

Exhibitor Prospectus



Society for
Maternal • Fetal
Medicine
High-risk pregnancy experts

Exhibit | Advertise | Sponsor | Connect

39th Annual Meeting – The Pregnancy Meeting™

February 11 - 16, 2019

Caesars Palace
Las Vegas, NV

Exhibit Days: February 13-15, 2019

Apply to exhibit, view booth selection and learn more about sponsorship opportunities at **SMFM.org/2019**



Apply Early to Ensure Your Prime Exhibit Space!



**New
Commercial
Support
Opportunities
Available!**

PAGE 11

39th Annual Meeting – The Pregnancy Meeting™

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INVITATION TO EXHIBIT



DEAR EXHIBITOR:

The Society for Maternal-Fetal Medicine (SMFM) will host our 39th Annual Pregnancy Meeting™, February 11 - 16, 2019, at Caesars Palace, Las Vegas, NV.

More than 80% of the 2,500 plus attendees at the SMFM Annual Meeting are physicians who have advanced knowledge of the obstetric, medical, genetic and surgical complications of pregnancy and their effects on both the woman and fetus. SMFM members and Annual Meeting attendees are nationally respected experts, leaders and decision makers in the field of obstetrics.

We invite you to discover why The Pregnancy Meeting™ is the premier meeting for providers of maternal-fetal medicine. This meeting will cover the latest innovations in maternal-fetal treatment, as well as new and emerging strategies for managing a variety of common obstetric problems. The program will include pre-meeting postgraduate courses, state-of-the-art lectures, and scientific forums, as well as the oral and poster abstract presentations. The purpose of the exhibit portion of the meeting program is to provide an opportunity to extend the educational nature of The Pregnancy Meeting™ and inform attendees of current and improving technologies, products, equipment and services in the subspecialty of maternal-fetal medicine.

In 2019, the exhibits are located in Caesars Palace's Octavius Ballroom and foyer along with the poster sessions. Coffee and refreshment breaks will be offered inside the exhibit hall to attract attendees. For the ninth year in a row, the opening of the exhibits will be combined with Wednesday evening's grand Opening Reception. The Opening Reception is the perfect way for attendees and exhibitors to meet new Pregnancy Meeting™ friends and clients, as well as reconnect and network with colleagues. The SMFM Annual Meeting is the only national meeting where you will have the opportunity to showcase new services, equipment and technologies to so many influential obstetric experts. For more information on exhibiting, please see page 2.

In 2019, SMFM is excited to introduce new sponsorship and advertising opportunities at The Pregnancy Meeting™ to enhance the attendee experience and to provide fresh, valuable and in-demand marketing opportunities for your company to get in front of the leaders in the field of obstetrics. For information on all our commercial support opportunities, please visit page 11.

The Pregnancy Meeting™ provides a unique and valuable venue for your organization to increase exposure, build relationships and enhance your company's image among more than 2,500 maternal-fetal medicine specialists and their teams. Exhibit space and sponsorship opportunities are limited, so make your selection today! Booth space is allotted on a first come, first serve basis and has sold-out for the past several meetings, so be sure to apply early. Please contact Julie Miller, Chief Relationship Officer at jmiller@smfm.org, if you have any questions. On behalf of the Society for Maternal-Fetal Medicine, we look forward to seeing you in Las Vegas!

Yours truly,

Matt Granato, LLM, MBA
Chief Executive Officer

Julie Miller
Chief Relationship Officer

ABOUT EXHIBITING

SMFM recognizes that issues in maternal-fetal medicine are ever broadening and has designed our exhibit program to help foster communication between companies involved with maternal-fetal medicine and the Society.

The Pregnancy Meeting™ allows you to target your market audience face-to-face. You will gain exposure with an array of interested, highly-educated experts who are also prime prospects with significant buying power. These attendees expect to see the companies that lead the specialty showcasing their products and services.

When you exhibit at the SMFM Annual Meeting, you are identified as supporting and taking an active interest in the activities of the Society. Exhibiting provides benefits to both participating industry and the Society. Meet face-to-face with the high-risk pregnancy experts. Whether your company is selling products or services, promoting your organization or introducing a new technology, exhibiting at the SMFM's 39th Annual Pregnancy Meeting™ increases your company's visibility among the most influential leaders in obstetrics.



**EXHIBITS ARE A
PRIMARY SOURCE OF
INFORMATION FOR
ATTENDEES MAKING
PURCHASING
DECISIONS**

ABOUT US

Established in 1977, the Society for Maternal-Fetal Medicine (SMFM) is the national voice for clinicians and researchers with expertise in high-risk pregnancies. SMFM is a non-profit association representing more than 4,000 individual members. The core membership is comprised of maternal-fetal medicine (MFM) subspecialists. Additionally, SMFM welcomes physicians in related disciplines, nurses, genetic counselors, ultrasound technicians, MFM office managers, and other individuals working towards optimizing the care of women with high-risk pregnancies.

ABOUT THE SMFM ANNUAL MEETING – THE PREGNANCY MEETING™

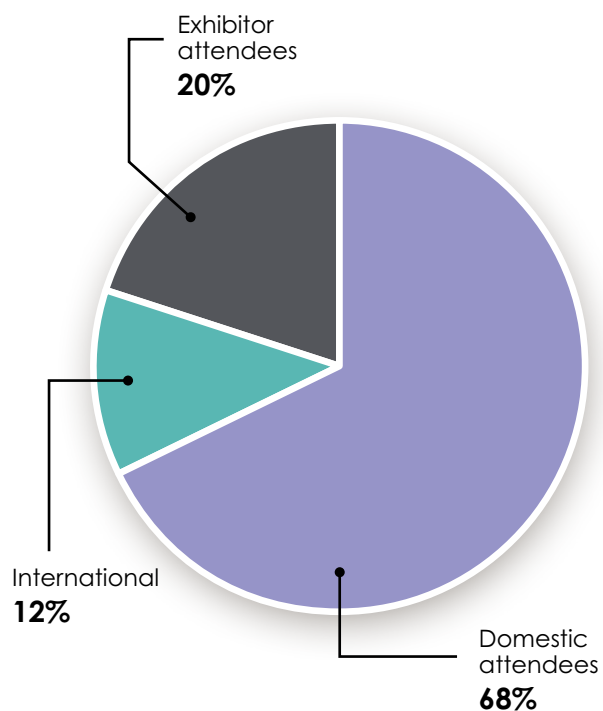
As the largest conference in North America focusing on maternal-fetal research and treatment, the SMFM 39th Annual Meeting will present cutting-edge basic, clinical and epidemiological research. In addition to the scientific sessions, oral and poster presentations, attendees will hear from world-renowned leaders in the specialty of maternal-fetal medicine.

