

EXHIBITOR PROSPECTUS



Society for Maternal-Fetal Medicine

SMFM 37th Annual Meeting — The Pregnancy Meeting™

January 23–28, 2017
Exhibit Days, January 25–27
Caesars Palace
Las Vegas, NV



- **Exhibits Open Wednesday Evening**
- **Apply Early to Ensure Your Prime Exhibit Space!**



Society for
Maternal • Fetal
Medicine

High-risk pregnancy experts



NEW! View booth selection and apply to exhibit online by going to:
<https://www.smfm.org/the-pregnancy-meeting>



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INVITATION TO EXHIBIT AT THE SMFM 37TH ANNUAL MEETING — THE PREGNANCY MEETING™



Dear Exhibitor:

The Society for Maternal-Fetal Medicine (SMFM) will host our 37th Annual Pregnancy Meeting™, January 23–28, 2017, at Caesars Palace, Las Vegas NV.

Over 80% of the more than 2,000 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 mother and fetus. SMFM members and meeting attendees are nationally respected experts, leaders and decision makers in the field of obstetrics. The purpose of the exhibit portion of the SMFM meeting program is to provide an opportunity to extend the educational nature of The Pregnancy Meeting™ by informing attendees of current and improving technologies, products, equipment, and services in the subspecialty of maternal-fetal medicine. 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, scientific forums, as well as oral and poster abstract presentations.

In 2017, the exhibits are located in the Caesars Palace Octavius Ballroom, along with the poster sessions. Coffee and refreshment breaks will be offered inside the exhibit hall to attract attendees. For the seventh 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 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 and benefits of exhibiting, please see page 6.

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 2,000 maternal-fetal medicine subspecialists. 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 eight meetings. Be sure to apply early.** Please contact Julie Miller, Director of Industry Relations, 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,

A handwritten signature in black ink, appearing to read "Matt Granato", written in a cursive style.

Matt Granato, MBA, LLM
SMFM Chief Executive Officer

A handwritten signature in black ink, appearing to read "Julie Miller", written in a cursive style.

Julie Miller
SMFM Director of Industry Relations

ABOUT EXHIBITING AT THE SMFM ANNUAL MEETING— THE PREGNANCY MEETING™

The Society was established in 1977 to give Maternal-Fetal Medicine (MFM) physicians and scientists a place to share knowledge, research and clinical best practices in order to improve care for mothers and babies. Maternal-fetal medicine physicians are obstetricians with additional training in the area of high-risk, complicated pregnancies. Society members and meeting attendees are involved in the latest advancements in maternal and fetal care. Each year at The Pregnancy Meeting™, more than 2,000 MFM physicians and researchers gather to share new clinical strategies and research. The organization is dedicated to improving maternal and child outcomes, raising the standards of prevention, diagnosis, and treatment of maternal and fetal disease through:

- Support for the clinical practice of maternal-fetal medicine
- Research
- Education and training
- Advocacy and;
- Health policy leadership

Exhibits are a primary source of information for attendees making purchasing decisions

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

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 37th Annual Pregnancy Meeting™ increases your company's visibility among the most influential leaders in obstetrics.



ABOUT THE SMFM ANNUAL MEETING — THE PREGNANCY MEETING™

The Society for Maternal-Fetal Medicine is an organization dedicated to the optimization of pregnancy and perinatal outcomes. The SMFM carries out this mission through education and research, dissemination of research knowledge, advocacy for increasing resources for research, and by increasing awareness of the importance and impact of such research on MFM patients and the public. As the largest conference in North America focusing on maternal-fetal research and treatment, the SMFM 37th Annual Meeting will present cutting-edge basic, clinical, and epidemiologic research. In addition to oral and poster presentations, attendees will hear from world-renowned leaders in the subspecialty of maternal-fetal medicine.

