

SAGES ROCKS CLEVELAND



SAGES 2024

EXHIBITOR PROSPECTUS

★ **APRIL 17-20 2024** ★

**HUNTINGTON CONVENTION CENTER
CLEVELAND, OHIO**

**PROGRAM CHAIRS:
MARYLISE BOUTROS, MD, CAITLIN HALBERT, DO &
ERIC PAULI, MD**

WWW.SAGES2024.ORG

**ROCK & ROLL
HALL OF FAME**

**PRIORITY POINT
DEADLINE:
SEPTEMBER 15,
2023**

WHO ATTENDS?

Allied Health Professionals
Bariatric Surgeons
Colorectal Surgeons
Endoscopic Surgeons
General Surgeons
Hepatic/Pancreatic/Biliary Surgeons
Hernia Surgeons
Minimally Invasive General Surgeons
Oncologic Surgeons
Pediatric Surgeons
Thoracic Surgeons

WHAT IS SAGES?

SAGES (The Society of American Gastrointestinal and Endoscopic Surgeons) was founded in 1981 to foster, promote, support and encourage academic, clinical and research achievement in gastrointestinal endoscopic surgery. SAGES currently boasts more than 7,000 general surgeon members from countries ringing the globe. SAGES annual meeting is oriented toward minimally invasive surgery.



SAGES 2024

Society of American Gastrointestinal and Endoscopic Surgeons

Annual Scientific Sessions & Postgraduate Courses

APRIL 17 - 20, 2024

Cleveland, Ohio

Number of Attendees Anticipated: 2,500+

**Deadline for Priority Space Assignment:
September 15, 2023**

Exhibitor application available via this link:
<https://www.sages2024.org/exhibitor-application/>

SAGES

- Has been a driving force in MIS general surgery training and education for more than 40 years
- Embraces new ideas and initiatives, propelling the advancement of training, education and application of MIS general surgery modalities worldwide
- Conceived and developed The Fundamentals of Laparoscopic Surgery (FLS), a skills and knowledge assessment test which graduating surgery residents are required to pass
- Fosters industry partnerships to realize mutually beneficial goals
- Has representatives in the American Medical Association and the American Board of Surgery

FIND SAGES ON THE WEB AT:

www.sages.org

www.sages2024.org



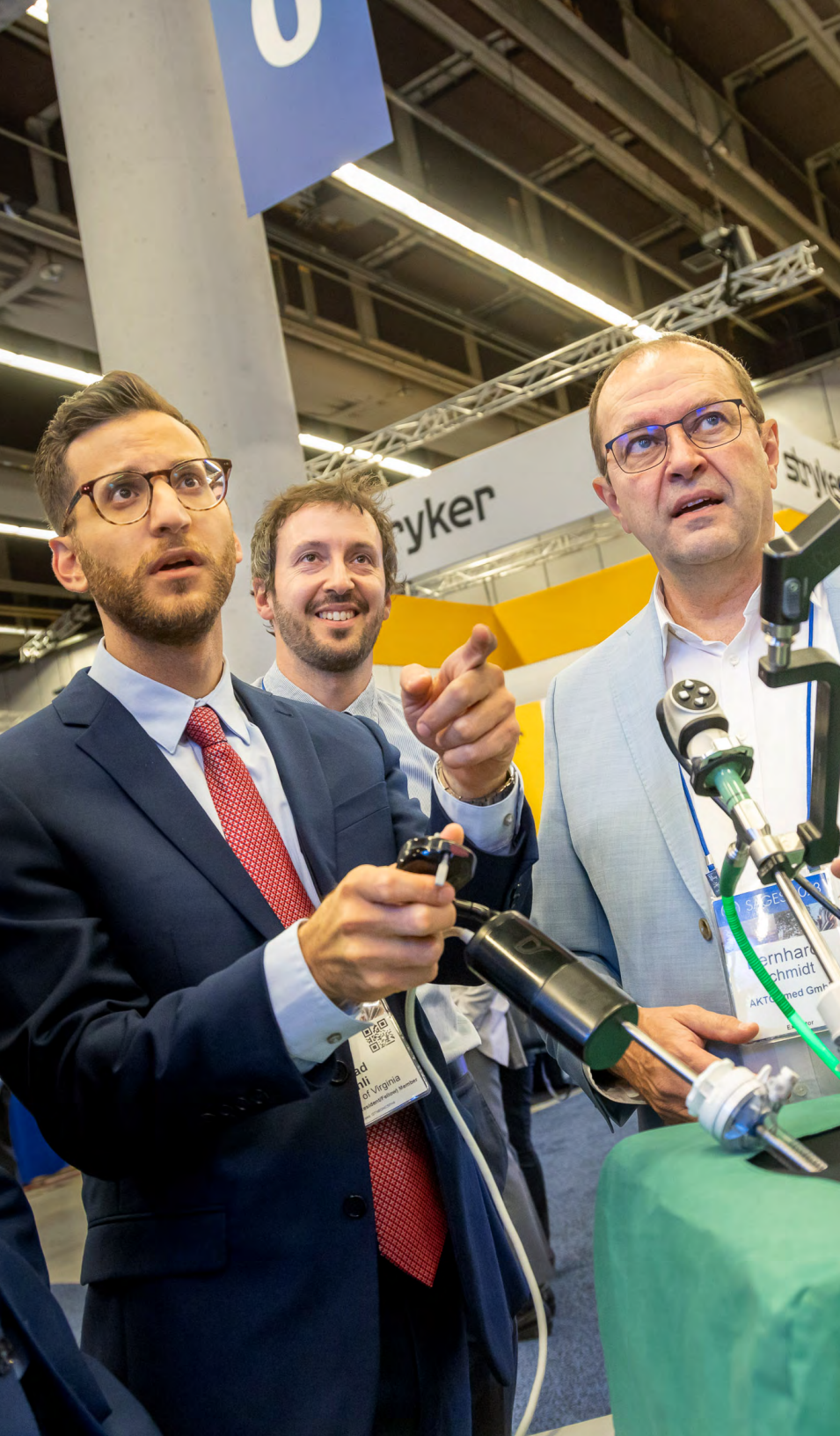
Twitter: @SAGES_Updates



Facebook: www.facebook.com/SAGESurgery

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EXHIBITOR DEADLINES

September 15, 2023	Priority Space Assignment Deadline
January 26, 2024	Exhibit Space Balance Due
March 1, 2024	Hotel Reservations Cut-Off
February 9, 2024	Exhibitor Company Profile
March 8, 2024	Exhibitor Appointed Contractor Form & Certificate of Insurance
March 8, 2024	Exhibitor In-Booth Presentation Form
March 8, 2024	Giveaway Notification Form
March 8, 2024	Hotel Door Drop Form
March 8, 2024	Special Promotions Participation Form
March 8, 2024	Meeting App Exhibitor Listing Enhancements
March 8, 2024	Booth design submitted to Show Management (20x20 or larger)
March 8, 2024	Function Space Request Form
April 17, 2024	Exhibitor Badge Registration

EXHIBIT DATES AND HOURS

Dates and times the exhibit hall is open to registrants:

Wednesday, April 17	5:30 pm – 7:30 pm	Opening Reception
Thursday, April 18	10:00 am – 4:00 pm	
Friday, April 19	9:45 am – 4:00 pm	NEW OPENING TIME!

