The Radiation Oncology Summit
Feb. 1-3

Hyatt Regency Pier 66 Hotel, Ft Lauderdale
Florida
The American College of Radiation Oncology, ACRO, strives to ensure the highest quality care for radiation therapy patients and promote success in the practice of radiation oncology through education, responsible socioeconomic advocacy, and integration of science and technology into clinical practice.

ACRO is the essential professional society for success in the day-to-day practice of radiation oncology.
The Radiation Oncology Summit: ACRO 2018 is designed for radiation oncologists to network with colleagues, mentor the next generation of doctors, and learn the latest information on a wide range of continuing medical education topics.

While the ACRO Annual Meeting is known for its top-notch content, its value is in the schedule, which allows top professionals in the field more time to think and interact both with colleagues and our supporters/exhibitors. Through a number of different support options, exhibitors and corporate supporters can gain quality visibility with key decision-makers as well as support the growth of this important specialty.

**EXHIBITION DATES**

Thursday February 1, 2018
Friday, February 2, 2018
WHY ATTEND THE RADIATION ONCOLOGY SUMMIT?

The Radiation Oncology Summit Exhibit Hall is an integral part of this collaborative 3-day meeting. 
Don’t miss the opportunity to show your products and services in front of almost 300 decision makers in the field of radiation oncology.

The exhibit hall schedule is designed to maximize table traffic by providing:

<table>
<thead>
<tr>
<th>Lead Generation</th>
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<tbody>
<tr>
<td>Increase your exposure to radiation oncologists with purchasing power by accumulating a network of contacts in the specialty.</td>
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<table>
<thead>
<tr>
<th>Product Demonstrations</th>
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<tbody>
<tr>
<td>Give clients hands-on access to new products by creating an interactive space at your exhibit table.</td>
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<table>
<thead>
<tr>
<th>Industry Awareness</th>
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<tr>
<td>Discover what is trending in radiation oncology from best practices to new research.</td>
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<table>
<thead>
<tr>
<th>Brand Awareness</th>
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<tbody>
<tr>
<td>Introduce or re-introduce your brand to today's leading radiation oncologists. The Summit is the perfect time to make a statement with your business and get yourself noticed in the world of radiation oncology.</td>
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<tr>
<th>Policy Comprehension</th>
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<tbody>
<tr>
<td>Stay up-to-date on new government regulations and policies that will affect radiation oncology. Knowing where radiation oncology is heading can be the driving force behind your business.</td>
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</table>
Almost 300 physician leaders who are responsible for the day-to-day practice of radiation oncology attend ACRO’s Annual Meeting. These leaders have executive level decision making responsibilities for their practices, departments, and facilities.

**Attendees Demographics**

**ATTENDEE DEMOGRAPHICS BY MEMBERSHIP:**

- Residents: 19%
- Regular Members: 37%
- Fellows: 36%
- New Practitioners: 8%

**ATTENDEE DEMOGRAPHICS BY REGION:**

- Northeast: 30%
- Midwest: 29%
- West: 14%
- South: 24%
- International: 3%

**Product Listing**

Radiation Oncologists attending The Summit will be interested in meeting with companies that supply these products and services in cancer treatment and care:

- Advanced Radiation Therapy
- Diagnostic and Surgical Products
- Dosimetry Tools & Solutions
- Healthcare Delivery
- Integrated Cancer Treatments
- Imaging Solutions
- Improved Patient Outcome
- Image Guided Surgery
- Medical and Radiation Oncology Billing Services
- Medical Devices
- Medical Imaging Systems
- Medical Solutions
- Pharmaceuticals
- Radiation Oncology Construction Solutions
- Radiation Oncology Software
- Radiation Oncology Treatments
- Radiotherapy
- Treatment Delivery