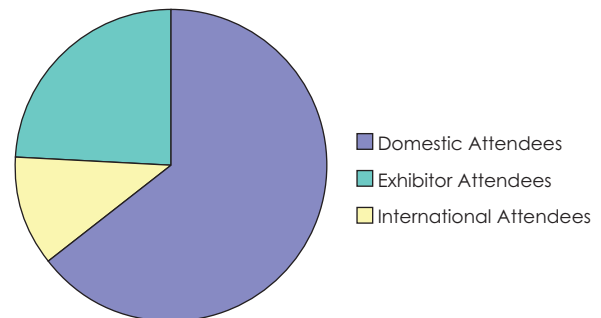
The Pregnancy Meeting™ allows you to target your market audience face-to-face. You will gain exposure with an array of interested, highly-educated experts who are also prime prospects with significant buying power. These attendees expect to see the companies that lead the specialty showcasing their products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



PREGNANCY MEETING™ DEMOGRAPHICS HIGH-RISK PREGNANCY EXPERTS

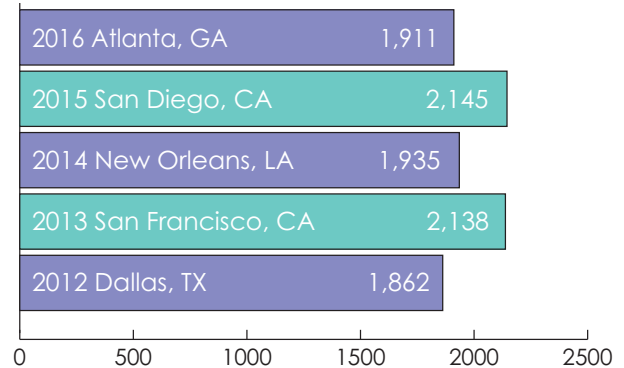
TOTAL 2016 ATTENDANCE 2,512

graph includes exhibit personnel



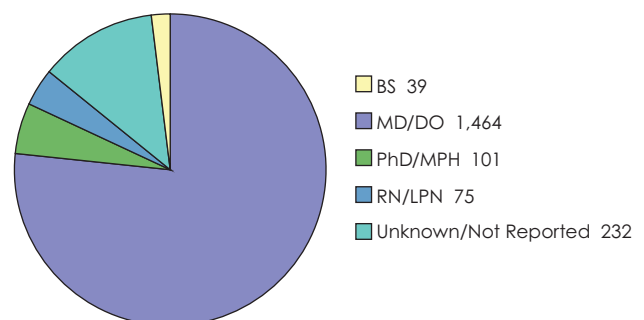
FIVE-YEAR ANNUAL PREGNANCY MEETING™ ATTENDANCE HISTORY

graph does not include exhibit personnel



2016 PREGNANCY MEETING ATTENDANCE BY DEGREE

graph does not include exhibit personnel



BENEFITS OF EXHIBITING AT THE PREGNANCY MEETING™



EACH 10' X 10' OR 8' X 10' BOOTH SPACE INCLUDES THE FOLLOWING:

- 6 booth personnel registrations per 10' x 10' booth or 8' x 10' booth*
- One complimentary use of the SMFM member mailing list OR 1 use of the pre-meeting or post meeting attendee mailing list (*physical addresses only; email and phone numbers are not provided. Lists are provided at 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 the *American Journal of Obstetrics and Gynecology* SMFM Abstract Book supplement and the SMFM website (application **must** be received by November 10, 2016)
- Option to reserve print and digital advertising opportunities at the Pregnancy Meeting™
- Opportunity to apply for ICW (in conjunction with) meeting space at the Pregnancy Meeting™

*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 Open on Wednesday Evening!

For the seventh 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, January 25, 6:00 PM–8:30 PM.

Exhibits Adjacent to Poster Sessions!

The exhibits are adjacent to Thursday's and Friday's poster sessions in the Octavius Ballroom, 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. Exhibits will be open from 10:30 AM–6:00 PM on Thursday, January 26 and 10:30 AM–1:30 PM on Friday, January 27. Coffee and light refreshments will be served during the poster and exhibit hours and exhibitors may reserve optional exclusive coffee and refreshment break sponsorships.

Exhibitor Passport-to-Prizes 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. Prizes are provided by the Society and may include electronics, gift cards and meeting registrations.