Exhibitor breakdown begins at 4:00 pm



GENERAL INFORMATION

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April 17- April 20, 2024
Huntington Convention Center
Cleveland, OH

Exhibit Hall Location
Exhibit Hall C

ASSOCIATION INFORMATION

Society of American Gastrointestinal and Endoscopic Surgeons (SAGES)

11300 W. Olympic Blvd., Suite 600
Los Angeles, CA 90064
Phone: (310) 437-0544
Fax: (310) 437-0585
Web: www.sages.org and
www.sages2024.org

CONTACT INFORMATION

For Exhibits contact

Julia Fisher
310-437-0544, ext. 174
julia@sages.org

For support and visibility opportunities contact

Shelley Ginsberg
(310) 437-0544 ext. 111
shelley@sages.org

SAGES CALENDAR OF FUTURE EVENTS

SAGES 2025 Annual Meeting

March 12-15, 2025
Long Beach Convention Center
Long Beach, CA

SAGES 2023 PROGRAM SCHEDULE 6

(Tentative as of June, 2023)

The following is an outline of the meeting. Detailed information will be available in the Advance Program in Fall 2023.

SAGES Program Chairs: Marylise Boutrous, MD, Caitlin Halbert, MD, and Eric Pauli, MD

WEDNESDAY, APRIL 17, 2024

Devil is in the Details: Revisional Bariatric Surgery (Masters)

Great Debates: The Future of Foregut Surgery

AHS/EHS/SAGES Complex Hernia Repairs - How the Experts Do It (Masters)

How I Do It - Left Colectomy (Masters)

Fellowship Council Session: Advanced Visualization Technologies to Enhance Performance

SAGES Military Surgical Symposium

HPB Intraoperative Guidance Using Advanced Imaging Modalities

SAGES Foundation Awards Luncheon
12:00 pm - 1:30 pm

SAGES/IFSO: The Future of Bariatric Surgery

Foregut Calamities: Videos from the Foregut Facebook Group

Hernia Radiology: How Understanding Imaging Will Improve Your Outcomes

The Big, The Ugly, and The Nasty: Approach to Colorectal Emergencies

Devil is in the Details: Necrotizing Pancreatitis

It's JUST an Inguinal Hernia: Managing Complex Hernias of the MPO (Masters)

SAGES/AFS: Devil is in the Details: MIS Esophagectomy

Bariatric Emergencies

Recovery Reimagined: Optimizing Patients & Processes

SAGES/ILLs: How I Do MIS Liver Resection

ADOPT Hands-On Course: ICA

Opening Session
5:00 pm - 5:30 pm

Welcome Reception in the Exhibit Hall
5:30 pm - 7:30 pm

THURSDAY, APRIL 18, 2024

Scientific Sessions Exhibits Open
10:00 am - 4:00 pm

Gerald Marks Lecture

Pup Cup Mini Shark Tank (non CME)

SAGES/ASCRS: The Great Leak-Off - Best Strategies for Preventing and Treating Colorectal Anastomotic Leak (Masters)

How I Do Revisional Foregut Surgery (Masters)

Introducing New Hernia Procedures Into Your Practice

Preventing Hernias: Practical Methods to Apply to Your Practice Today

How I Do Single Anastomosis Duodenal-ileal bypass with Sleeve (SADI-S)

Building your Bariatric Program: Expanding Access to Care

Acute Care Endoscopy (Masters)

Complimentary Lunch in the Exhibit Hall
12:00 pm - 1:30 pm

Innovators Course Part 1 (non CME)

How I Do a Bariatric Surgery Despite Imperfect Scenarios (Masters)

Building Your Reflux Center: Diagnostic Technology for Foregut Surgery

SAGES/JSES: Devil is in the Details: MIS Gastrectomy

How I Do It: Uncommon Scenarios in Abdominal Wall Surgery

Catching up with Rapid Changes in Colorectal Cancer Care

SAGES/KSERS: Devil is in the Details: Achieving Excellence in Rectal Cancer Surgery

The Future of Managing Gallstone Disease (Masters)

Devil is in the Details: Bile Duct Injury

Hands-On Course: Endo Sleeve

Emerging Technology (non CME)

Innovators Course Part 2 (non CME)

Family Feud (non CME)

Happy Half Hour Refreshment Break
in the Exhibit Hall
3:00 pm - 3:30 pm

SAGES/EAES: Spectacular Endoscopy Cases: You Did WHAT With An Endoscope???

Global Perspectives of GERD

SAGES 2023 PROGRAM SCHEDULE 7

(Tentative as of June, 2023)

The following is an outline of the meeting. Detailed information will be available in the Advance Program in Fall 2023.

SAGES Program Chairs: Marylise Boutrous, MD, Caitlin Halbert, MD, and Eric Pauli, MD

SAGES/ASMBs: How I Do One Anastomosis Gastric Bypass (Masters)
Colorectal Calamities
HBP Catastrophes: Liver Edition
Educators Session: How Do I Incorporate Trainee Goals Into My Busy Work Schedule?
Shark Tank (non CME)

FRIDAY, APRIL 19, 2024

Great Debates in the Management of Perforated Diverticulitis
Leading in Surgery: Inspiring Other in the Workforce
How to Evolve Your Practice Using AI (non CME)
The Great Debates: International Hernia Collaboration at SAGES (non CME)
Presidential Address

Exhibit Hall Open (Note new opening time)
9:45 am- 4:00 pm

Morning Mimosas refreshment break in Exhibit Hall
9:45 am - 10:30 am

Karl Storz Lecture
Presidential Session

Complimentary Lunch in the Exhibit Hall
12:00 pm - 1:30 pm

How I Do the Perfect Paraesophageal Hernia Repair in Imperfect Scenarios (Masters)

Bariatric Calamities: Videos from the Bariatric Facebook Group
Hall of Shame: Hernia Complications and Their Management
SAGES/ASGE: The Future is Organ Preservation - Pushing the (Endoluminal) Limits of Endoscopic Resection
SAGES/AHPBA: The Difficult Gallbladder
Lessons Learned: Laparoscopy in the Battlefield
Up and Coming Robotics (non CME)
ADOPT Hands-On Course: Lap CBDE
Tips and Tricks: How to Harness Immunofluorescence (non CME)
The Dirty Little Secrets of Surgery: Everything You Wanted to Know About a Career in Surgery But Nobody Was Willing to Tell You (non CME)

Refreshment Break in Exhibit Hall
3:30 pm - 4:00 pm

Addressing Reflux Before and After Bariatric Surgery
Devil is in the Details: Managing Gastroparesis
Better Living Through Modern CheMESHtry: Hernia Mesh and Medications
Unveiling the Future of Colorectal Surgery: State-of-the-Art Technological Advancements (non CME)
No Pain, No Gain: Solutions for a Sustainable OR (non CME)