**2017 Exhibitors & Supporters:**

- 21st Century Oncology
- AccuBoost
- Accuray
- Augmenix
- Bayer Healthcare
- Best Medical International
- Brainlab
- C4 Imaging
- CDR Systems
- CIVCO
- Cumberland Pharmaceuticals
- E+ Cancer Care
- Elekta
- Feel Good, Inc.
- Hologic
- IBA
- Merion Medical Systems
- MIM Software Inc.
- Mission Search
- Novocure
- Oncology Services, Inc.
- Orfit Industries America
- RAD Technology Medical Systems LLC
- Radiating Hope
- The Radiosurgery Society
- RaySearch Americas
- Revenue Cycle Inc.
- ScandiDos
- Siemens Healthcare
- StratPharma Inc.
- Sun Nuclear Corporation
- Varian Medical Systems
- Veritas Medical Solutions
- Wolters Kluwer Health
Exhibit Table Package

The Exhibit Table Package Includes:

- 6’ draped table, 2 chairs, and wastebasket
- 25 word description and listing in the onsite program book
- 2 full conference registration badges
- Additional discounted full conference registration badges: $75 each

BONUS—Traffic Builders

To help increase table traffic, ACRO invites you to participate in the Passport Prize opportunity. All attendees will receive an "Exhibition Passport". Attendees must register with exhibitors to prove that they have visited all tables in order to be eligible for prizes.

We ask that exhibitors provide their own prizes. The exhibitors participating in the "Exhibition Passport" will be invited to present their prizes to the winners, in order to receive recognition and exposure.

Exhibitor Rates

<table>
<thead>
<tr>
<th>Category</th>
<th>Rate</th>
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<tbody>
<tr>
<td>New Exhibitor</td>
<td>$3,000/table</td>
</tr>
<tr>
<td>Returning Exhibitor</td>
<td>$2,750/table</td>
</tr>
<tr>
<td>Medical Publisher (special)</td>
<td>$750/table (single only)</td>
</tr>
<tr>
<td>Non-profit</td>
<td>$200/table (single only)</td>
</tr>
</tbody>
</table>

Dates & Location

February 1-2, 2018 | Crystal Atrium & Ballroom

Scientific Exhibition

Wednesday, January 31

2:00 – 6:00pm Set Up: (Shipments will be delivered to the room no later than 2:00pm)

Thursday, February 1

7:00 – 8:00am Morning Set Up
9:45am – 5:00pm Exhibition
10:00 – 10:30am Break
11:45am – 1:15pm Lunch
2:30 – 3:00pm Break
4:30 – 5:00pm Break

Friday, February 2

7:00 – 11:15am Exhibition
7:00 – 8:00am Breakfast
9:15 – 9:45am Break
11:15 – 11:45am Break
12:00 – 3:00pm Exhibitor Breakdown

* You cannot break down your space before 11:30am except for advertising spaces (see page 10)
** You must be out by 3:00pm except for advertising spaces (see page 10)

(Please note that times are subject to change. All exhibitors will be notified of any schedule changes)
For the most updated and interactive floor plan, go to www.acro.org/education/annual-meeting/
Why Become a Corporate Supporter?

Your company’s support of The Radiation Oncology Summit is vital for the continuation of excellence in education provided to radiation oncologists. Your support will assure a program of outstanding scientific value. This support can be in the form of unrestricted educational grants, advertising, and other marketing opportunities.

The Corporate Support option provides the highest level of visibility and will provide your company with the highest return on investment from ACRO and its members.

Please review the details of corporate support opportunities that follow. Then, complete the Support Commitment Form and return it to ACRO. If a grant application needs to be submitted to your medical education department, please provide contact information, or contact:

Robert Hay  
301-718-6533  
rhay@acro.org

The nationally adopted policies and procedures involving corporate support of meetings and education are incorporated in the regulations of the American Medical Association (AMA) and the Accreditation Council for Continuing Medical Education (ACCME).

We expect all companies providing support for the meeting to comply with these policies.

Choose the Exposure that’s Right for Your Marketing Campaign!