2016 PREGNANCY MEETING™ EXHIBITORS

Air Force Recruiting Services
Alere Health (now part of Optum)
American College of Obstetricians
and Gynecologists
Applied Medical
AS Software, Inc.
Association of Maternal-Fetal
Medicine Management
Baylor College of Medicine
Medical Genetics Laboratories
Billings Clinic
Boulder Abortion Clinic, PC
Cambridge University Press
Carilion Clinic
Carle Physician Group
Center for Fetal Diagnosis and
Treatment at The Children's
Hospital of Philadelphia
Cincinnati Fetal Center
CLICKVIEW Corporation
Clinical Innovations
Colorado Institute for Maternal &
Fetal Health
CombiMatrix
Community Health Network
ContextMedia
Cook Medical
Counsyl
CoxHealth
Diabetomics, Inc.
Digisonics
Disorders of Chromosome 16
Foundation
Dornier MedTech
Driscoll Children's Hospital
Duchesnay USA
Elizabeth J. Ferrell Fetal Health
Center at Children's Mercy
Kansas City
Elsevier
Emory Genetics Laboratory
Fellowship in Family Planning/Ryan
Residency Training Program
Ferring Pharmaceuticals Inc.
Fetal Care Center of Barnes-Jewish
Hospital, St. Louis Children's
Hospital
Fetal Care Center of Tampa Bay

The Fetal Center at Children's
Memorial Hermann Hospital
Fetal Center at Vanderbilt
Fetal Concerns Center of Wisconsin
Fetal Medicine Foundation USA
Foundation for Women & Girls with
Blood Disorders
GE Healthcare
Gene by Gene
GenPath Women's Health
Good Start Genetics
GSK
Harmony Prenatal Test
Hologic
IgG America
Illumina, Inc.
Integrated Genetics
International Society of Ultrasound
in Obstetrics and Gynecology
(ISUOG)
Jaymac
Johns Hopkins Center for Fetal
Therapy
Kosair Children's Hospital
Lumara Health
March of Dimes
Mayo Clinic
Mercy
Midwest Fetal Care Center
MotherToBaby Pregnancy Studies
conducted by OTIS
Nanosonics, Inc.
Natera
NewYork-Presbyterian and
Columbia Doctors
Ob Hospitalist Group
OBIX by Clinical Computer
Systems, Inc.
Obstetrix Medical Group
OB-Tools, Ltd.
OSF HealthCare
Pediatric AIDS Chicago Prevention
Initiative
Perinatal Quality Foundation
PerkinElmer
Phillips
The Pregnancy Foundation

Progenity
rEVO Biologics—Commercial
rEVO Biologics—Medical
Samsung Neurologica
Sequenom
Sera Prognostics
SonoSim, Inc.
Sonultra Corp.
Southwestern Women's Options
St. Louis Fetal Care Institute
TMH Physician Partners, Center for
Maternal and Fetal Medicine
Taylor & Francis Group
Texas Children's Pavilion for
Women-Fetal Center
Thieme Medical Publishers
Trice Imaging, Inc.
UCSF Medical Center
University of Maryland Medical
Center—Center for Advanced
Fetal Care
VidiStar
Vision Chips, Inc.
Weatherby Healthcare
Wolters Kluwer (Lippincott)

EXHIBIT INFORMATION

The SMFM 2017 Exhibit Hall will be open January 25–27, 2017 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, January 25, 2017

6:00 PM–8:30 PM with Opening Reception

Thursday, January 26, 2017

10:30 AM–6:00 PM with AM and PM coffee and refreshment breaks

Friday, January 27, 2017

10:30 AM–1:30 PM with AM coffee and refreshment break

INSTALLATION OF EXHIBITS

Tuesday, January 24, 2017

1:00 PM–5:00 PM

Wednesday, January 25, 2017

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 back wall 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 between 14'. Displays in the foyer area ('pop-up' booths) may not exceed 8' in height and must remain behind the exhibitors table. 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, January 27, 2017

After 1:30 PM

No packing of equipment, literature, etc. or dismantling of exhibits will be permitted until the official closing time. Friday afternoon's poster session will be held in the area adjacent to the exhibits. Exhibitors may pack and label boxes; however, in order to keep noise to a minimum during the afternoon poster session, no heavy equipment operation will be permitted until after 5:30 PM on Friday.