SATURDAY, APRIL 20, 2024

Endoluminal Solutions to Foregut Problems
Weight Regain After Bariatric Surgery
SAGES /ALACE/AAST: hERNia - Emergency Hernia Surgery Do's and Don't's
Trials & Tribulations: Tackling Inflammatory Bowel Disease
Residents & Fellows Session
Building Your Reflux Center: How to Accelerate your Program
HERnia: Gender Based Differences in Hernia Management
Surgical Ergonomics: Practical Tips You Can Take Home Today
SAGES Mini Medical School

EXHIBITOR INFORMATION

SAGES exhibits – designed to drive traffic into the hall via the following activities:

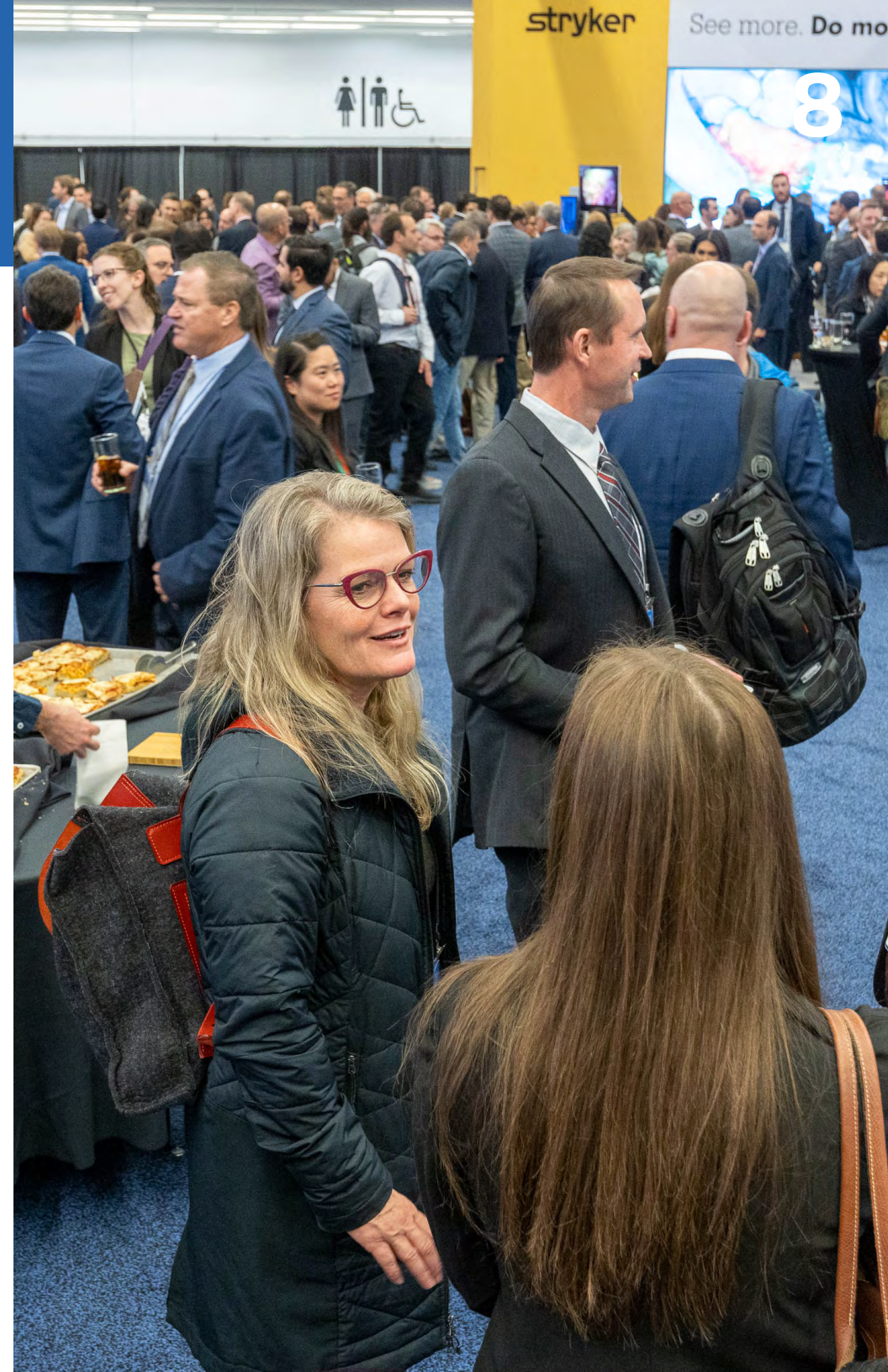
- Welcome Reception with hosted bar in the exhibit hall
- “Happy (Half) Hour” break on Thursday afternoon to include beer and snacks
- “Morning Mimosas” half-hour refreshment break on Friday morning
- Refreshment break on Friday afternoon
- Unopposed exhibit time daily
- Learning Center located in the exhibit hall
- Attendee lunch in the Exhibit Hall on Thursday and Friday
- SAGES Theater featuring SAGES video sessions located in the exhibit hall

EXHIBITOR CONFIRMATION AND SERVICE KITS

The **Exhibitor Confirmation Packet**, disseminated by Show Management via email in November 2023, will contain your booth assignment, hotel reservation information, and support/visibility opportunities. The **Exhibitor Service Kit** will be disseminated by Freeman by email in early December 2023. The kit will contain shipping information and order forms for onsite services, including labor, electricity, and furniture.

INCREASE BOOTH ATTENDANCE

Exhibitors are encouraged to promote meeting attendance by distributing pre-meeting materials to company representatives and surgeons worldwide.



EDUCATIONAL GRANT SUPPORT OPPORTUNITIES

Levels Support for SAGES annual meeting is considered an educational grant, subject to ACCME Standards of Integrity and Independence. A signed Letter of Agreement must be received in advance of the meeting in order for support to be acknowledged. For more information about Levels Support, or to receive a complete list of support opportunities, please contact Shelley Ginsberg at 310-437-0544 ext. 111 or shelley@sages.org.

All support levels will be acknowledged and receive benefits as follows, in accordance with the level of support

Diamond

\$70,000

Platinum

\$55,000

- Acknowledged as supporter of any one (1) Masters Course
- Acknowledged as supporter of two (2) Panel/Session
- Acknowledged as supporter of Innovations in Surgical Education Session
- Acknowledged as supporter of Marks Lecture
- Support acknowledged in *Surgical Endoscopy*, issue immediately following the meeting
- Pre-meeting registration mailing list*
- Plaque for display in booth (booth not included with levels support)
- Listed in program materials, on meeting app, on SAGES website, in SAGES newsletter *MesSAGES* and other print and virtual locales as a Diamond Supporter of the meeting

- Acknowledged as supporter of any one (1) Masters Course
- Acknowledged as supporter of one (1) Panel/Session
- Acknowledged as supporter of Marks Lecture
- Support acknowledged in *Surgical Endoscopy*, issue immediately following the meeting
- Pre-meeting registration mailing list*
- Plaque for display in booth (booth not included with levels support)
- Listed in program materials, on meeting app, on SAGES website, in SAGES newsletter *MesSAGES*, and other print and virtual locales as a Silver Supporter of the meeting