<table>
<thead>
<tr>
<th>Level</th>
<th>Cost</th>
<th>Options</th>
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<tr>
<td><strong>Platinum–$20,000</strong></td>
<td></td>
<td>6 full conference registrations (includes complimentary table registrations)</td>
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<tr>
<td></td>
<td></td>
<td>Company name and hyperlink on ACRO website</td>
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<tr>
<td></td>
<td></td>
<td>Two complimentary 6’ tables</td>
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<tr>
<td></td>
<td></td>
<td>$20,000 in corporate support options</td>
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<tr>
<td></td>
<td></td>
<td>Post Show Attendee List (mailing addresses only)</td>
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<tr>
<td></td>
<td></td>
<td>Can purchase more options at additional cost</td>
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<tr>
<td><strong>Gold–$15,000</strong></td>
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<td>4 full conference registrations (includes complimentary table registrations)</td>
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<td></td>
<td>Post Show Attendee List (mailing addresses only)</td>
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<td></td>
<td></td>
<td>Company name and hyperlink on ACRO website</td>
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<tr>
<td></td>
<td></td>
<td>Complimentary 6’ table</td>
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<td></td>
<td></td>
<td>$15,000 in corporate support options</td>
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<tr>
<td><strong>Silver–$10,000</strong></td>
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<td>2 full conference registrations (includes complimentary table registrations)</td>
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<td>Complimentary 6’ table</td>
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<td></td>
<td></td>
<td>$10,000 in corporate support options</td>
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<td><strong>Bronze–$5,000</strong></td>
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<td>1 full conference registration</td>
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<td>Company name and hyperlink on ACRO website</td>
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<td></td>
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<td></td>
<td></td>
<td>$5,000 in corporate support options</td>
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</table>
Customize Your Corporate Support Package!

Please review the available opportunities below to help you build a customized Corporate Support package that fits the needs of your budget and helps you surpass your company’s marketing goals. Please be advised that several options are available to non-corporate supporters and non-exhibitors at cost. These are identified to the right and continued on page 10.

All annual meeting support including symposia and advertising opportunities are chosen individually and may be added up to the listed support levels of Platinum, Gold, Silver, and Bronze.

Educational Symposia – $15,000

A room with AV and seating for 100 persons will be provided. This is the perfect time your company to present itself to ACRO attendees. One hour will be provided for education, networking, and a meal of your choice. Catering is not included in this cost. Not CME eligible.

Choose from one of the following dates and times. If you would like to discuss a new educational symposium outside of these times, contact us for more information.

<table>
<thead>
<tr>
<th>Thursday, Feb. 1</th>
<th>Friday, Feb. 2</th>
<th>Saturday, Feb. 3</th>
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<tbody>
<tr>
<td>Breakfast</td>
<td>Lunch</td>
<td>Breakfast</td>
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<tr>
<td>Lunch</td>
<td>Breakfast</td>
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</tr>
<tr>
<td>Dinner</td>
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Career Networking Events – $15,000

The ACRO annual meeting not only involves excellent education but also networking opportunities designed to help docs connect and reconnect. You can choose to support one of or a combination of the following. Your company name will be listed as a host for this event on the program.

<table>
<thead>
<tr>
<th>Thursday, Feb. 1</th>
<th>Friday, Feb. 2</th>
<th>Saturday, Feb. 3</th>
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</thead>
<tbody>
<tr>
<td>Women’s Forum</td>
<td>Resident and New Practitioners’ Receptions</td>
<td>Diversity &amp; Inclusion Forum</td>
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<td></td>
<td>President’s Reception</td>
<td>Locum Tenens Forum</td>
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<td></td>
<td>Gold Medal Dinner</td>
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</table>

Live Streaming of Lectures – $7,500 (3 available)

The American College of Radiation Oncology has made it possible for all radiation oncologists worldwide to attend The Summit lecture sessions via the Internet in real time. This supporter will be provided 100 online “entrance badges” to distribute to clients worldwide, allowing them to attend ACRO live streaming at no cost.