OFFICIAL CONTRACTOR

AGS has been designated the general contractor for the SMFM 37th Annual Meeting. Forms for ordering furniture, carpeting, rental display units, electrical, and labor will be included in the exhibitor service kits 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 the 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 23, 2016. Notifications received after December 23, 2016 will not be approved and EDCs will not be allowed to provide their services.**

All EDCs must also submit a letter to the SMFM indicating the exhibiting company name and an original certificate of insurance that provides for not less than \$1,000,000 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 application and payment have been received by SMFM and approximately 90 days prior to the show start.

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 exhibit.

COMPETING EVENTS/MARKETING ACTIVITIES AND ADVERTISING

During the period of January 23–28, 2017, Company shall not independently reserve space or otherwise sponsor or host an 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 and/or sponsorship opportunity), 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 sponsors' hospitality suites 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.

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 Thursday, November 10, 2016, a refund, less a 20% administrative fee, will be refunded to the exhibiting company. After Thursday, November 10, 2016, 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. 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.

NO-SHOW POLICY

Any booth unoccupied by 4pm on Wednesday, January 25, 2017, 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
<https://www.smfm.org/meetings/2-37th-annual-pregnancy-meeting>

To receive the special group rate, reservations must be made by January 3, 2017. **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 2017" to insure 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, videotape or CD. 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; 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, 2016. All other space will be assigned on a first-come, first-assigned basis.

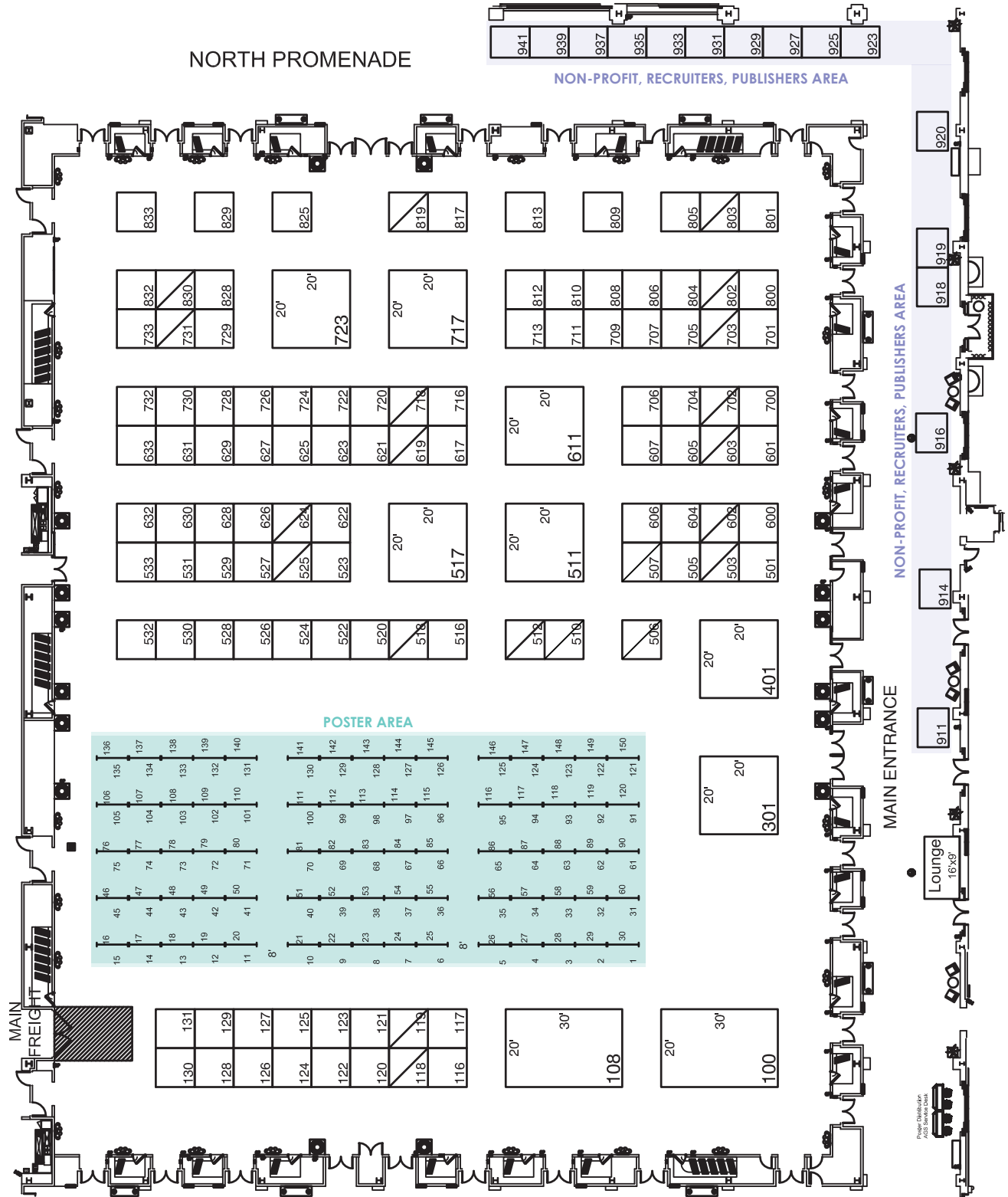
The SMFM makes space assignments without preconditions and reserves the right to rearrange the floor plan and to relocate any exhibitor's space. No product or service may be displayed or sold which duplicates, or is similar to, those sold by the SMFM or its allied business partners.