EDUCATIONAL GRANT SUPPORT OPPORTUNITIES

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Gold

\$45,000

- Acknowledged as supporter of two (2) Panels/Sessions
- Support acknowledged in *Surgical Endoscopy*, issue immediately following the meeting
- Pre-meeting registration mailing list*
- Plaque for display in booth (booth not included with levels support)
- Listed in program materials, on meeting app, on SAGES website, in SAGES newsletter *MesSAGES*, and other print and virtual locales as a Gold Supporter of the meeting

Bronze

\$20,000

- Support acknowledged in *Surgical Endoscopy*, issue immediately following the meeting
- Pre-meeting registration mailing list*
- Plaque for display in booth (booth not included with levels support)
- Listed in program materials, on meeting app, on SAGES website, in SAGES newsletter *MesSAGES*, and other print and virtual locales as a Bronze Supporter of the meeting

Silver

\$35,000

- Acknowledged as supporter of one (1) Panel/Session
- Support acknowledged in *Surgical Endoscopy*, issue immediately following the meeting
- Pre-meeting registration mailing list*
- Plaque for display in booth (booth not included with levels support)
- Listed in program materials, on meeting app, on SAGES website, in SAGES newsletter *MesSAGES*, and other print and virtual locales as a Silver Supporter of the meeting

*Pre-registration list includes only those attendees who have opted in to receive information from exhibitors/industry.



VISIBILITY & MARKETING OPPORTUNITIES

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INDUSTRY EDUCATION

Companies interested in hosting an industry education event / satellite symposium are required to complete an application form which will be reviewed by SAGES Program Committee. Spaces and topics are subject to approval and on a first come first served basis. These may be lectures, hands-on demonstrations, or other educational activities. Please refer to the industry education guidelines for more information. There is a maximum of four symposia per time slot for Breakfast and Lunch symposia.

SAGES does not provide CME for these sessions. If a company determines they would like to provide CME, they may do so through a third party provider; otherwise, these are non-CME activities.

The program will be promoted in the Final Program on the meeting app, and an email blast will be sent shortly before the meeting. On site signage will be produced to further promote the events, and other marketing opportunities will be provided.

BREAKFAST SYMPOSIA

\$20,000 EACH

- Thursday, April 18 7:00 – 8:00 am
- Friday, April 19 7:00 – 8:00 am

LUNCH SYMPOSIA

\$20,000 EACH

- Thursday, April 18 12:15 – 1:15 pm
- Friday, April 19 12:15 – 1:15 pm

INDUSTRY SPONSORED CONCURRENT SESSION*

\$20,000 EACH

*This is an opportunity for your educational symposium to be held during the daytime hours, concurrently with other SAGES sessions. Availability on a first come, first serve basis, and all topics and agendas must be approved by SAGES Meeting Program Chairs. One per company. *For more information, please contact Shelley Ginsberg at 310-437-0544 ext. 111 or shelley@sages.org.*

ADVERTISING OPPORTUNITIES

Prices vary

Banner ads are available on the SAGES 2024 meeting website, SAGES 2024 Meeting marketing email blasts, and on the SAGES 2024 meeting app. Please contact Shelley Ginsberg in the SAGES office for more information.

BANNERS AND DIGITAL SIGNS

Prices vary

+ production and rigging extra

For maximum visibility, place your company name on banners, clings and digital signs in and around the exhibit hall, and in various public areas outside the education zone. Please contact Shelley Ginsberg in the SAGES office for various opportunities, guidelines and prices.

EXHIBIT AISLE SIGNS

\$15,000

Draw more traffic to your booth by placing your company name throughout the exhibit hall! Each hanging aisle sign will include your company logo and booth number, making it easy for attendees to find you.

VISIBILITY & MARKETING OPPORTUNITIES CONT.

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HAND SANITIZERS, MASKS

\$20,000

Personalize small hand sanitizers or masks, which may be distributed to all meeting attendees. Please contact Shelley Ginsberg in the SAGES office for various opportunities and guidelines.

Please note: Not all space occupied by SAGES is available for marketing opportunities; specifically, there will be no marketing/branding immediately outside session rooms. Educational grant support will be acknowledged in accordance with ACCME guidelines.

HOTEL KEY CARDS

\$15,000

+ production and distribution

Receive early exposure to meeting attendees as you greet them checking in to their hotels.

If you have an idea for a visual impact opportunity not listed here, please contact Shelley Ginsberg in the SAGES office at 310-437-0544, ext. 111 or via email at shelley@sages.org

COMPANY INFORMATION FOR PROGRAMS

Exhibitors will be listed on the SAGES Meeting App (which has replaced the printed final program) along with company detail and descriptions. Companies must submit a 350-word (max) description of their company or products by **February 9, 2024**. Please complete the profile form located in the Exhibitor Confirmation Kit.

WEDNESDAY NIGHT OPENING RECEPTION

On Wednesday, April 17, 2024 from 5:30 pm- 7:30 pm SAGES will host bars throughout the hall.

SERVE AS A HOST

Exhibitors will have the opportunity to provide food at their booths. Choices for selections will run the gamut from modest munchies to extravagant delights. Menus and order forms will be included in Exhibitor Confirmation Kits. This has proved to be a very popular event with attendees and exhibitors alike, and you are encouraged to take advantage of this opportunity. All food and beverage must be ordered from the Convention Center caterer, contact information will be provided in the Exhibitor Confirmation Kit.

DOOR DROPS

Forms for the SAGES hotel door drop will be provided in the Confirmation Kit and also in the Exhibitor Services Kit (from Freeman), or call the provider, General Surgery News at (212) 957-5300. The door drop participation deadline is **March 8, 2024**.

DOOR DROPS-DATE SUBJECT TO CHANGE.

MAILING LIST

The SAGES advance registration list may be purchased for \$500. Please contact Julia Fisher at julia@sages.org. (No cost for Levels Supporters – see pages 9-10).

NOTE: Pursuant to ACCME guidelines, registrants will have to “opt in” to consent to having their name and mailing address shared with meeting vendors, sponsors, and exhibitors. Pre-registration lists will include the names and mailing addresses of only those registrants who have consented to having their information shared.

VISIBILITY & MARKETING OPPORTUNITIES CONT.

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BOOTH REFRESHMENTS

Exhibitors are encouraged to host snacks or refreshments within their booths through the run of the show. You can choose to host cappuccino, popcorn, cookies, lemonade or other snack foods. All food and beverage must be ordered from the Convention Center caterer.

TECHNOLOGY SUITES:

SAGES is offering a limited number of suites in the Exhibit Hall, offering exhibitors the opportunity for private and convenient meeting space inside the exhibit hall. The suites will be located near the back of the Exhibit Hall and will be available during exhibit hours. Technology Suites are available on a first come, first serve basis, and spaces are limited.

Technology Suites are available in 10'x10' and 10'x20' sizes; included with each Suite is a hardwalled meeting space with lockable door (no ceiling), carpet, and a table and chairs. Space/ locations will be assigned by SAGES.