Society members and Annual Meeting attendees are involved in the latest advancements in maternal and fetal care. Each year at The Pregnancy Meeting™, more than 2,500 MFM physicians and researchers gather to share new clinical strategies and research.

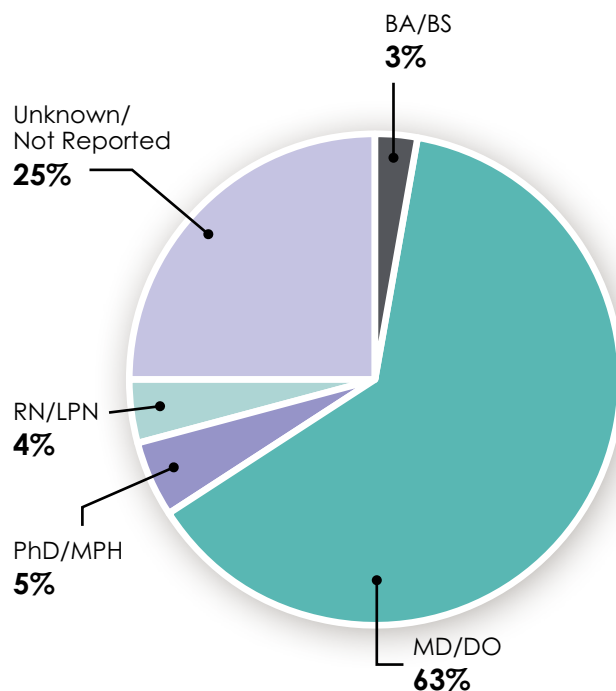
PREGNANCY MEETING™ DEMOGRAPHICS

HIGH-RISK PREGNANCY EXPERTS

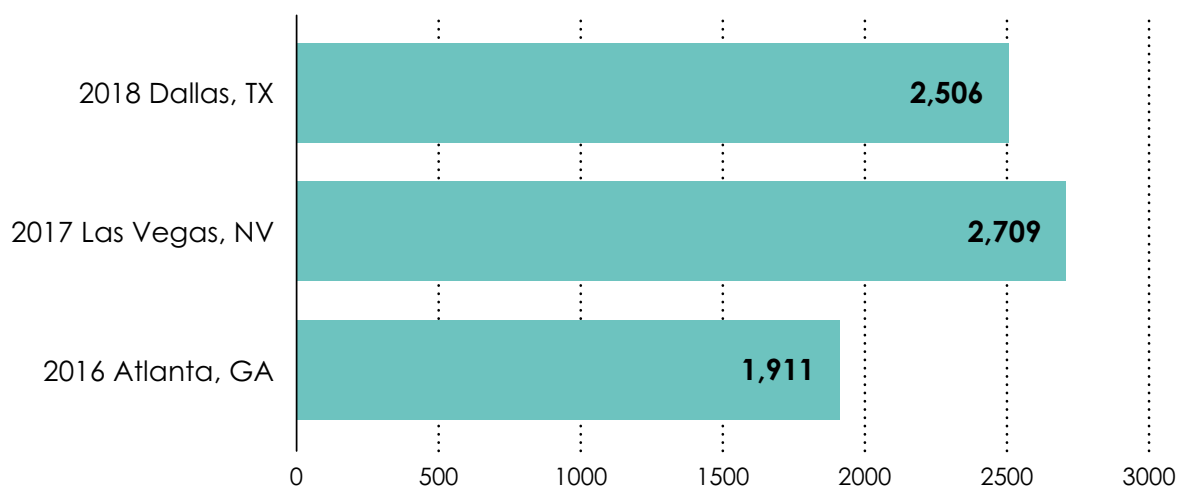
Total 2018 Attendance: 2,506



2018 Attendance By Degree



Three Year Pregnancy Meeting™ Attendance History



BENEFITS OF EXHIBITING AT THE PREGNANCY MEETING™

Each 10 x 10' or 8 x 10' booth space includes the following:

- Four booth personnel registrations*
- One complimentary use of the SMFM member mailing list OR one use of the pre-meeting or post meeting attendee mailing list (*physical addresses only; email and phone numbers are not provided. Lists are provided upon the exhibitor's request, please contact Julie Miller at jmiller@smfm.org to request list.*)
- Automatic inclusion in the exhibit "Passport to Prizes" game
- Opportunity for additional exclusive sponsorships during the meeting
- Recognition at the President's Awards Ceremony
- Acknowledgement in final meeting program, online and on the meeting app
- Opportunity to reserve print and digital advertising opportunities at The Pregnancy Meeting™
- Opportunity to reserve ICW (in conjunction with) meeting space, based on hotel availability, at The Pregnancy Meeting™. For details see pages 16-17.

*Exhibit personnel are welcome to attend the scientific sessions (Thursday, Friday and Saturday's oral and poster presentations), as well as Wednesday afternoon's Scientific Forums. Ticketed events such as postgraduate courses, luncheon roundtables and workshops are not included, however exhibitors are welcome to purchase tickets for these events if desired.

TRAFFIC GENERATING FEATURES

A number of features designed to increase traffic flow have been placed in the exhibit area. They include:

Exhibits and Poster Sessions! The exhibits are combined with Thursday's and Friday's poster presentations in the Octavius Ballroom and foyer allowing attendees to easily access both the scientific posters and the exhibits. All attendees have the chance to visit the exhibit booths, mingle and informally make contacts with both old and new acquaintances. The exhibit hall will be open from 10:30 AM – 5:30 PM on Thursday, February 14 and Friday, February 15.

Coffee Breaks. Coffee will be served during the dedicated poster and exhibit hours and exhibitors may reserve optional coffee break sponsorships.

Exhibits Open on Wednesday Evening! For the ninth year, the opening of the exhibits will be combined with the meeting's grand Opening Reception. The place to be for all attendees will be the Octavius Ballroom on Wednesday, February 13, 6:00 PM – 8:00 PM.

Exhibitor Passport Program: Each meeting attendee will be given an "exhibit passport" with their registration materials and will qualify to win prizes by visiting exhibits to have their passport stamped. There is no cost for exhibitors to participate and exhibitors are welcome to donate prizes. Prizes have previously included electronics, gift cards and meeting registrations.