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.

EXHIBIT FLOOR PLAN

SMFM 37th Annual Meeting—The Pregnancy Meeting™
Caesars Palace, Las Vegas, NV
Exhibit Days, January 25–27



2017 PREGNANCY MEETING™ APPLICATION TO EXHIBIT

We must receive your application and payment by November 10, 2016 to have your name listed in the SMFM special supplement (meeting program book) to the January 2017 edition of the *American Journal of Obstetrics and Gynecology*.

2017 is the seventeenth year SMFM will be hosting Industry Exhibits. As an exhibitor, your company will be entitled to participate in this portion of our program. Upon request, SMFM will provide each 8 x 10', 10 x 10' or larger (2 or more 10 x 10' spaces) booths with one booth package consisting of one six-foot draped table, two chairs, and an identification sign. The exhibit area is carpeted. 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 Pregnancy Foundation (the Foundation for SMFM) may be directed toward the other entity. Both the SMFM and the Pregnancy Foundation are separate 501(c)(3) entities. The mission of the Pregnancy Foundation is to advance care in pregnancy through education and research.

COMPANY OR ORGANIZATION NAME

(Please write or type the name above exactly as you wish it to appear in the Final Program)

IMPORTANT INSTRUCTIONS—PLEASE READ CAREFULLY

Please type or print clearly on this contract or go to: <https://www.smfm.org/meetings/2-37th-annual-pregnancy-meeting> to view current booth selection and apply to exhibit online. Space is assigned on a first-come, first-served basis. Return the completed application along with full payment to: Society for Maternal-Fetal Medicine, 409 12th Street, SW, Washington, DC 20024 or fax to 202 554-1132. 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. 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 **November 10, 2016**, will be included in the Annual Meeting Program (SMFM supplement to the January 2017 edition of the *American Journal of Obstetrics and Gynecology*). 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: <https://www.smfm.org/meetings/2-37th-annual-pregnancy-meeting> 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 close 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	\$6,700		\$
Standard Corner	\$6,900		\$
Nonprofit, Recruiter or Publisher 8 x 10' Corner (Booths 911-941 only)	\$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, Washington DC 20024-2188. Fax credit card payment to: (202) 554-1132 or email to Julie Miller at jmiller@smfm.org. You may also pay by Visa, MasterCard, or American Express.