Prices:

10'x10': \$6000

10'x20': \$8000

To reserve a Technology Suite, please apply online: <https://www.sages2024.org/tech-suite-application/>



EXHIBITOR REGISTRATION

Tuesday, April 16	1:00 pm - 5:00 pm
Wednesday, April 17	8:00 am - 5:00 pm
Thursday, April 18	8:00 am - 5:00 pm
Friday, April 19	8:00 am - 5:00 pm

SET-UP HOURS

Tuesday, April 16	1:00 pm - 6:00 pm
Wednesday, April 17	8:00 am - 3:00 pm

All set-up personnel must wear a set-up badge or wristband, which will be available at the registration desk.

For questions regarding move-in, please contact Show Management at (310) 437-0544, ext. 174. Permission for early move-in must be approved by Show Management. Contact Julia

Fisher, julia@sages.org. All construction must be completed and aisles cleared by 2:30 pm on Wednesday, April 17. All Exhibits must be fully operational by 4:00 pm, Wednesday, April 17.

EXHIBIT DATES AND HOURS

The exhibit hall will be located in Exhibit Hall C

Dates and times the exhibit hall is open to registrants:

Wednesday, April 17	5:30pm - 7:30 pm <i>Opening Reception</i>
Thursday, April 18	10:00 am - 4:00 pm
Friday, April 19	9:45 am - 4:00 pm

NEW OPENING TIME

Exhibitor breakdown begins at 4:00 pm

All exhibit personnel must leave the exhibit floor 15 minutes after close of the exhibit hall on Wednesday and Thursday.

DISMANTLING AND REMOVAL OF EXHIBITS

Friday, April 19	4:00 pm - 9:00 pm
Saturday, April 20	8:00 am - 12:00 pm

All halls must be cleared by Saturday, April 20 at 12:00 pm. Exhibitors may not begin dismantling until 4:00 pm Friday, April 19.

Exhibitor application available via this link:
<https://www.sages2024.org/exhibitor-application/>



3-D Matrix
270 Surgical
Activ Surgical
Acuity
Aesculap
Aktormed
Allergan Aesthetics
Ambu
Apollo Endosurgery, Inc.
Applied Medical
Arthrex, Inc.
Asensus Surgical
AssistQ Technologies
ATL Technologies
BD
BK Medical
Boston Scientific
Caresyntax
Castle Biosciences
CDx Diagnostics
Cipher Surgical, Inc.
Cook Biotech
Cook Medical
EndoGastric Solutions
Endolumik
enlightenVue
Enterra Medical
Erbe USA

Ezisurg Medical
Ferronova
Fluid AI
Fujifilm Healthcare Americas Corporation
General Surgery News
Gore & Associates
Hologic
Human Xtensions
Illuminaire Biotechnologies
Inovus
Integra LifeSciences
Intuitive
Intuitive Foundation
KARL STORZ Endoscopy-America, Inc.
Lexion Medical
LivsMed
Lucid Diagnostics
Medtronic
MEDTube
Molli Surgical
New View Surgical, Inc.
New Wave Endo
Olympus America, Inc.
Origami Surgical
Palliare, Inc.
Panther Healthcare
Plasmatica
Qualiteam

Refluxstop
RTI Surgical
Society of Surgical Ergonomics
Standard Bariatrics
Stryker
Surgeon's Capital Management
Surgical Science - Symbionix Simulators
Suture Ease
TELA Bio
Theator
Vampiro
Vioptix Inc
Virtamed
Wolters Kluwer
Xpan, Inc.
Ziuz Medical Imaging

EXHIBITOR QUALIFICATION

All products and services to be exhibited must be directly related to the practice of surgery, medicine, or medical/surgical education, or contribute to the educational, instructional and professional atmosphere of the meeting. All exhibiting companies are subject to approval by Show Management, whose decisions in this regard are final. Exhibitors must comply with FDA regulations concerning the exhibition of investigational products and class III devices.

EXHIBITOR STAFF CONDUCT

Exhibitors must set up, occupy and staff their exhibits during all hours exhibits are open. Failure to do so may result in ineligibility for future meetings. Names of all participants affiliated with exhibits must appear on the corresponding company staff list sent to show registration. False certification of individuals as exhibitor's representatives, misuse of exhibitor badges, or any other method assisting unauthorized persons access to the exhibit floor will be just cause for expelling the violator from the exhibition or barring him/her from further entrance to the exhibit floor, or removing his/her exhibit from the exhibit floor without obligation on the part of Show Management for refund of fees.

Exhibit personnel are expected to remain in their rented space and not view other exhibits except by invitation of other exhibitors. Interviews, demonstrations and the distribution of literature must be made within the booth area assigned to the exhibitor. Canvassing or distributing of advertising materials beyond the parameters of the exhibitor's own booth will not be allowed. Additionally, exhibitors are prohibited from posting signs relating to exhibits or any company activity outside the parameter of the exhibitor's own booth. Violators may be sanctioned 50% of their current priority point total.

Exhibitors may not place signage regarding any company related event outside their booth at anytime.

EXHIBITOR GUEST POLICY

Guests of exhibitors should be included on the individual company's staff list. Charges for additional badges over the number included with the purchase of booth space will be assessed at \$50 per badge (as outlined on page 18), to be invoiced following the meeting. An exhibitor may not register as staff any person eligible for registration as a meeting attendee.

POLICY FOR EXHIBITORS ATTENDING SCIENTIFIC SESSIONS

Exhibitors may attend didactic sessions or postgraduate courses, with the caveat that if a session becomes too full, an exhibitor may be asked to give up their seat for a registered meeting attendee. Exhibitors may not attend hands-on labs, luncheon sessions, or any course that is not part of the general sessions and for which attendees have to register and pay separately. Exhibitors may not register as company staff any individual who is eligible for registration as a meeting attendee.

EXHIBIT HALL FLOOR PLAN CAN BE FOUND ONLINE AT
<https://www.sages2024.org/wp-content/uploads/2023/08/SAG-ES-2024-Exhibit-Hall-Floor-Plan-8-23-23.pdf>

CANCELLATION & REDUCTION/ RELOCATION POLICY

Notification of cancellation or reduction of space must be in writing. If this agreement is canceled by the exhibitor for any reason or by Show Management because of Exhibitor's default or violation of this agreement, monies paid to SAGES by the Exhibitor shall be retained as follows:

- \$1,000 per 10' x 10' space if application is received before January 26, 2024

NO REFUNDS for any cancellations or reductions after January 26, 2024.

SUBLETTING OF SPACE

Exhibitors may not assign or apportion to others the whole or any part of the space allocated, and may not display goods or services other than those manufactured or regularly distributed by the applicant(s).

PRIORITY POINTS

SAGES priority points system is in accordance with HCEA guidelines, which insures fairness for all exhibitors.

The initial assignment of booth space occurs just after **the September 15, 2023 priority point deadline.**

Applications received after the **September 15, 2023** deadline will not be included in the initial space allocation and will be assigned space on a "first come, first served" basis.

The system has been applied to all companies who have exhibited with SAGES since 2006. The points will be applied toward the 2024 meeting as follows:

- 5 points for each year of exhibiting at SAGES
- 5 points for each 10 x 10 space (Maximum 15 points)

The maximum number of points any single company can be awarded in a given year is 25.

