

JANUARY 18-20, 2018

**THE TRIOLOGICAL SOCIETY
COMBINED SECTIONS MEETING**

**EXHIBITOR
PROSPECTUS**



WESTIN KIERLAND
SCOTTSDALE, ARIZONA

www.triological.org



Dear Exhibitor,

It is our pleasure to invite you to exhibit at the Triological Society Combined Sections Meeting to be held January 18-20, 2018 at the Westin Kierland in Scottsdale, Arizona. This meeting offers you the opportunity to network and discuss products and services with 500 or more otolaryngologists from around the world, many of whom are decision makers within their academic institutions and practices. Numerous opportunities will be available to interact with attendees including breakfasts, lunches, breaks, and social events scheduled throughout the meeting. To maximize attendee interaction with our exhibitors, attendees will be offered the opportunity to participate in our passport program which includes a daily raffle in the exhibit hall as well as a grand prize to be awarded the last day of the meeting. In addition to exhibit opportunities, commercial support and marketing opportunities are available in the form of unrestricted educational grants and branding within the meeting space. The scientific program will feature state of the art podium and poster presentations, including panels and presentations given by world-renowned otolaryngologists-head and neck surgeons.

We encourage you to check the Triological Society website at www.triological.org for additional information on the scientific program and dedicated topics as the meeting gets closer.

This prospectus includes an application for booth space and outlines the rules and regulations governing the Triological Society Combined Sections Meeting exhibits. Kate Hastings, our Exhibits Coordinator, is available to answer any questions pertaining to exhibits and corporate support at khastings@facs.org.

We appreciate your support and look forward to welcoming you to Scottsdale!

Sincerely,

The 2017 Section Vice Presidents

Carol R. Bradford, MD FACS

Gady Har-El, MD FACS

Hassan H. Ramadan, MD FACS

Clough Shelton, MD FACS



2017 EXHIBITORS

ADVANCED BIONICS
BOSTON MEDICAL PRODUCTS
BOSTON SCIENTIFIC
BRYAN MEDICAL
CHECKPOINT SURGICAL, INC.
COOK MEDICAL INC.
DEPUY SYNTHES
GRACE MEDICAL INC.
HEMOSTASIS LLC
J. MORITA USA, INC.
MEDALLERGY
MED-EL CORPORATION
MEDTRONIC
ONO & CO.
OTICON MEDICAL, LLC
OTONOMY, INC.
PENTAX MEDICAL
SMITH & NEPHEW
ULTRALIGHT OPTICS
VECTOR SURGICAL
WOLTERS KLUWER
XLEAR
XORAN TECHNOLOGIES

MEETING LOCATION

The Westin Kierland Resort & Spa
6902 E Greenway Pkwy
Scottsdale, AZ 85254
Phone: 408-624-1000
www.kierlandresort.com

HOTEL RESERVATIONS

Group Rate:
Single/Double \$279

Reservations must be made prior to Monday, December 11, 2017. Reservations made after this date or when the contracted room block has been filled are subject to rate and space availability. We encourage you to make your reservations early as this is “high season” in Arizona and the conference rate is based on availability.

A discounted rate of \$279/night plus applicable state and local taxed and \$25 one-time resort fee is offered to attendees. Unlimited wireless internet access in guest rooms and public areas, local, long distance and 1-800 guest room calls, access to Agave Spa facilities, yoga classes, fitness facilities, expanded shuttle service to Kierland Commons and Scottsdale Quarter shopping and dining districts, tennis court and full tennis equipment rental, resort welcome gift (one per room), and complimentary s’mores (Friday and Saturday from 6:00 - 8:00 pm) are included in your resort fee. All reservations must be accompanied by a major credit card and one night’s room and tax deposit. Reservations must be cancelled at least 72 hours prior to the scheduled arrival in order to receive a full refund of the deposit.

Online reservations are encouraged. **Please make your reservation online by going to the Triological Society website at www.triological.org to book directly through the Westin Kierland group reservation website. Please follow the link from the Triological Meetings page to ensure you receive the discounted group rate.**

Reservations may also be made by phone by calling 800-228-3000. Be sure to reference “The Triological Society” Meeting to receive the discounted rate.