Card Number: _____ Expiration Date: _____ Security Code: _____
mm/yy

Name on Card: _____ Signature: _____

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 below exactly as you wish it to appear in the Final Program)

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

CONTACT NAME _____ TITLE _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____ COUNTRY _____

TELEPHONE _____ FAX _____ EMAIL _____

SMFM USE ONLY

Date Received _____ Total Due \$ _____ Payment _____ Booth(s) # _____

COMMERCIAL SUPPORT AND ADVERTISING OPPORTUNITIES

SMFM 37th Annual Meeting—The Pregnancy Meeting™ • January 23–28, 2017
Caesars Palace, Las Vegas • Exhibit Days January 25–27

Show your support as a sponsor and gain valuable visibility. Reserve a commercial support or advertising opportunity to demonstrate your strengths and reinforce your brand and customer loyalty. The 2017 Annual Pregnancy Meeting™ provides many support and advertising opportunities that will accommodate both large and small budgets. Sponsorship is being sought to support activities and special events during the meeting and the Society will ensure that your company stands out among the rest as we promote your involvement with the Pregnancy Meeting™.

1. Opening Reception: \$15,000—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, and signage with your logo will appear near the entrance of the exhibit hall and bar/food stations. The sponsor also has the option of providing branded napkins or other specialty items at their expense. *Exclusive.*

\$ _____

2. 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 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.*

\$ _____

3. Daily Morning and Afternoon Yoga Classes: \$10,000—Say "Ohm"! Attendees will be fit and energized when taking the yoga classes 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's 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.*

\$ _____

4. Nursing Mothers Room: \$5,000—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.*

\$ _____

5. Exhibitor Passport: \$12,000—Every registered attendee of the SMFM 37th 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 the grand prize entry signage and on the event passport, a full page advertisement inside the front cover of the passport, and your logo on printed materials and signage and web site where appropriate. *Exclusive.*

\$ _____

6. 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.*

\$ _____

7. Coffee and Refreshment Breaks: \$10,000 each day—Coffee breaks are held Thursday and Friday morning and Thursday afternoon 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. *Exclusive per break.*

\$ _____

8. Door Drop: \$4,500—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 your company, exhibit booth, or event. This service helps reach late and on-site registrants that mailings may miss. Door Drops must be approved by show management; for more information contact Julie Miller at jmiller@smfm.org. *Hotel delivery fees for the door drop will be charged to the sponsor.*

\$ _____

9. Hotel Key Cards: \$12,000—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.*

\$ _____

10. Attendee Bag Insert: \$4,000—Put your brochure, flyer or small promotional item directly into the hands of Pregnancy Meeting™ attendees. Inserts must be preapproved by SMFM and are due to show site by January 21, 2017. Limited availability.

\$ _____

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COMPANY NAME _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____ COUNTRY _____

TELEPHONE _____ FAX _____ EMAIL _____

AUTHORIZED BY (Please Print) _____ TITLE _____

SIGNATURE _____

Card Number: Expiration Date:
mm/yy Security Code:

Name on Card: _____ Signature: _____

Date Received _____ Advertising/Sponsorship Total \$ _____ Payment _____

IN CONJUNCTION WITH (ICW) MEETINGS FOR EXHIBITORS

SMFM 37th Annual Meeting—The Pregnancy Meeting™ • January 23–28, 2017
Caesars Palace, Las Vegas • Exhibit Days January 25–27

ICWs are events that can be small meetings, functions, etc., 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 not part of the official meeting program and may not be advertised as such to attendees. Exhibitors interested in hosting hospitality and/or presentation functions for attendees should apply for the Exhibitor Hospitality Opportunity in the Commercial Support section of the exhibit prospectus.

ICW APPLICATION PROCESS

1. Exhibitor submits 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 is limited.
2. The SMFM reviews and approves/declines applications and notifies Caesars Palace Las Vegas
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 or convention center 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, 2017.

Premium Administrative Fee of \$600 is implemented from January 3, 2017–January 17, 2017. No applications will be accepted after January 17.