EXHIBITOR FEES

Linear Booths - 10' x 10' (feet):	\$4,000
Corner Booths - 10' x 10' (feet):	\$4,200
Linear Booths - 10' x 20' (feet):	\$8,400
Linear Booths - 10' x 30' (feet):	\$12,600

Booth Price List

ISLAND - 20' x 20':	\$16,800
ISLAND - 20' x 30':	\$25,200
ISLAND - 30' x 30':	\$37,800
ISLAND - 30' x 40':	\$50,400
ISLAND - 40' x 40':	\$67,200
ISLAND - 40' x 50':	\$84,000

PAYMENT SCHEDULE

- A 50% deposit of the total exhibit rental charge must accompany submitted application.
- **Total balance due January 26, 2024.**

Applications not accompanied by a 50% deposit will be considered invalid. If full payment is not received by **January 26, 2024** the space may be reassigned or resold. All reservations must be made in writing via exhibitor application. Applications from exhibitors who have outstanding balances due to SAGES from any previous year will not be processed without full payment of delinquent accounts. **After January 26, 2024, all applications will require payment in full.**

All exhibitor registration must be completed online. Do not submit hard copy lists of your exhibitor staff. Show Management will email complete instructions for the online registration system at the time your confirmation packet is emailed.

- Exhibitor badges may be picked up on-site by the individual. Badges are filed under the company name. **BADGES MUST BE WORN AT ALL TIMES** the exhibitor is on the show floor.
- The exhibit registration fee includes a maximum of 5 personnel per 10' x 10' space. Regardless of booth size, the total maximum number of personnel included in an exhibit registration fee is 45.
- Registration of exhibit personnel beyond maximum allowed (45 staff members), either in advance or on site, will have an additional registration badge fee of \$50. Companies will be invoiced after the meeting for all badges over their maximum allowance.
- Exhibitor badges must not be given or lent to any individual except the exhibit personnel to whom the badge has been issued.
- Business cards may not be inserted over badge name.
- The person who signs the application, or a designee, shall be the exhibitor's official representative.
- Exhibitor Badge Registration deadline is **March 29, 2024.**

ONSITE BADGE POLICY

For companies submitting a list of more than 10 name additions or changes onsite:

- Companies will be charged a \$250 fee per list of 10 names additions or changes onsite and will be invoiced after the meeting.
- The list must be typed and printed or sent via email formatted in an Excel spreadsheet to include first and last names, company and name.
- A minimum of 4 hours will be required to enter the badge list.

Exhibitor application available via this link:
<https://www.sages2024.org/exhibitor-application/>



BOOTH INSTALLATION & DISMANTLE

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INSTALLATION OF EXHIBITS

Exhibit space will not be released to the Exhibitor until all conditions are met and all balances paid. Except for those in designated freight aisles, please abide by the following schedule. If set-up of an exhibit has not started by 12:00 pm, Wednesday, April 17, Show Management may order the exhibit to be assembled and the exhibitor billed for all charges incurred. Show Management will not be responsible for any damage incurred.

Set-up Hours:

Tuesday, April 16	1:00 pm – 6:00 pm
Wednesday, April 17	8:00 am – 2:30 pm

All construction must be completed and aisles cleared by 2:30 pm, Wednesday, April 17, 2024.
All Exhibits must be fully operational by 4:00 pm, Wednesday, April 17, 2024.

DISMANTLING & REMOVAL OF EXHIBITS

Breakdown Hours:

Friday, April 19	4:00 pm – 9:00 pm
Saturday, April 20	8:00 am – 12:00 pm

Exhibitors may not begin dismantling until 4:00 pm, Friday, April 19. All Exhibits must be packed and ready for shipment by 12:00 pm, Saturday, April 20. No extensions for dismantling will be given. Any materials not called for by 12:00 pm Saturday, April 20 will be shipped at the exhibitor's expense by the carrier selected by the official drayage contractor. All space occupied by an exhibit must be left in the same condition as it was before set up. Exhibitors are responsible for removal of excess debris, bulk quantities of printed material, floor covering, and any items other than those that can be easily swept up.



SERVICE CONTRACTOR INSTALLATION & DISMANTLE

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OFFICIAL SHOW SERVICE CONTRACTOR

Freeman

Provided that all payments and information required have been submitted, Freeman will e-mail an Exhibitor Service Kit to you in December 2023.

EXHIBITOR APPOINTED CONTRACTORS

Use of exhibitor appointed contractors is permitted. Submission of a completed Exhibitor Appointed Contractor form is required and will be included in the Exhibitor Confirmation Packet. Exhibitor Appointed Contractor information must be accompanied by Certificates of Insurance and received by Show Management on or before March 8, 2024. Exhibitors who use independent contractors and do not provide Certificates of Insurance will not be allowed on the exhibit floor.

AUDIO VISUAL

A form for ordering AV will be included in your service kit.

LABOR

Freeman will provide the labor for set-up, dismantling, and material handling. Labor will be available based upon advance orders. To ensure that the correct craftsmen are available, exhibitors are urged to order labor in advance. Complete details and order forms will be provided in your service kit to be emailed December 2023.

INSTALLATION/DISMANTLING LABOR

Complete details will be provided in Exhibitor Service Kit.

ELECTRICAL LABOR:

Complete details and order forms will be provided in Exhibitor Service Kit.

PLUMBING LABOR:

Complete details and order forms will be provided in service kits.

FREIGHT HANDLING & SHIPPING

The official drayage contractor will have total control of all dock and loading facilities and will receive direct and advance shipments and handle all freight. All services not ordered in advance must be obtained on-site through the Exhibitor Service Desk, on-site freight handling, also called drayage, is charged by weight. Shipments made directly to the convention center are billed at the same rate than those shipped in advance to the warehouse. Advance shipment rates include up to 30 days of storage for your shipment in the contractors warehouse facility. Drayage rates include delivery of shipment to your booth and the removal of empty crates to storage.

Drayage rates are calculated per hundred pounds (hundred weight [cwt.]). A minimum of two hundred pounds (cwt.) will be charged for each round-trip shipment. Shipments of less than 100 pounds will be rounded up (75 lbs. to 1 cwt.), shipments of less than 200 pounds will be rounded up (125 lbs. to 2 cwt.), and so on.

NOTE: To facilitate move-in and reduce additional fees, exhibitors are advised to send shipments to the warehouse. Warehouse and on-site shipping information will be included in Exhibitor Service Kit. For further details, contact Julia Fisher at (310) 437-0544, ext. 174 or via e-mail: julia@sages.org.

BOOTH CONSTRUCTION INFORMATION

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A complete set of construction specifications will be sent with the service kit to be emailed December 2023.

- Exhibits must conform to the educational/professional environment of the meeting.
- Exhibits must be designed and exhibit personnel must operate so that traffic in aisles is not impeded.
- Exhibitor identification on all signs, graphics & literature must be the company name submitted on the Exhibitor Application.
- Exhibits must be assembled and dismantled safely.
- Materials used in the exhibit must be flame retardant in accordance with the Fire Ordinances of the City of Cleveland, OH.
- Electrical equipment must conform to the electrical codes of the City of Cleveland, OH.

