees.

We are offering the **EXCLUSIVE opportunity for full-paying exhibit companies to host specific meetings over the course of the American Transplant Congress. Non-profit exhibit companies are not eligible for this opportunity.**

Permitted Meeting Types

ATC permits the following types of meetings to be held by full paying exhibitors. All space is held on a 24-hour basis.

Offices/Staff Meetings

Meetings or exhibitor staff only. Staff meetings should be closed to the public and may not include ATC attendees unless they are full time employees of the exhibiting company.

One on One Meetings

Meetings with ATC attendees. This space provides the opportunity for company representatives to speak with attendees one on one or in small groups privately.

Hospitality Suite

Social gatherings sponsored and financially supported by industry for business purposes. Educational activity of any kind is strictly prohibited

Meetings of 20 People or Less.

Advisory Board Meetings

Small meetings, 20 people or fewer. Sponsored and financially supported by a full paying exhibitor.

Focus Groups

Small meeting, 20 people or fewer. meetings that target a specific group of attendees to obtain specific data, evaluate services or test new ideas. Sponsored and financially supported by a full paying exhibitor.

Investigator Meetings

Small meetings, 20 people or fewer. Investigator meetings are closed to the public and must focus on institutional review board or regulatory agency approved protocol and must review or conduct results of a specific study,

current clinical trial, or products. Promotional meetings for data presentation or to launch a drug or study are prohibited. Sponsored and financially supported by a full paying exhibitor.

Guidelines

All Exhibit Hall Meeting Space Rental must be approved by ATC and approval will be based on the regulations outlined below and listed here.

- Meeting participants must be registered Congress attendees - no outside persons permitted.
- Applications to be submitted and meeting space assigned in same method as exhibit booths based on floor plan.
- Meeting times are shown below.

- Eligibility is for full paying exhibitors only.
- Catering must be ordered directly with ATC/San Diego Convention Center caterer directly.
- Audiovisual must be ordered through the ATC designated AV provider.
- Furniture must be ordered through the ATC designated contractor, Freeman.

Meetings Times

All restricted times are reserved for ATC programs, meetings and functions. ATC is protective of its attendees' time, energy, and attention and strongly objects to third party initiatives scheduled outside of established guidelines.

Schedule

| Permitted Meeting Times | |
|-------------------------|-------------------|
| DATE | TIME |
| SATURDAY, JUNE 3, 2023 | 4:00 PM – 7:00 PM |
| SUNDAY, JUNE 4, 2023 | 7:00 am – 3:00 pm |
| MONDAY, JUNE 5, 2023 | 7:00 am – 3:00 pm |
| TUESDAY, JUNE 6, 2023 | 7:00 am – 3:30 pm |

Fees

| Space Request | Weekly Fee | |
|---------------|-------------------------------------|------------------------------------|
| | Early Pricing Before April 28, 2023 | Late Pricing after April, 28, 2023 |
| 10X20 | \$10,000 | \$12,000 |
| 20X20 | \$20,000 | \$24,000 |

Exhibit Hall Meeting Space Rental – Terms & Conditions

ATC is committed to creating opportunities to increase exhibitor and attendee engagement. In our commitment to enhance overall experiences, ATC has created exhibitor meeting space in the ATC Exhibit Hall of the San Diego Convention Center to allow better access to attendees. We are offering the EXCLUSIVE opportunity for full-paying exhibit companies to host specific meetings over the course of the American Transplant Congress.

***Non-profit exhibit companies are not eligible for this opportunity.*

Approval of Events

All events must fall within the stated guidelines on available times and activities allowed. Exceptions will not be made.

Cancellation Policy

Any exhibitor that cancels the Exhibit Hall Meeting Space Rental will forfeit a non-refundable rental fee paid to ATC. Cancellation of the event must be received in writing to Melanie Ryan, mryan@atcmeeting.org.

Fees & Payment

Exhibit Hall Meeting Space Rental fees are a non-refundable rental fee paid to ATC and include rental of the space only.

Room setup, food and beverage, audiovisual, and other costs must be arranged and paid for directly with Freeman, San Diego Convention Center Catering, and the ATC designated AV provider.

Payment must be made by check or credit card within 5 business days of the official confirmation of space. Failure to remit payment may result in a forfeit of space.

Marketing

Marketing Benefits Included in Rental Onsite marketing activities for Exhibit Hall Meeting Space Rental events are permitted in the following areas:

- Sponsor's exhibit booth
- 22 x 28 sign directly outside the meeting space build. Sponsor is responsible for creative and production costs.
- Pre-Congress Mailing List – Additional Fee A mailing list* of all pre-registered attendees can be purchased for a one-time usage. This gives you a unique opportunity to get in front of attendees before the Congress begins either by sending a mailing piece or an email blast *One-time use agreement must be signed, and ATC must approve the marketing in order to receive the list.

Please see Content and Use of ATC Name and Logo. Prohibited Marketing Activities Promotion of the event is specifically forbidden in ATC designated convention centers or hotels.

The following promotion is not permitted:

- Hotel door drops
- Distribution of invitations outside of exhibit booth
- Signs outside of exhibit booth or exhibit staff holding outside of exhibit booth. Such invitations and signage will be removed and

destroyed. Content and Use of the ATC Name & Logo.

- Any advertisements, promotions or invitations for affiliate events must bear the following statement: "This program is not affiliated with ATC." This statement must appear on the cover/front page of any copy using at least 12 pt. font size.
- The ATC logo or name may not be used in any promotions, advertisements, meeting materials or correspondence related to events.

Space Assignments

Space Requests Payment must be submitted within 5 business days of each confirmed application to be officially considered confirmed and approved. Exhibitors and/or meeting coordinators are not permitted to reserve meeting rooms directly through the convention center contracted by ATC.

Space assignments will begin in mid-February 2023 and will be assigned on availability on a first come, first served basis, based on date application is received. Space assignments will be confirmed via email by ATC Staff. Upon confirmation, the organizer can contact the meeting facility and make further arrangements for any onsite needs. Menus will be provided by the facility. The official audiovisual company for the American Transplant Congress and their services are available for your events. All arrangements for audiovisual equipment and support, including billing, must be made directly with the A/V company and not through ATC. Freeman is the official exhibit contractor company for the American Transplant Congress and their services are available for your events. All arrangements for room setup equipment and support, including billing, must be made directly with Freeman and not through ATC.

ATC2023 EXHIBIT HALL FLOOR PLAN

SAN DIEGO CONVENTION CENTER | SAN DIEGO, CA