2018 PREGNANCY MEETING™ EXHIBITORS

3D Systems Symbionix	Fetal Center at Children's Memorial Hermann Hospital	Optum
ACOG	Fetal Center at Vanderbilt-Monroe Carell Jr. Children's Hospital-Vanderbilt University	OSF HealthCare
ACOG Long-Acting Reversible Contraception (LARC) Program	Fetal Medicine Foundation USA	Parsagen Diagnostics, Inc.
Advocate Children's Hospital	GE Healthcare	Penn State Health
AMAG Pharmaceuticals, Inc.	GenPath Women's Health (BioReference Laboratories)	Perinatal Quality Foundation
Applied Medical	Gundersen Health System	Philips Healthcare
AS Software, Inc.	Hayes Locums	Physicians for Reproductive Health
Bayhealth Medical Center	HCA	Primary Children's Hospital
Baylor Genetics	Hologic	Progenity
Billings Clinic	Inova Health System	QIAGEN
Boulder Abortion Clinic, PC	Integrated Genetics	Reproductive Scientist Development Program (RSDP)
Cambridge University Press	International Society of Ultrasound in Obstetrics and Gynecology (ISUOG)	Roche Diagnostics
Center for Fetal Diagnosis and Treatment at The Children's Hospital of Philadelphia	Johns Hopkins Center for Fetal Therapy	Safe Obstetric Systems, Inc.
Children's Hospital of Wisconsin	LocumTenens.com	Sage Therapeutics
Children's National Fetal Medicine Institute	Lupin Pharmaceuticals	Samsung
CHRISTUS Trinity Mother Frances Health System	Mayo Clinic	Sema4
Cincinnati Fetal Center	MEDINVENT Ltd.	Sera Prognostics
Clinical Innovations	Mercy	Sonultra Corp
Colorado Fetal Care Center	Midwest Fetal Care Center	Southwestern Womens Options
CombiMatrix	MotherToBaby Pregnancy Studies conducted by OTIS	SSM Health St. Louis Fetal Care Institute
Community Health Network	Nanosonics	Stanford Children's Health
Cook Medical	Natera	Taylor & Francis Group
CooperSurgical	National Association of Nurse Practitioners in Women's Health (NPWH)	Texas Children's Pavilion for Women-Fetal Center
Counsyl	NewYork-Presbyterian Hospital	Trice Imaging, Inc.
CoxHealth	Norton Children's Maternal Fetal Medicine, a part of Norton Children's Hospital	UCB, Inc.
Digisonics	Ob Hospitalist Group	UCSF Fetal Treatment Center
Dornier MedTech	OBIX by Clinical Computer Systems, Inc.	UnityPoint Health
Elsevier	Obstetrix Medical Group	University of Maryland Medical Center - Center for Advanced Fetal Care
Envision Physician Services		University of Southern California
Eurofins NTD		USF Fetal Care Center of Tampa Bay
Fellowship in Family Planning/Ryan Residency Training Program		Valley Children's Healthcare
Ferring Pharmaceuticals		Vision Chips, Inc.
Fetal Care Center, Barnes-Jewish Hospital, St. Louis Children's Hospital, Washington University Physicians		Wolters Kluwer

2019 EXHIBIT INFORMATION

The SMFM 2019 Exhibit Hall will be open February 13 - 15, 2019 in the Octavius Ballroom and foyer of Caesars Palace, Las Vegas. Exhibit hours have been scheduled to provide maximum interaction between meeting attendees and exhibitor personnel.

EXHIBIT DAYS, DATES AND TIMES

Wednesday, February 13, 2019

6:00 PM – 8:00 PM with Opening Reception

Thursday, February 14, 2019

10:30 AM – 5:30 PM with AM and PM coffee and refreshment breaks

Friday, February 15, 2019

10:30 AM – 5:30 PM with AM and PM coffee and refreshment breaks

Please note that while the exhibit hall is open from 10:30 AM – 5:30 PM on Thursday and Friday, the busiest times are during the poster sessions which are scheduled 10:45 AM – Noon and 4:00 PM – 5:30 PM on both days. Please staff your booth accordingly.

INSTALLATION OF EXHIBITS

Tuesday, February 12, 2019

1:00 PM – 5:00 PM

Wednesday, February 13, 2019

8:00 AM – 4:00 PM

All exhibit material must be unpacked by 4:00pm on Wednesday to permit the removal of empty crates and cartons from the exhibit area. Any exhibit not unpacked by this time will be placed in storage.

CRATE STORAGE

These materials should be nested as much as possible. "Empty" stickers, provided at the AGS Exhibitor Service Desk, must be placed on all containers to be stored and returned at the close of the exhibition.

BOOTH HEIGHT AND LINE OF SIGHT

The poster sessions and exhibits will be held in the Caesars Palace Octavius Ballroom and foyer. The

maximum height for booths inside the ballroom is 14' and the maximum height for 'pop-up' booths in the foyer area is 8' with pop-up displays placed behind the table. Linear, corner and peninsula booths: Booth height, including signs, banners and displays, may not exceed a backwall height of 14' and side walls of 3'.

Exhibits cannot include or overflow into an aisle or adjoining booth. Island booths: Booth height, including signs, banners, and displays, shall not exceed 14' depending on their location in the hall. Exhibits must keep in their allotted exhibit space and both standard linear booths and island booths may not block the line of sight of neighboring booths. All display fixtures greater than 4' in height and placed within 8 linear feet of an adjoining booth must be confined to the back half of the booth which is at least 5' from the aisle. **Island or peninsula booths may not have a solid fixture that blocks the line of sight of neighboring booths.**

DISMANTLEMENT OF EXHIBITS

Friday, February 16, 2019

After 5:30 PM

No packing of equipment, literature, etc. or dismantling of exhibits will be permitted until the official closing time.

OFFICIAL CONTRACTOR

AGS has been designated the general contractor for the SMFM 39th Annual Meeting. Forms for ordering furniture, rental display units, electrical, and labor will be included in the exhibitor service kit which will be available to exhibitors approximately 90 days prior to the show. Labor will be available based upon advance orders from exhibitors.

AGS Expo Services

<http://ags-expo.com>

4561 SW 34th St.

Orlando, FL 32811

407-292-0025

AGS Partners with UPS Freight to offer SMFM exhibitors any exhibit transportation needs they may have for Pregnancy Meeting™ shipping, including to the show site as well as onsite return shipment assistance.

