



LEADING WITH **SCIENCE**. ADVANCING WITH **CARE**.

Saturday, February 10–Wednesday, February 14 • National Harbor, MD

## **2023 - 2024 Exhibitor Important Dates & Deadlines Prince George's Exhibit Hall CDE – Lower Level 12/29/2023**

### **November 17, 2023 – Please submit payment ASAP.**

#### **Booth Cancellation deadline**

Notification of an exhibitor's decision to cancel or reduce space must be emailed 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 17, 2023, a full refund, less a 25% administrative fee, will be refunded to the exhibiting company. After Friday, November 17, 2023, no refunds will be given. If a written notification is sent after this date, no refunds will be given. An exhibitor's cancellation of exhibit space will result in the release of any hotel ancillary meeting space previously released to the exhibitor by the Society.

### **December 1, 2023 – Please finish all tasks in the Expo Harvesters to ensure that your listing is up to date for the online listing and Conference app.**

#### **Company Descriptions due to SMFM for inclusion in the 2024 program book**

75 Words or less – A link will be sent to the contact's name on file through the Cadmium Expo Harvester portal, enabling you to submit your company description upon approval or your online application.

#### **Certificate of Insurance (COI) Due**

Certificates of Insurance will be due to SMFM, via upload to the exhibitor portal.

#### **Booth Plans and Diagrams Due**

All booths 400 square feet and larger will need to submit booth plans to SMFM.

#### **Applications Due – Deadlines have passed please inquire about 2025 slots.**

Industry Supported Learning Lunch/Evening Symposia Applications due.

Product Theater Applications due

### **January 5, 2024**

Mobile app and Website ads due to SMFM, including clickthrough links.

### **January 12, 2024**

Graphics deadline for any graphics that will be produced by AGS for the conference.  
(Floor graphic, banners, any booth materials, signage etc.)

# 2024 SMFM Exhibitor Onsite Schedule

## EXHIBIT INSTALLATION

**Monday, February 12**

8:00 am – 5:00 pm

## EXHIBIT DISMANTLE

**Wednesday, February 14**

10:00 am – 2:00 pm

## EXHIBIT DATES AND TIMES

**Monday, February 12**

**SMFM Career Fair Powered by Jobs Connected**

**11:30 am – 1:00 pm (Cherry Blossom Ballroom)**

6:00 – 8:00 pm

Opening Reception with Exhibitors (sponsorships still available)

**Tuesday, February 13**

10:30 am – 8:00 pm

6:00 pm – 8:00 pm

Networking with a Twist, Mardi Gras Style on the Exhibit Floor (sponsorships still available)

***10:30 am Coffee Break Sponsored by BioRad.***

***11:30 am - 12:15 pm Product Theater Session sponsored by DEXCOM.***

**Wednesday, February 14**

8:00 am – 10:00 am

***8:00 am – 9:00 am Product Theater Breakfast session sponsored by Pfizer.***

## **2024 Concurrent Poster Sessions – LED Walls New for 2024 – Hall E**

**Tuesday, February 13**

10:30 am – Noon poster session I

3:30 pm – 5:00 pm poster session II

**Wednesday, February 14**

8:30 am – 10:00 am poster session III

1:00 pm – 2:30 pm poster session IV

***All room names and times subject to change.***