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 professional attendees may not compete with The Pregnancy Meeting's 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 education, with or without CME credit, 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. If on-site it is deemed educational or for CME credit, the function will be canceled at the company's expense. **Product/services demonstrations are not considered "educational".**



EXHIBITING AT THE PREGNANCY MEETING™?—LET PEOPLE KNOW!

Advertise front and center in *Special Delivery* the monthly SMFM E-Newsletter.

SPECIAL DELIVERY—SMFM'S OFFICIAL MONTHLY E-NEWSLETTER

Special Delivery, the official monthly eNewsletter for the Society, features news and information for SMFM members. *Special Delivery*'s high-value and relevant content is delivered directly to the member's inbox. Members turn to *Special Delivery* as the authority for maternal-fetal medicine related information and that is what we deliver. *Special Delivery* has a new, mobile friendly format and is the ideal vehicle to deliver your brand message and drive traffic to your company's website and booth.

Average Monthly Stats

- Sent to over 2,400 SMFM Members
- 41% Average Open Rate (open rate is 18.3% higher than the industry average open rate!)

Ad type: Full width rectangle

Rate

- \$1,500 per insertion order—2 issues
- \$2,500 per month for guaranteed ad placement beneath first content block

Specs

- *Special Delivery* E-Newsletter: 560 x 160 static .PNG (preferred) or .JPG
- Material must be received by the 25th of the month prior to issue month
- One external referring link per image. Additional referring link may be submitted for ad/image caption. Please submit referring links as separate URLs

Ad type: Half width rectangle

Rate

- \$800 per insertion order—2 issues
- \$1300 per insertion order (2 issues) for guaranteed ad placement beneath first content block

Specs

- *Special Delivery* E-Newsletter: 270 x 160 static .PNG (preferred), or .JPG
- Material must be received by the 25th of the month prior to issue month
- One external referring link per image. Additional referring link may be submitted for ad/image caption. Please submit referring links as separate URLs

Advertise on the SMFM website and reach members and attendees all year long!

Where do SMFM members and attendees go to find information for all things related to MFM and the Pregnancy Meeting™? The SMFM website of course! www.SMFM.org is rated by our members as one of the Society's most useful tools and it is used by all Society members and attendees from across the world to plan their Pregnancy Meeting™ activities, participate in online learning and network with their peers. Digital advertising and sponsorships are available for every budget – for the meeting and beyond. Contact Julie Miller, Director of Industry Relations, for pricing, specifications and insertion orders at jmiller@smfm.org.

ENHANCE YOUR PRESENCE AND INCREASE YOUR VISIBILITY BY ADVERTISING IN THE 2017 MEETING PROGRAM!

The 2017 SMFM Pregnancy Meeting™ Program is a special January 2017 supplement to the prestigious *American Journal of Obstetrics and Gynecology*. The program lists all dates, times and events associated with the meeting as well as all of the abstracts presented at the meeting. The program is an essential guide and reference book distributed to persons attending the convention as well as all subscribers to the AJOG. Your competition will be advertising; as an exhibitor, can you afford NOT to advertise?

For more rate and spec information on advertising please visit: www.ajog.org or contact:

Advertising queries, including media kit requests, should be directed to:

Roxana Muniz
Integrated Advertising Sales Representative
Elsevier
360 Park Avenue South
New York, NY 10010
Tel: 347-702-0380
Fax: 212-633-3820
E-mail: r.muniz@elsevier.com

Traci Peppers
Recruitment Advertising Sales Representative
Elsevier
360 Park Avenue South
6th Floor
New York, NY 10010
Tel: 212-633-3766
Fax: 212-633-3820
E-mail: t.peppers@elsevier.com



FUTURE PREGNANCY MEETING™ SITES

38th Annual Meeting
The Pregnancy Meeting™
January 29–February 3, 2018
Hilton Anatole—Dallas, TX

39th Annual Meeting
The Pregnancy Meeting™
February 11–February 16, 2019
Caesars Palace
Las Vegas, NV

40th Annual Meeting
The Pregnancy Meeting™
February 3–8, 2020
Gaylord Texan Resort—Grapevine (Dallas), TX



Society for
Maternal•Fetal
Medicine

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