EXHIBITOR DESIGNATED CONTRACTOR (EDC)

All exhibitors using an exhibitor-designated contractor (EDC) must submit to SMFM and AGS, in writing, the name of the contracted company, the address, a contact person, and a business telephone number. **SMFM and AGS must receive this information by December 17, 2018. Notifications received after December 17, 2018 will not be approved and EDCs will not be allowed to provide their services.** All EDCs must also submit a letter to SMFM indicating the exhibiting company name and an original certificate of insurance that provides for not less than \$2,000,000 of general liability insurance, including property damage and workers' compensation. This certificate must name the Society for Maternal-Fetal Medicine (SMFM) as the certificate holder or as additional insured and must be valid over the dates of the exhibition, including installation and dismantlement.

SHIPPING INSTRUCTIONS

Materials shipped in advance should be sent directly to the official contractor and addressed exactly as shown in the service manual. You will receive access to the online service manual after your exhibit application and payment have been received by SMFM.

Do not ship exhibit material directly to Caesars Palace. They will assume no responsibility for your shipment if it is lost, damaged, or stolen.

LIABILITY

SMFM and Caesars Palace will not be responsible for loss or damage to displays while being brought in or out of the hotel, or while on the premises of the hotel. In all cases, the exhibitors will assume responsibility for damage to property and accidents and injuries to exhibitors, employees, contractors, or meeting participants.

SECURITY

SMFM and Caesars Palace assume no responsibility for the safety of the property of the occupant of the booth, his officers, agents or employees from theft, damage by fire, accident or other causes.

FIRE REGULATIONS

All display material must be flame proof and subject to inspection by the local Fire Marshal. No flammable fluids or substances may be used or shown in the exhibit area.

RESPONSIBILITY FOR DAMAGE TO PROPERTY

The exhibitor is responsible for any damage to the hotel by company representatives, EDC or exhibitors.

COMPETING EVENTS/ MARKETING ACTIVITIES AND ADVERTISING

During the period from February 11 – 16, 2019, a company shall not independently reserve space or otherwise sponsor or host an



CANCELLATION POLICY

Notification of an exhibitor's decision to cancel or reduce space must be sent in writing on company letterhead to SMFM. If an exhibiting company does not cancel its space in writing and does not occupy its booth space on site, the company will be regarded as a no-show. If written notification of cancellation or booth reduction is received at the SMFM office by Friday, November 10, 2018, a full refund, less a 25% administrative fee, will be refunded to the exhibiting company. After Friday, November 10, 2018, no refunds will be given. If written notification is sent after this date, no refunds will be given. An exhibitor's cancellation of exhibit space will result in the cancellation of any hotel ancillary meeting space previously approved to the exhibitor by the Society. The Society assumes no responsibility for the inclusion or exclusion of the cancelled exhibitor or descriptions of products in the Annual Meeting Program, brochures, news releases, SMFM website, or any other meeting materials.

event, engage in marketing or promotional activities or advertise within Caesars Palace. This includes, but is not limited to, meeting space, a hospitality suite, seminar or any other promotional or educational activity or advertising vehicle **without the prior written consent of Society for Maternal-Fetal Medicine (ICW application, page 17)**, which consent shall not be unreasonably withheld. Company acknowledges and agrees that events that conflict with previously scheduled SMFM

Annual Meeting activities shall be one reason that SMFM may withhold such consent.

LIVE SCANNING

No live ultrasound scanning will be permitted on the exhibit floor. Live scanning may be performed **only** in SMFM-approved industry sponsored events at times that do not conflict with the SMFM's official scheduled program. For a copy of SMFM's live scanning guidelines, please contact Julie Miller at jmiller@smfm.org.

NO-SHOW POLICY

Any booth unoccupied by 4pm on Wednesday, February 13, 2019, will be regarded as a no-show and the contract to exhibit will be terminated. All freight will be removed and returned to the loading dock at the exhibitor's expense.

FORCE MAJEURE

Neither party shall be held responsible for any delay or failure in performance of its obligations hereunder to the extent such delay or failure is caused by fire, flood, strike, civil, governmental or military authority, acts of God, acts of terrorism, acts of war, epidemics, or other similar causes beyond its reasonable control and without the fault or negligence of the delayed or non-performing party or its subcontractors.

HOTEL ACCOMMODATIONS

Caesars Palace

3570 S Las Vegas Blvd
Las Vegas, Nevada 89109
(866) 227-5938
SMFM.org/2019

To receive the special group rate, reservations must be made by January 21, 2019. Reservations, room cancellations and any special arrangements must be handled directly with the hotel. When making your reservations, please state you will be attending "SMFM 2019" to ensure you receive the special group rate. Reserve your room early—group rates are based upon availability and hotels have sold out of rooms in the past several years. SMFM strongly encourages exhibitors to stay in the host hotel. In the event of two or more exhibitors requesting the same exclusive commercial support or advertising opportunity, preference will be given to the exhibitor whose attendees are staying in the host hotel.

EXHIBITOR WARNING!

Attendees and exhibitors may be subjected to inappropriate solicitation from hotels or third-party housing agencies not affiliated with SMFM or Caesars Palace. SMFM does not use a third-party housing company for exhibitors. Poachers may sometimes offer a lower hotel rate than the rates offered in our official block. We have found that the reserved rooms are often not actually available at the hotel. The deposit you are being asked to give is being taken from the wholesaler, NOT the hotel. Their cancellation policies are often intolerant, and these companies do not have the support of SMFM or Caesars Palace.

SMFM EXHIBIT PRODUCT/SERVICE DISPLAY GUIDELINES

The Society for Maternal-Fetal Medicine would like to thank our exhibitors for their participation in the exhibit portion of our Annual Meeting. The contributions of exhibitors are recognized by SMFM officers, members, and staff as being a vital part of the meeting which helps to complement and extend the educational program. SMFM takes every possible measure to ensure that exhibits follow the ethical standards and guidelines set forth by SMFM. Please note that an exhibitor's support or participation in any SMFM meeting or event does not constitute an endorsement or recommendation of any kind.

The exhibitor is permitted to demonstrate its product, equipment or services, to make presentations and to distribute printed literature related to those products or services. SMFM reserves the right to decide the appropriateness of any service, product, device, or video. Products or services that are not acceptable at the Annual Meeting include but are not limited to: 1) not relevant to maternal-fetal medicine or women's

health; 2) not available throughout North and Central America and the Caribbean; 3) multi-level marketing/profit enhancement opportunities or any variation; and/or 4) exhibitors may not offer, and the attendees cannot receive, any type of monetary compensation for the use of a product or service, referrals, or any similar activities.