BOOTH DESCRIPTION

Included with each linear or corner booth will be an 8' high background drape, 3' high side drape, and, one (1) 7" x 44" identification sign for booths up to 10'x30'. Larger booths may request identification signs at no additional charge. Special requirements, electrical hook-ups, audiovisual rental, etc., must be arranged through the appropriate service contractor and billed directly to the exhibitor.

HANGING SIGNS OR BANNERS

Information about hanging signs will be available in the Exhibitor Service Kit.

LINEAR EXHIBITS

(One or more exhibits in a straight line)

- Minimum space is 10' x 10'.
- The rear half of the exhibit may be occupied up to a height of eight (8) feet.
- The front half of the space may be occupied up to a height of four (4) feet, except for equipment which may be up to eight (8) feet provided it does not block sight lines of other exhibitors.
- Live or video demonstrations must not block sight lines of other exhibitors.
- Exhibits located along perimeter walls may have a rear height of up to twelve (12) feet, with prior approval.

END-CAP

(Two booths across the end of an aisle)

The use of the two end booths across the end of an aisle provides exposure on three aisles and is defined as an END-CAP, as in capping the end of an aisle. If you chose this configuration, be sure your exhibit property can adhere to the requirements.

- Not to exceed four (4) feet in height from the outer back edges of the booth space

extending five (5) feet into the booth space. The ten (10) center feet in rear of booth space, not to exceed 8 feet in height.

- Live or video demonstrations must not block sight lines of other exhibitors

ISLAND AND PENINSULA EXHIBITS

(20' x 20' or larger free-standing - Island)

Maximum height, including hanging signs, is 22 feet.

All island exhibits should have access from all four sides.

SEE-THROUGH VISIBILITY GUIDELINES

Vertical wall rules:

Any booth with a vertical wall that encompasses $\geq 40\%$ of any side of the display may be placed on the periphery of the exhibit hall. A vertical wall that occupies $\geq 40\%$ of any one side of a booth blocks the exhibit sight lines.. NOTE: after initial booth assignments, if it is determined that a booth design includes such a wall, the Exhibit Manager has the right to relocate that booth.

Setback rules:

A minimum setback of 1' on all sides must be maintained for display counters, and/or any solid wall construction. Booth must have sufficient space to accommodate booth staff and booth visitors, so that aisle traffic is unimpeded.

INSURANCE AND LIABILITY

The Exhibitor assumes entire responsibility and liability for losses, damages and claims arising out of injury to any person, or any loss of, or damage to property when such loss, damage or injury is in any way connected to the exhibitor's participation in the exhibition. Exhibitors shall indemnify and hold harmless SAGES, Show Management, their officers, directors, agents, members and employees and, the designated convention facilities, their agents, and employees from any and all such losses, damages and claims. Exhibitors agree to protect, save, and keep SAGES, Show Management and the Huntington Convention Center forever harmless from any damage or charges imposed for violation of any law or ordinance whether occasioned by the negligence of the exhibitor, or its agents, as well as strictly to comply with the applicable terms and conditions contained in the agreement between the Huntington Convention Center and SAGES regarding the exhibit premises, and further, an exhibitor shall at all times protect, indemnify, save

and keep harmless SAGES, Show Management and the Huntington Convention Center against any and all loss, cost, damage, liability or expense arising from, or out of, or by reason of said exhibitor's occupancy and use of exhibit premises or part thereof.

Though security is provided by Show Management, the furnishing of such security shall not be deemed to effect the non-liability SAGES and Show Management, their members, officers, representatives or the official service contractors or the Huntington Convention Center to modify in any way the assumptions or risk provided herein. If any part of the exhibit hall is damaged or destroyed in such a way as to prevent SAGES or Show Management from allowing an exhibitor to occupy its assigned space during any portion of the exhibition, or if same is prevented by strikes, Acts of God, national emergency, or other causes beyond the control of SAGES or Show Management, exhibitors will be charged for space during the time it was or could have been occupied; and exhibitors hereby waive any claim against SAGES or

Show Management, their members, directors, agents or employees for losses or damages that may occur due to such inability to occupy assigned space.

SECURITY

Show Management will furnish security staff to be on duty in the exhibit hall when exhibits are closed, but the safekeeping of the exhibitor's property shall remain the responsibility of the exhibitor at all times. Exhibitors may hire additional security personnel for their booths. Complete information for obtaining security services will be provided in your Exhibitor Service Kit.

SAGES and Show Management assume no responsibility for any losses sustained by exhibitors.

CARE OF BUILDING

Nothing shall be affixed to walls, drapes, electrical outlets, etc., by the use of nails, tacks, staples, or scotch tape. Where food and liquids are displayed there must be suitable floor coverings to protect facility property. Any damage to facility property through carelessness of exhibitors or their employees or agents will be

the financial responsibility of the exhibitor causing such damage.

FIRE PRECAUTIONS

No combustible decoration, such as crepe paper, tissue paper, cardboard, or corrugated paper, shall be used by Exhibitors in the Exhibit Halls at any time during the exhibition. All packing containers, excelsior, and wrapping paper, which must be flame proof, are to be removed from the floor and must not be stored under tables or behind displays. All muslin, velvet, or any other cloth decorations, must withstand a flameproof test. All materials and fluids that are flammable are to be kept in safety containers. Open flame, butane gas, oxygen tanks, etc. are not permitted without permission of the Huntington Convention Center. No obstructions shall be placed in any aisle, passageway, lobby or exit leading to any fire extinguishing appliance. Direct passageways leading to any fire alarm or telegraph communication must be kept free of any obstructions. A complete set of applicable fire regulations will be included in the Exhibitor Service Kit sent by Freeman.

RULES & REGULATIONS AMERICANS WITH DISABILITIES ACT

Exhibitors shall be fully responsible for compliance with all applicable provisions of the Americans with Disabilities Act (ADA) with regard to their booth space. This includes, but is not limited to, the wheelchair access provisions.

POLICY ON ACCME STANDARDS FOR INTEGRITY AND INDEPENDENCE

As an ACCME accredited provider, SAGES is committed to presenting CME activities that promote improvements or quality in healthcare and are independent of the control of commercial interests. As part of this commitment, SAGES requires clear separation between exhibit/marketing/advertising activities and educational activities.

Exhibitors are requested to review the [ACCME Standards for Integrity and Independence](#), in particular Standard 2 and Standard 5:

Standard 2: Prevent Commercial Bias and Marketing in Accredited Continuing Education

Accredited continuing education must protect learners from commercial bias and marketing.

1. The accredited provider must ensure that all decisions related to the planning, faculty selection, delivery, and evaluation of accredited education are made without any influence or involvement from the owners and employees of an ineligible company.
2. Accredited education must be free of marketing or sales of products or services. Faculty must not actively promote or sell products or services that serve their professional or financial interests during accredited education.
3. The accredited provider must not share the names or contact information of learners with any ineligible company or its agents without the explicit consent of the individual learner.

Standard 5: Manage Ancillary Activities Offered in Conjunction with Accredited Continuing Education

Accredited providers are responsible for ensuring that education is separate from

marketing by ineligible companies—including advertising, sales, exhibits, and promotion—and from nonaccredited education offered in conjunction with accredited continuing education.