Exhibitor Locator – $5,000 (1 available)

Located just inside the exhibit hall entrance, these displays provide a quick view of the exhibit hall layout and identify your company’s name and location.

Charging Station – $5,000

Provide attendees a quick “jump start” for mobile devices, laptops, and tablets that are about to run out of battery power. Your company name will be on signage at the Charging Station. Your company will be mentioned in the onsite program book.

WiFi Sponsorship – $5,000 ▶New this year!

Attendees will thank you when they can check into their office using high speed attendee WiFi you supply. Signs will be posted throughout the space thanking you for the sponsorship. Sponsorship allocation cannot be used to pay for this option.
Advertising Spaces – $5,000 **New this year!**
Want to expand your brand’s reach past Friday? Reserve one of six exclusive spaces inside the hall to use to promote your company. You can do something as simple as set up a banner or as complex as an Italian coffee bar. Contact staff for all options. This space is in addition to your table and will remain in place to the end of the meeting. Each space rented includes one complimentary registration. *Sponsorship allocation cannot be used to pay for this option.*

Daily Update Ad – $1,000
Each day of the annual meeting, ACRO will send an e-blast to ALL 1,250 members of ACRO, including The Summit attendees. This e-blast will describe the day’s highlights. Your support of the day’s e-blast includes an advertising banner linked to your website. The advertising banner should be approximately 153 pixels wide x 300 pixels tall.

E-Blast – $1,000
Customize an email blast with text (maximum 500 words) and one graphic that the American College of Radiation Oncology will send to all attendees before or after the annual meeting. ACRO reserves the right to select companies and/or organizations that want to purchase this sponsorship, as well as, the right to review and modify the proposed email being sent. *Non-corporate supporters can purchase this option at cost.*

Onsite Program Advertisement
Artwork Due By: November 30, 2017

| Title Page to Exhibitor Directory (1 opportunity) | $3,000 |
| Inside Back Cover (1 opportunity)               | $3,000 |
| Full Page                                        | $2,000 |
| Half Page                                       | $1,250 |
| Quarter Page                                    | $750   |

*(Non-corporate supporters can purchase full, half, and quarter pages at cost.)*

Digital Exhibit Hall Advertisement – $500
Advertise your company in the Exhibit Hall. Design a PowerPoint Slide that will be displayed on two ideally placed televisions throughout the exhibit hall. Entice attendees to visit you with a raffle or a colorful advertising graphic.
Exhibitor Contact Information

Please PRINT your company’s name and contact information, as you would like them to appear in the Final Program. If your company is providing an unrestricted educational grant, please check the "Corporate Supporter" box above.

Company Name
Contact Person
Title
Address
City State Zip Code
Phone Number Fax Number E-Mail Address

Exhibitor Rates & Preferences

| New Exhibitor | @ $3,000/table | $ |
| Returning Exhibitor | @ $2,750/table | $ |
| Medical Publisher (special) | @ $750/table (single only) | $ |
| Non-profit | @ $200/table (single only) | $ |

Additional full conference badges cost $75. (Each table receives only 2 free full conference registration badges)

# of additional Badges: @ $75 each $

Payment

☐ Check (Please make payable to ACRO)

☐ Credit Card (Please complete information below) ☐ Visa ☐ Mastercard ☐ American Express

Name on Card
Account Number
Expiration Date (Mo/YY) Signature

Authorization

Exhibitors agree to abide by the The Summit Scientific Exhibition Rules and Regulations, made a part of this application and contract by reference, and fully incorporated herein. If this application and contract has not been received, properly signed, and accompanied by required payment as stated in the payment clause above, this application and contract may be declared null and void so that space may be reassigned. All applications must be signed in order to confirm booth reservations. We agree to abide by all rules and regulations governing the exposition as enclosed and which are a part of this application. Acceptance of this application by show management constitutes a contract.