EXHIBIT HALL HOURS*

*Exhibits schedule is subject to change.

Wednesday, January 17

EXHIBIT SET UP	3:00 – 5:00 pm
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Thursday, January 18

EXHIBITS OPEN	7:30 am – 3:30 pm
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CONTINENTAL BREAKFAST	7:30 – 8:30 am
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BREAK	9:30 – 10:00 am
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LUNCH WITH EXHIBITORS	Noon – 1:10 pm
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BREAK	2:30 – 3:00 pm
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Friday, January 19

EXHIBITS OPEN	7:30 – 11:00 am
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CONTINENTAL BREAKFAST	7:30 – 8:30 am
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BREAK	10:00 – 10:30 am
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Saturday, January 20

EXHIBITS OPEN	7:30 am – 1:00 pm
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CONTINENTAL BREAKFAST	7:30 – 8:30 am
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BREAK	9:30 – 10:00 am
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LUNCH WITH EXHIBITORS	Noon – 1:00 pm
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EXHIBIT DISMANTLE	1:00 – 2:30 pm
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EXHIBITOR INFORMATION

Poster sessions, continental breakfasts, coffee breaks and lunches will be held in the exhibit hall in Trailblazers Ballroom. Exhibitors are welcome to attend all events to network with attendees.

BASIC EXHIBIT OPTIONS

- \$3,500 for a Single Booth (8 ft. deep x 10 ft. wide)
- \$6,500 for a Double Booth (8 ft. deep x 20 ft. wide)

Each 8 ft. x 10 ft. space includes:

- 8 ft. x 10 ft. space (pipe & drape)
- (1) 6 ft. skirted table
- (2) chairs
- (1) wastebasket
- (1) identification sign
- (4) badges for exhibit personnel
- Entry into scientific sessions (no solicitation will be permitted)

Electricity and internet are available at the exhibitor's expense. Information to order these services will be included in the exhibitor service manual.

ENHANCED EXHIBIT OPTIONS

Gain additional exposure for your company by choosing one of the below options! These opportunities include exhibit space and would be chosen instead of the basic booth option from the previous section.

GOLD EXHIBIT LEVEL - \$10,000

- One Double Booth (8 ft. x 20 ft.) including a total of two 6 ft. skirted tables, four chairs, one identification sign, and ten badges for exhibit personnel
- Recognition through event signage and in the Newsletter*
- Acknowledged as a Gold Level Exhibitor on the Triological Society website using Company Link
- Acknowledged in the program book
- Supporter will receive badge ribbons for all personnel at meeting
- Recognition sign to display on exhibit table (8 1/2" x 11" w/ easel)

SILVER EXHIBIT LEVEL - \$5,000

- One Single Booth (8 ft. x 10 ft.) Booth including one 6 ft. skirted table, two chairs, one identification sign, and six badges for exhibit personnel
- Recognition through event signage and in the Newsletter*
- Acknowledged as a Silver Level Exhibitor on the Triological Society website using Company Link
- Acknowledged in the program book
- Supporter will receive badge ribbons for all personnel at meeting
- Recognition sign to display on exhibit table (8 1/2" x 11" w/ easel)

**Please note that this recognition is included only if support is confirmed before the Newsletter is published and before event signage is produced.*

SPACE ASSIGNMENTS

All space assignments will be made according to the date the application is received.

MARKETING OPPORTUNITIES

For more information marketing opportunities please contact Kate Hastings, Senior Exhibits Coordinator at 312-202-5298 or khastings@facs.org.

TERMS OF PAYMENT AND CANCELLATION

Full payment must be received by Friday, December 15, 2017. Written notice of cancellation is due by Friday, December 15, 2017. There will be a \$300 administrative fee for all refunds processed.

No refunds will be granted after Friday, December 15, 2017.

Any questions regarding this policy should be directed to Kate Hastings, Senior Exhibits Coordinator at 312-202-5298 or khastings@facs.org.