SPACE ASSIGNMENT

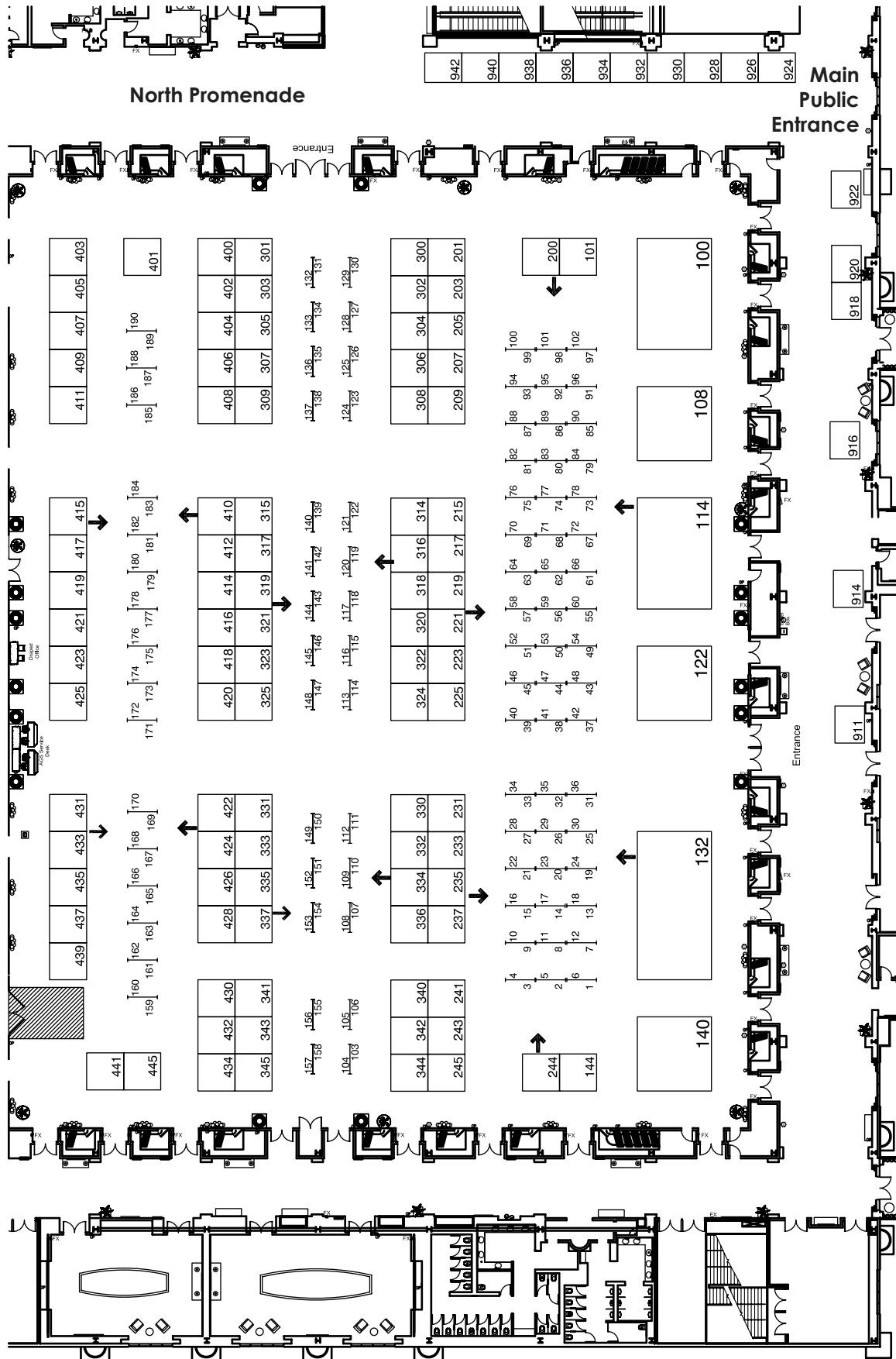
Space will be assigned in order of receipt of application with payment in full. Returning exhibitors will have priority in space selection if the application is received before November 10, 2018. All other space will be assigned on a first-come, first-assigned basis.

The SMFM makes space assignments without preconditions and reserves the right to rearrange the floor plan and to relocate any exhibitor's space. No product or service may be displayed or sold which duplicates or is similar to those sold by the SMFM or its allied business partners.

SMFM reserves the right, at our sole discretion, to reject or terminate an exhibitor application or otherwise remove the exhibit due to exhibit content, subject matter, other audio/visual display, or exhibitor's behavior, at exhibitor's own expense. Interviews, demonstrations, distribution of literature, etc., will be permitted only within exhibitor's space.

As a condition of participation in the exhibit portion of the SMFM Annual Meeting, each exhibitor, its representatives and agents must agree to and abide by the rules and regulations set forth in these guidelines and in other correspondence of SMFM, its contractors/agents, and the hosting hotel.

SMFM 39TH ANNUAL MEETING EXHIBIT FLOOR PLAN



We must receive your application and payment by January 2, 2019 to have your name listed in the SMFM 2019 Meeting Program.

Demand for exhibit space has been fierce with continually growing interest from companies wishing to reach the SMFM audience. With recent years' exhibits selling out, priority is a critical factor in determining booth assignments and availability. Apply early. Space is limited.

A portion of any exhibit and/or sponsorship revenue received by the Society for Maternal-Fetal Medicine or the Foundation for SMFM may be directed toward the other entity. Both the SMFM and the Foundation for SMFM are separate 501(c)(3) entities. The mission of the Foundation for SMFM is to support education and research in maternal-fetal medicine.

COMPANY OR ORGANIZATION NAME

IMPORTANT INSTRUCTIONS

1. Please type or print clearly on this contract or visit SMFM.org/2019 to view booth selection and apply to exhibit online.
2. Space is assigned on a first-come, first-served basis.
3. Return completed contract/application along with full payment to: Society for Maternal-Fetal Medicine, Exhibit Dept., 409 12th Street, SW, Suite 601, Washington, DC 20024 or email to jmiller@smfm.org.