1. Arrangements to allow ineligible companies to market or exhibit in association with accredited education must not:
 - a. Influence any decisions related to the planning, delivery, and evaluation of the education.
 - b. Interfere with the presentation of the education.
 - c. Be a condition of the provision of financial or in-kind support from ineligible companies for the education.
2. The accredited provider must ensure that learners can easily distinguish between accredited education and other activities.
 - a. Live continuing education activities: Marketing, exhibits, and nonaccredited education developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must not occur in the educational

space within 30 minutes before or after an accredited education activity. Activities that are part of the event but are not accredited for continuing education must be clearly labeled and communicated as such.

- b. Print, online, or digital continuing education activities: Learners must not be presented with marketing while engaged in the accredited education activity. Learners must be able to engage with the accredited education without having to click through, watch, listen to, or be presented with product promotion or product-specific advertisement.
- c. Educational materials that are part of accredited education (such as slides, abstracts, handouts, evaluation mechanisms, or disclosure information) must not contain any marketing produced by or for an ineligible company, including corporate or product logos, trade names, or product group messages.
- d. Information distributed

about accredited education that does not include educational content, such as schedules and logistical information, may include marketing by or for an ineligible company.

3. Ineligible companies may not provide access to, or distribute, accredited education to learners.

PHOTOGRAPHY

An exhibit or its products may not be photographed or videotaped without the permission of the legitimate occupants of that booth. Show Management reserves the right to photograph exhibits for society purposes.

DISPLAY OF INVESTIGATIONAL PRODUCTS

All exhibitors must comply with FDA rules regarding display of investigational products. Display of any investigational products is not an endorsement by SAGES. To comply with the Food and Drug Administration's Guidelines on Notices of Availability, any investigational product exhibited or graphically depicted should:

- Contain only objective statements about the product.
- Contain no claims of safety, effectiveness or reliability.
- Contain no comparative claims to other marketed products.

- Be displayed solely for the purpose of obtaining investigators.
- Be accompanied by directions for becoming an investigator and list of investigator responsibilities.
- Display a statement: "Caution—Investigational Device—Limited to Investigational Use" (or similar statement) in prominent size and placement.

It is the responsibility of each exhibitor to comply with FDA regulations. Please contact the Regulatory Affairs Department with any questions on Food and Drug Administration guidelines.

Food and Drug Administration
Center for Drug Evaluation and Research
DDMAC5901-B Ammendale Rd.
Beltsville, MD 20705-1266
Phone: (301)796-1200
Fax: (301)796-9878

DIRECT SALES ON EXHIBIT FLOOR

Sales and order taking are permitted provided all transactions are conducted in a manner consistent with the professional nature of the meeting. Products for sale must be the exhibitor's own unaltered products and the products or services must be pertinent to the attendees' professional interest. Show Management reserves the right to restrict sales activities that it deems inappropriate or unprofessional. **Exhibitors must comply with all sales tax requirements. Exhibitors selling or**

taking orders during the meeting must adhere to certain business license, sales, and use tax regulations, which vary from country to country.

DISPLAY OF CLASS III DEVICES

Any display of Class III devices for off-label use must be accompanied by the following statement:

- Display of this device for off-label use is not endorsed by SAGES.

GIFTS AND GIVEAWAYS

Small token gifts may be distributed with Show Management's prior approval. Requests to distribute handout items must be submitted in writing, along with a sample, photograph or description of each item. Please submit all such requests by March 8, 2024 on the Giveaway Notification Form provided in the exhibitor kit.

Exhibitor application available via this link:
<https://www.sages2024.org/exhibitor-application/>

EXHIBITOR HOSTED EVENTS

Function Space:

Neither exhibitors nor their representatives may sponsor, host or participate in any educational or marketing activities aimed at meeting registrants other than as part of an official exhibit or meeting program beginning Wednesday, April 17 at 8:00 am and ending Saturday, April 20 at 3:00 pm

Exhibitors are prohibited from hosting activities during any official meeting events including educational sessions/courses, exhibit hours, and social events.

Exhibitors may host social events, meetings, or educational activities, with approval by Show Management at the following times:

Wednesday, April 17, prior to 8:00 am

Wednesday, April 17, after 7:30 pm

Thursday, April 18, prior to 8:00 am

Thursday, April 18, after 6:30 pm

Friday, March 18, prior to 8:00 am

Saturday, March 18, prior to 8:00 am

All events hosted by exhibitors during non-program hours must be cleared through the show office. A completed Function Request Form must be submitted to the show office to obtain space at any of the official hotels. Show Management will contact the appropriate hotel, which will release the space for exhibitor use. A Function Request Form must be submitted for

all events to be held off-site.

Function Request Forms will be included in the Exhibitor Confirmation Packet.

EXHIBITOR PROGRAMS AND PRESENTATIONS

Exhibitor presentations may take place during any hours the exhibit hall is open to registrants.

Exhibitor programs or presentations must be confined to the exhibitor's booth space. The sound intensity of such activities, as determined by Show Management, must not interfere with the activities of neighboring exhibitors. Show Management reserves the right to determine at what point sound constitutes interference with others and whether it must be discontinued. Exhibitors may be sanctioned if appropriate sound levels are not reasonably maintained.

Programs or presentations are to be straightforward in nature and must avoid the use of sideshow or theatrical gimmicks.

Videotapes and films may be shown provided that screens are placed in the rear of the booth to eliminate congestion in the aisles. **Live-surgery telecasts are prohibited;** however, previously taped operations may be shown. Any visual or other transmissions from off-site locations, require written permission from Show Management.

Please contact Show Management at shelley@sages.org for additional information.

EXHIBITOR HOUSING/STAFF LIST POLICIES

Booking your hotel through the association is good for everyone!

Save yourself the hassle of finding a good hotel room and minimize your liability. SAGES has contracted with a Housing Management company, and we request that you book your hotel reservations within the SAGES blocks through them. SAGES has secured blocks at the following hotels: Doubletree Downtown-Lakeside Cleveland; The Westin Cleveland; and the Hyatt Regency Cleveland. All hotels are within walking distance to the Convention Center.

WHY BOOK THROUGH HOUSING MANAGEMENT?

- This ensures that exhibitors have accommodations at the current as well as future meetings.
- All annual meetings are able to reserve hotel space for the future based on hotel space they have filled in the past.
- Show Management strives to procure a variety of accommodations, addressing both cost (show rate is usually significantly lower than the hotels' quoted rate) and proximity to headquarters.
- Hotels are booked three to five years in advance. To protect SAGES and the hotels for this long-term commitment, the Society is contractually liable for attrition penalties in case of unfilled rooms. Unfilled rooms include un-booked rooms, as well as those caused by early departure. Reserve only the number of rooms you need for the time you expect to stay.
- If the Society suffers attrition penalties, this will bear directly on future space and hotel costs.
- Compliance with this policy benefits all exhibitors.

HOW TO MAKE RESERVATIONS

Details and instructions will be included with your confirmation packet (sooner if available) and again in the Exhibitor Service Kit.