RULES AND REGULATIONS

www.triological.org

1. ELIGIBILITY TO EXHIBIT

Companies involved in providing education, supplies, and services to the medical profession: pharmaceuticals, instrumentation, practice management, publications, computer software, and so on.

All products must be directly related to the practice of surgery or medicine and approved by the Triological Society in its sole and absolute discretion. Exhibitors shall not exhibit products or services other than those described in the application and approved by the Triological Society.

A product that is an “investigational device or drug” must be clearly marked as such. Exhibitors must ensure that, with respect to all such devices or drugs only permissible preapproved dissemination of scientific and educational information is provided at the exhibit. Appropriate disclosure and cautionary notices must be included with the devices or drugs.

All products and services exhibited at TRIO shall comply with FDA rules and regulations. For additional information, contact: FDA, 888-463-6332, www.fda.gov

An exhibitor shall not, in any manner directly or indirectly, imply that a Triological Society endorsement or approval of exhibitor's product or service has been given merely because the Triological Society approved such product or service for display at the Combined Sections Meeting.

The use of logos, seals of approval, trademarks, or other similar property rights that are in disuse may not be used in connection with any product or service or advertising material displayed or disseminated at the exhibit.

Application deemed ineligible by the Triological Society will be returned with full payment.

2. EXHIBITOR REPRESENTATIVES

Exhibits must be staffed at all times during the exhibit hours. Each exhibiting company is allowed 4 name badges as part of its booth space rental fee, provided that the

exhibitor representatives are registered in advance. Only exhibitors with name badges will be permitted to enter the exhibit area during hours of installation and dismantling.

No children under 16 years of age will be allowed in the exhibit hall at any time.

3. FAILURE TO OCCUPY SPACE

Space not claimed or occupied after 5:00pm on Wednesday, January 17, 2018 for which no special arrangements have been made with the Triological Society, may be resold or reassigned by the Triological Society without obligation to refund exhibit fee or to assign the exhibitor to another space.

4. LIABILITY

In the event that the exhibition is cancelled, postponed, or relocated on account of fire, strikes, government regulations, casualties, Acts of God, or other causes beyond the control of the Triological Society, the exhibitor waives any and all damages and claim for damages and agrees that the sole liability of the Triological Society shall be to return to each exhibitor the exhibitor's booth rental payment.

5. INSURANCE

Insurance on all exhibits is the responsibility of the exhibitor. The Triological Society or TRIO Management will not assume any responsibility for property loss or damage to personal property, as stated in the section on limitation of liability.

Exhibitor shall at its own cost and expense provide general liability insurance in an amount not less than \$1,000,000. This insurance should recognize The Triological Society and the American College of Surgeons as an additional insured. Service orders will only be fulfilled by GES when booth space is paid in full and a certificate of insurance has been submitted.

6. SPECIAL RESTRICTIONS

Giveaways are permitted only if approved in writing by the Triological Society prior to the meeting.

Any activity in the exhibit aisles is strictly prohibited. Fire hose cabinets and exits must be left accessible and in full view at all times. Decorations and displays must either be of nonflammable material or be treated by an approved fire prevention method. All display material must be flame proofed and is subject to inspection by the Scottsdale Fire Department. No flammable fluids or substances may be used or shown in booths.

Displays may not be dismantled nor any packing begun before 1:00pm on Saturday, January 20, 2018.

7. SECURITY

TRIO cannot guarantee or assume any liability against loss or damage of any kind but will endeavor to protect exhibitors by locking the doors after convention hours and providing a security guard.