Please enclose the exhibiting organization's description in 75 words or less. Describe the products and/or services that you plan to exhibit. This description will appear in the Annual Meeting program, provided you follow these requirements: 1. Limit your description to 75 words or less and one paragraph (bulleted lists and multiple paragraphs will be edited to one paragraph); 2. Use ® for registered product names and ™ for trademarks; 3. Clearly write product and service names so that upper and lowercase letters are unmistakable; 4. Pharmaceutical companies must adhere to FDA guidelines. The SMFM reserves the right to edit text so that it conforms to these requirements. Only descriptions received by January 2, 2019, will be included in the Annual Meeting Program. You may email your description to Julie Miller at jmiller@smfm.org, please state your company name and the term "Exhibitor Description" in the e-mail subject line.

EXHIBIT SPACE SELECTION

Please check the Pregnancy Meeting™ website for exhibit floor plan updates at: SMFM.org/smf19 before completing this application. Keep in mind that many companies apply for the same space(s) so try not to concentrate all your choices in one area and make your selections as early as possible. SMFM will make every effort to accommodate your selection(s), however booth selections cannot be guaranteed.

Our company is applying for the following exhibit space(s): Booth size: _____ x _____. ☐ Linear ☐ Corner ☐ Multiple, adjacent 10 x 10's (i.e. 10 x 20', 20 x 20', 20 x 30') **Please note that two adjacent spaces may be purchased in-line only (the same row) and not back-to-back.**

Space(s) requested in order of preference:

1. 2. 3. 4. 5. 6. 7. 8. 9. 10.

Please list specific vendors that you wish to avoid proximity. SMFM will honor this request to the best of our ability.

CALCULATE YOUR PAYMENT

Payment is due at the time of exhibit application. Applications submitted without payment will not be processed. If charges are not calculated correctly, SMFM reserves the right to charge the correct amount if different from the total below.

Booth Type	Cost	Number of Spaces	Total
Standard 10 x 10 Linear	\$6,750		\$
Standard Corner	\$6,950		\$
Island (100, 108, 114, 122, 132 and 140) divide total square footage by 100 and multiply by \$6950			\$
Nonprofit, Recruiter or Publisher <i>Booths 911-942 only</i>	\$4,500		\$

TOTAL AMOUNT ENCLOSED:

Please make check payable to the Society for Maternal-Fetal Medicine and mail this form along with payment to: SMFM, Exhibits Office, 409 12th Street, SW, Suite 601, Washington DC 20024-2188 or email to Julie Miller at jmiller@smfm.org. If you prefer you may pay by Visa, MasterCard, or American Express.

Card Number: [][][][][][][][][][][][][][][] Expiration Date: [][][][][] Security Code: [][][][][]

Name on Card:

Billing address if different from address listed below: _____

Exhibitor hereby agrees to and does indemnify, hold harmless, and defend SMFM from and against any and all liability, responsibility, loss, damage, cost, or expense of any kind whatsoever which SMFM may incur, suffer, be put to, pay or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission by Exhibitor or any of its employees, servants, or agents. SMFM shall not be responsible in any way for damage, loss, or destruction of any property of Exhibitor or injury to exhibitor or its representatives, agents, employees, licensees or invitees.

THE FOLLOWING INFORMATION WILL APPEAR IN THE FINAL PROGRAM:

Company or Organization Name: *(Please write or type the name above exactly as you wish it to appear in the Final Program)*

Exhibitor Contact (All exhibit material will be forwarded to the contact person indicated below; the individual contact name will NOT be published in the meeting program.)

Contact Name	Title
--------------	-------

Address _____

City _____ State _____ Zip _____ Country _____

Telephone _____ Fax _____ Email _____

SMFM USE ONLY

Date Received	Total Due\$	Payment	Booth(s)#
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COMMERCIAL SUPPORT, SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Show your support as a sponsor or advertiser and gain valuable visibility. Reserve a commercial support opportunity to promote new products and services, demonstrate your strengths, solidify relationships and reinforce your brand. The Pregnancy Meeting™'s comprehensive sponsorship program offers flexibility and opportunities at every budget level. We encourage you to review the range of support opportunities and choose the level of participation that's meaningful to you and your organization.

INDUSTRY LEARNING LUNCHEES: \$25,000

For the second year, held on Thursday and Friday, the two available Industry Learning Lunches are a great way to present your message and informally network with meeting attendees. Learning Lunch presentations are limited to 100 attendees and you will also be responsible for the cost of food for your luncheon. Participating companies determine and manage their Learning Lunch topics and speakers independently of SMFM. The content must be approved in advance by the SMFM Program Committee. For additional information, please contact Julie Miller at: jmiller@smfm.org or 202-517-6352. **Only two available and they sell out fast, if you would like to reserve one of these opportunities, act immediately.**

TWITTER WALL: \$12,000

With prominent placement in the meeting area, the Twitter wall will display participant tweets throughout the Pregnancy Meeting™. Digital banner acknowledgement on the wall as well as in the meeting program, website and app.

NEW! POSTGRADUATE COURSE LUNCH PRESENTATIONS: \$6,000

Maximize your trade show ROI by sponsoring a luncheon presentation on Monday, Tuesday or Wednesday.

With more than 1,000 course attendees, postgraduate course luncheons are a great way to showcase your brand and position your company as a trusted expert in the eyes of your clients and prospects. Menu of sponsorship topics provided to choose from. Sponsors are responsible for the cost of food for your luncheon. Course luncheon sponsors get a 10-minute time slot for an introduction presentation. Limited availability. For additional information and menu of topics, please contact Julie Miller at: jmiller@smfm.org or 202-517-6352.

NEW! CONVERSATION HUBS: \$6,000

Start attendees talking about your company! Located throughout the meeting space on Wednesday, Thursday and Friday, conversation hubs are seating areas where attendees can take a break and network with colleagues. Sponsor is acknowledged by onsite signage and may provide literature to be displayed in sponsored hub. Three available.

NEW! EXHIBIT HALL PATH STICKERS: \$5,000

Create a path of floor stickers from exhibit entrance areas to your booth. Exhibitor responsible for production of up to 20 stickers per company. Two available.

DIVERSITY RECEPTION: \$20,000

The third annual Diversity Reception will honor an SMFM member whose service to the Society has furthered its goals of diversity and inclusion in the MFM workforce. The reception will feature a panel of SMFM leaders discussing their path to SMFM involvement, and allow SMFM members to once again connect through the Diversity Mentorship Initiative.

EXHIBITOR HOSPITALITY FUNCTION: \$11,000

Perhaps more than any other space at the meeting, a hospitality reception is where attendees truly kick back, put down their trade show bags, and relax. Exhibitor Hospitality Receptions are designed for companies to network directly with Pregnancy Meeting™ attendees and showcase your goods and services in an informal environment. Once space is assigned to your company, you will be responsible for making any catering/beverage arrangements and for making direct payment arrangements with the Caesars Palace. No room rental fees will be charged. SMFM will post the reception information on the Pregnancy Meeting™ website and on the meeting app as well as provide on-site signage. Space is available for up to 300 on Thursday, February 14 at 6:00 PM. There are very limited slots available, reserve yours today.

VIP LOUNGE: \$50,000

The VIP Lounge is a private gathering place for Past Presidents of the Society, Board members and major contributors to the Foundation for SMFM to relax, connect and network. It will be open for three

days (7:00 AM – 5:00 PM Wednesday through Friday) and will offer comfortable seating, wifi, powered tables, and light refreshments. The sponsor will receive recognition through onsite signage and in promotional materials before and during the meeting, and the sponsor's logo can appear on signs, furniture, and other items within the lounge. Other promotional materials from the sponsor can be displayed in the lounge, and badge access will be available each day for a limited number of company representatives. Customized options are also available; contact Michele Prince at mprince@smfm.org. Exclusive.

ADVERTISE IN THE 2019 PREGNANCY MEETING™ PROGRAM AND REACH EVERY ATTENDEE!

Where do SMFM attendees go to find information for all things related to the 2019 Pregnancy Meeting™? The official meeting program of course! Each attendee will receive a copy of the meeting program on-site. The meeting program contains a schedule of events, sponsored events, useful site maps and all the information that attendees need to know to plan their Pregnancy Meeting™ activities. Advertising opportunities in the final program are available for every budget. Contact Julie Miller, Chief Relationship Officer, for pricing, specifications and insertion orders at jmiller@smfm.org.

OPENING RECEPTION: \$20,000

Your brand will be on display during the Opening Reception held on Wednesday evening. This highly anticipated and attended event signals the official start of the Pregnancy Meeting™ and Opening of Exhibits. As the exclusive Opening



Reception sponsor, your company will receive recognition in the official program book, online recognition, sponsor branded napkins and signage with your logo will appear near the entrance unit of the exhibit hall and bar/food stations. Exclusive.

RELAXATION STATION: \$15,000

Tired attendees need a 10-minute pick me up! Sponsor the Relaxation Station in collaboration with the Foundation for SMFM. The sponsor will receive recognition through onsite signs and promotional materials before and during the meeting. Meeting attendees must visit the sponsor's booth to request tickets for their free seated neck and shoulder massage at the Relaxation Station, which will have a prime location in a high-traffic area near the exhibit hall. Sponsorship includes two full days of service, and sponsors can provide additional branded materials. For more information contact Michele Prince at mprince@smfm.org or 202-517-7068.

5K RUN/WALK: \$15,000

Attendees will energize their morning and see the sun rise on the Las Vegas Strip on Saturday, February 16! Sponsor the popular 5K Run/Walk in collaboration with the Foundation for SMFM. The sponsor can provide branded materials and raffle items and will receive recognition through

onsite signs and promotional materials before and during the event, including t-shirts given to all participants. For more information contact Michele Prince at mprince@smfm.org or 202-517-7068.

MEET THE FELLOWS RECEPTION: \$12,000

SMFM leadership and current maternal-fetal medicine fellows are encouraged to attend this invitation-only reception. The reception is preceded by an educational lecture by one of SMFM's most prominent members. The sponsor will receive recognition through signs and promotional materials as well as being invited to attend the reception. Exclusive.

DAILY MORNING AND AFTERNOON YOGA CLASSES: \$12,000

Say "Ohm"! Attendees will be fit and energized when taking the yoga classes which are offered each morning and afternoon of the meeting. Sponsor benefits include: Company/organization logo listed as official sponsor in SMFM meeting program, online recognition on The Pregnancy Meeting™ website, logo/signage on-site during classes and on yoga mats/carrying cases. As the exclusive Yoga sponsor, you may also provide your own branded items such as water bottles or towels. Exclusive.

EXHIBITOR PASSPORT: \$12,000

Every registered attendee of the SMFM 39th Annual Meeting will receive their personal "Passport" to visit participating exhibitors, get their "Passport" stamped and be eligible for the Grand Prize drawing. With this advertising opportunity you can literally put your company's name into the hands of every attendee! Benefits include: your logo on grand prize entry signage and on the event passport, ability to draw and announce the Grand Prize at the close of the exhibits, and your logo on printed materials and signage and web site where appropriate. Exclusive.

NEW! CHILDCARE ROOM: \$5,000

For the first time ever, SMFM is offering childcare services to meeting attendees. The childcare room will be staffed with CPR-certified childcare providers, open Monday - Saturday, and can accommodate children ages 3 months to 17 years old. Children will enjoy meals and games in the room. Room sponsor appreciation

signage will be available, as well as recognition in the final program. Exclusive.

HOTEL KEY CARDS: \$14,000

Make your company visible to attendees every time they open their hotel room door with this exclusive sponsorship opportunity. This is premium exposure for your company throughout the week with your company logo, booth number and/or marketing message on each attendee's hotel room key. Card production and delivery fees will be charged to the sponsor and art must be approved by SMFM and Caesars Palace. Exclusive.

PHOTO BOOTH: \$12,000

Allow attendees to capture a memory at the Pregnancy Meeting™! Visitors to the photo booth will take home a photo print out of images from their photo booth session. Your company name or logo will be displayed on the photo booth and on the photos provided to visitors. Your company will be acknowledged in the official meeting program

book. Additionally, you may provide theater props or take-a-ways to visitors of the photo booth. There are many unique exposure opportunities for this incredible sponsorship! Exclusive.

CHARGING LOUNGE: \$12,000

Provide an invaluable customer service with this exclusive branding opportunity. The Charging Lounge will provide attendees an easy way to charge their handheld devices, tablets and laptops at no cost. This area is customizable depending on the sponsor's branding initiatives. Located in a highly visible area within the exhibit hall with comfortable seating, the Charging Lounge gives the sponsor a unique chance to positively interact with attendees throughout the Pregnancy Meeting™. Exclusive.