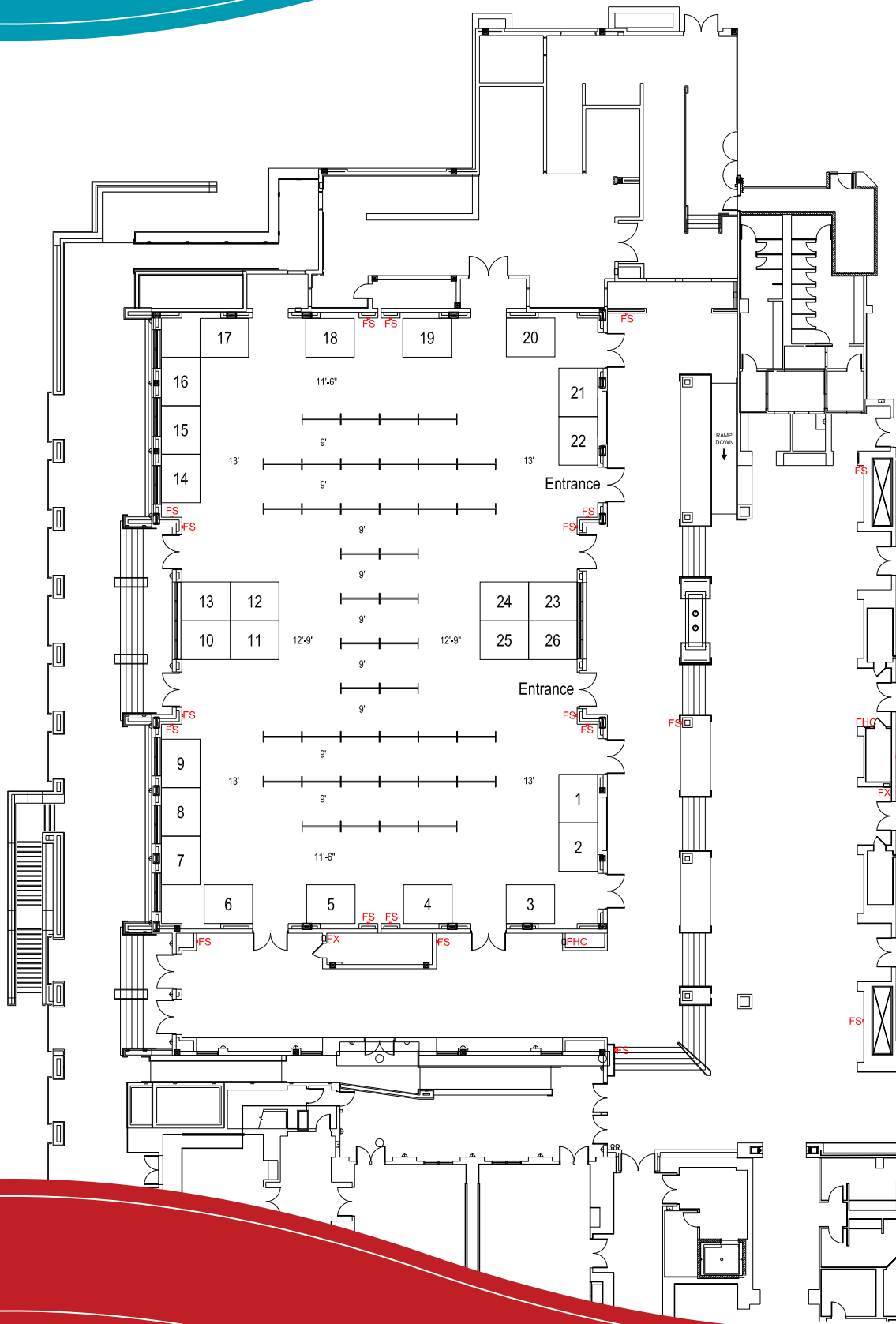
8. SIGNS/ANNOUNCEMENTS

No signs, posters, or brochures will be allowed anywhere in the hotel except within each exhibitor's booth. No signs or other articles are to be fastened to walls or electrical fixtures. The use of thumbtacks, tape nails, screws, bolts, or any tool or material that could mark the floor or walls is prohibited.

9. ENFORCEMENT OF RULES AND REGULATIONS

The Rules and Regulations of the Triological Society Exhibition are intended to bring order and equity to all parties involved. In addition to being subject to restriction or termination of an exhibit, exhibitors who violate regulations could be prevented from exhibiting at future meetings. The Triological Society reserves the right to restrict or terminate an exhibit without notice if an exhibitor violates any of the Rules and Regulations contained herein. In the event of such restriction or eviction, The Triological Society is not liable for any refunds, rentals, or other exhibit expense.