CONTINENTAL BREAKFAST: \$10,000 EACH DAY

Continental breakfast is provided for registrants on Thursday and Friday. Sponsors receive recognition in meeting promotions and on signs posted during the breakfast. Sponsors also have the opportunity for product name and logo exposure on cups, napkins, and plates provided by the sponsor. Exclusive per day.

COFFEE BREAKS: \$10,000 EACH DAY

Coffee breaks are held in the morning and afternoon of each day of the general meeting in the exhibit hall. Become the sole sponsor of a morning and afternoon coffee break during these key break periods in the meeting program. Sponsors also have the opportunity for name and logo exposure on coffee cups and/or napkins provided by the sponsor and to provide food at their expense. Exclusive per day.



Attendees who are nursing mothers will appreciate this relaxing and private space! Included with this exclusive sponsorship: Recognition on the acknowledgements page in SMFM program book and Pregnancy Meeting™ website, your company's logo on Nursing Mother's Room sponsor appreciation signage outside and inside the Nursing Mother's Room and the opportunity for you to provide branded items such as water bottles, pillows or healthy snacks for nursing mothers to enjoy. Exclusive.

A hotel Door Drop is a convenient and cost-effective exhibitor marketing tool that delivers your promotional materials, new product announcements, invitations, or samples directly to the hotel rooms of meeting attendees. The door drop provides added visibility for

The Pregnancy Meeting™ will have its own app for 2019 on the iPhone, Android, Blackberry, and iPad platforms. All attendees will have the opportunity to download this free app and use it throughout the

The 2019 SMFM Pregnancy Meeting™ Abstract Book is a special January 2019 supplement to the prestigious *American Journal of Obstetrics and Gynecology*. The program lists all the abstracts presented at the meeting. For rate and spec information visit: www.ajog.org.

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YEAR-ROUND OPPORTUNITIES

SMFM MONTHLY eNEWSLETTER

Special Delivery is the official monthly eNewsletter for the Society. It features news and information for SMFM members.

Sent to more than 4,000 SMFM members, the average open rate in 2018 is 43%.

For information on advertising in Special Delivery, please contact Thomas Evans at Association Revenue Partners: te@associationrevenuepartners.com or (214) 620-2091.

SMFM WEBSITE

For information on website advertising, contact Thomas Evans at Association Revenue Partners: te@associationrevenuepartners.com or (214) 620-2091.

SMFM SmartBrief

The SMFM SmartBrief is a weekly email newsletter with a subscriber base of 7,000 maternal-fetal medicine specialists and other health care professionals interested in high-risk pregnancy topics. Each week, our Brief delivers the most relevant industry news. For more information about pricing, contact (202) 737-5500.

REGIONAL SMFM COURSES

The Society hosts a number of in-person educational events each year. Sponsorship and exhibit opportunities are also available at these regional events. To learn more, contact Julie Miller at jmiller@smfm.org.

JOB POSTINGS

Is your institution recruiting maternal-fetal medicine professionals? Consider posting your open positions on the SMFM website. Learn more at SMFM.org/careers.



IN CONJUNCTION WITH (ICW) MEETINGS FOR EXHIBITORS

ICWs are events that can be small meetings or functions, that include no more than 50 SMFM attendees that are not planned nor sponsored by the SMFM or any of its affiliated organizations. Exhibitors request additional meeting space at the hotel for a variety of reasons including, staff meetings, sales meetings, private product demonstrations, investigator meetings, etc. ICW events are closed events not available to all attendees and not part of the official meeting program and may not be advertised as such to attendees. Exhibitors interested in hosting symposia, hospitality and/or presentation functions for attendees should visit the Commercial Support section of the exhibit prospectus for available options.

ICW APPLICATION PROCESS

1. Exhibitor submits ICW application to the Society for Maternal-Fetal Medicine for approval. All applications will be accommodated on a first-come, first-served basis. Applicant understands that available ICW function space at the hotel is limited and is not part of the SMFM meeting room block.
2. The SMFM reviews and approves/declines ICW application(s) and notifies Caesars Palace.
3. The SMFM notifies applicant of status.
4. Approved requests will be notified of space location after administrative fee is collected. The approved exhibitor will be sent confirmation with venue contact and will work directly with venue to organize and execute the event.
5. ICW events will be billed directly by the venue (Caesars Palace). All room rental (if applicable), food and beverage, etc., charges from the hotel will be the sole responsibility of the ICW group.

ICW ADMINISTRATIVE FEE

The application fee is as follows:

- Standard Administrative Fee of \$500 is implemented until January 2, 2019.
- Premium Administrative Fee of \$600 is implemented from January 3, 2019 – February 1, 2019. No applications will be accepted after February 1.

CANCELLATION OF ICW MEETING

All groups requesting space are responsible for following the deadlines. All cancellations received after payment is collected will not receive a refund. If the function space is canceled by the SMFM at our sole judgment that the event is in breach of the ICW contract, all unpaid fees are due to the SMFM and no refund will be administered.

NON-COMPETE

ICW functions that INCLUDE more than 20 professional attendees may not compete with the Pregnancy Meeting™ official scheduled program.

OUTBOARDING

Outboarding is the creation of a concurrent event that is related to an existing exhibition or event

but that is not sanctioned by the organizer and that seeks to benefit from the audience the organizer attracts. The SMFM considers outboarding to be unethical business conduct and it will not be condoned nor tolerated. Any infringement of this rule may subject offending company to loss of benefits or other penalties.

EDUCATION

Hosting an ICW function that provides attendee education is not permitted under any circumstance. The SMFM will determine in its sole judgment whether an ICW's information is considered "educational" and therefore not allowed. Demonstrations of products and/or services are not considered educational. If on-site it is deemed educational and/or for CME credit, the function will be cancelled at the company's expense.



FUTURE PREGNANCY MEETING™ SITES

40th Annual Meeting

The Pregnancy Meeting™

February 3 – 8, 2020

Gaylord Texan Resort – Grapevine (Dallas), TX

41st Annual Meeting

The Pregnancy Meeting™

January 23 – 31, 2021

Caesars Palace

Las Vegas, NV

42nd Annual Meeting

The Pregnancy Meeting™

January 31 – February 5, 2022

Gaylord Palms – Orlando, FL

43rd Annual Meeting

The Pregnancy Meeting™

January 30 – February 4, 2023

Gaylord Texan Resort – Grapevine (Dallas), TX



Society for
Maternal • Fetal
Medicine

High-risk pregnancy experts

409 12th Street, SW, Suite 601

Washington, DC 20024

SMFM.org