Floor Plan



Company Registration Form

January 18 - 20, 2018 • Westin Kierland • Scottsdale, Arizona

COMPANY NAME		
CONTACT PERSON (Name/Title)		
MAILING ADDRESS		
CITY	STATE	ZIP
PHONE	FAX	E-MAIL
OUR COMPANY WILL EXHIBIT THE FOLLOWING:		
PLEASE AVOID LOCATING US NEAR (Names of competing companies):		

EXHIBIT FEES (CHECK ONE)

- BASIC EXHIBIT OPTIONS:
- Single Booth: 8' x 10' \$3,500
 - Double Booth: 8' x 20' \$6,500
- ENHANCED EXHIBIT OPTIONS:
- Gold Exhibit Level: \$10,000
 - Silver Exhibit Level: \$5,000
- TOTAL

PLEASE INCLUDE THE INFORMATION BELOW FOR EACH ATTENDEE:

#1 FIRST NAME/LAST NAME/DEGREE/CREDENTIAL
TITLE
E-MAIL ADDRESS/PHONE #
#2 FIRST NAME/LAST NAME/DEGREE/CREDENTIAL
TITLE
E-MAIL ADDRESS/PHONE #
#3 FIRST NAME/LAST NAME/DEGREE/CREDENTIAL
TITLE
E-MAIL ADDRESS/PHONE #
#4 FIRST NAME/LAST NAME/DEGREE/CREDENTIAL
TITLE
E-MAIL ADDRESS/PHONE #
#5 FIRST NAME/LAST NAME/DEGREE/CREDENTIAL
TITLE
E-MAIL ADDRESS/PHONE #

CREDIT CARD INFORMATION (Please Select One):

- AMERICAN EXPRESS MASTERCARD VISA DISCOVER

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CREDIT CARD NUMBER

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EXPIRATION DATE 3 DIGIT SECURITY CODE (found on back of the card)
 4 DIGIT SECURITY CODE FOR AMEX (found on front of the card)

CARDHOLDER'S NAME
BILLING ADDRESS (NO PO BOXES. BUILDING OR STREET NUMBER ONLY)
BILLING CITY BILLING STATE BILLING ZIP
AUTHORIZED SIGNATURE
DOLLAR AMOUNT TO CHARGE TO CARD

Please fax this completed registration form to Kate Hastings at 312-267-1774. For security reasons, if e-mailing the form and paying by credit card, please leave the credit card number field blank and call Kate Hastings at 312-202-5298 with your credit card number.

RETURN APPLICATION AND PAYMENT TO:
 Kate Hastings, Exhibits Coordinator
 The Triological Society
 c/o ACS Association Management
 633 North Saint Clair Street, Chicago, IL 60611-3211
 Phone: 312-202-5298 / Fax: 312-267-1774
 E-mail: khastings@facs.org

TRIO USE ONLY		
BOOTH SIZE	BOOTH #	DO NOT PLACE NEAR

JANUARY 18-20, 2018

THE TRIOLOGICAL SOCIETY

COMBINED SECTIONS MEETING

EXHIBITOR PROSPECTUS

ABOUT THE TRIOLOGICAL SOCIETY

Membership in the Triological Society brings the distinction of being elected to the most prestigious society in otolaryngology. The Triological Society, now in its third century, is the only otolaryngologic society to require candidates to submit a scholarly thesis to a panel of peers to achieve Fellowship status. The Triological Society is committed to the dissemination of scientific information by presenting the latest basic and alternative science and clinical information at scientific meetings and through publication in its journals, *The Laryngoscope* and *Laryngoscope Investigative Otolaryngology*. The Society promotes otolaryngology research by attracting promising physicians to scholarly research and supporting their development, providing financial support in excess of \$450,000 annually to young scientists. Residents and Fellows are supported through targeted research awards and travel grants and make up an increased number of physicians attending our meetings. ENTtoday, the Society's monthly newsmagazine, includes reports on breaking news, issues and trends in the field of otolaryngology. The Society promotes the highest standards in the field of otolaryngology-head and neck surgery.



**WESTIN
KIERLAND
SCOTTSDALE,
ARIZONA**

www.triological.org