Cancellation

A written cancellation must be received by January 1, 2018, to receive a refund, less an administrative fee of 20% of the total. No refunds will be made for cancellations after January 1, 2018, or for "No-shows."

Signature Date
1. Assignment of Space: ACRO will determine exhibitor space assignment. Once a table is assigned, an exhibit can only be moved with the mutual consent of ACRO and the specified exhibitor. Exhibitors will be given directions for installing and dismantling exhibits. Company personnel are expected to man the table until the end of the exhibition on Friday, February 2, 2018 at 12:00pm.

2. Payment: Payment in full is required with a completed application for exhibit space. A completed form and payment, or written instructions to invoice in 2017 must be received by January 1, 2018, to ensure inclusion in the Final Program. Exhibitors are responsible for special equipment and services.

3. Cancellations: For cancellations, in writing sent to ACRO and received on or before January 1, 2018, 80% of the exhibitor fee will be refunded. No refunds will be made for cancellations received after January 1, 2018.

4. Care of Exhibit Space: Exhibitors must maintain and keep their exhibit space and the contracted space in good order, at their expense.

5. Insurance: In all cases, exhibitors wishing to insure their goods must do so at their own expense. ACRO does not assume any liability for loss of, or damage to, any equipment or supplies displayed at the exhibition.

6. Protection of Exhibit Space: Nothing shall be posted, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the hotel without the permission of ACRO and/or a representative of the hotel. Packing, unpacking, and assembly or exhibits shall be done in designated areas and conform to instructions of ACRO or hotel representatives.

7. Default Occupancy: An exhibitor who fails to occupy contracted space by the opening of the exhibition at 9:45 am on Thursday, February 1, 2018, is not relieved of the obligation to pay for such space at the full rental price, and ACRO shall have the right to use that space for any additional exhibitors.

8. Use of Space: Exhibits will be permitted only in the official exhibit area established by ACRO. Exhibitors shall not distribute printed material, samples, or souvenirs, except from rented space, unless previously approved according to #12 below.

9. Sound: Loud speakers, tape recorders, sound movies, etc...that interfere with adjoining exhibitors are not permitted. Also, during general sessions discussion in the Exhibit area will be monitored to avoid disturbing the general sessions.

10. Cancellation or Relocation of Meeting: If cancellation or relocation of the meeting is due to circumstances within ACRO’s control, ACRO’s liability will be limited to a refund of fees to the exhibitor. If ACRO has no control over the cancellation or relocation, ACRO will have no liability of any kind, but may, at its discretion, refund any fees paid by the exhibitor.

11. Liability: ACRO does not assume any responsibility for the protection or safety of the exhibitor, its officials, agents, or employees. ACRO does not assume any responsibility for the protection of property of the exhibitor or their representatives, or of the property used in connection with the exhibit, from theft, damage, or destruction. Small or easily portable articles shall be properly secured or removed after exhibit hours and placed in safekeeping by the exhibitor. The exhibitor agrees to hold ACRO harmless from all such claims and claims of liability of any kind arising from the activities of the exhibitor, its representatives, or from the display or use of property of the exhibitor. ACRO shall not be liable to the exhibitor for failure to provide space to an exhibitor if non-delivery is due to destruction to the building or the exhibit space.

12. Hotel Liability: The exhibitor assumes all responsibility for any and all loss, theft or damage to exhibitor’s displays, equipment and other property while on Hyatt Pier 66 premises, and hereby waives any claim or demand it may have against the Hyatt Pier 66 arising from such loss, theft or damage. In addition, the exhibitor agrees to defend (if requested), indemnify and hold harmless American College of Radiation Oncology and Hyatt Pier 66 and their respective parent, subsidiary and other related or affiliated companies from and against any liabilities, obligations, claims, damages, suits, costs and expenses, including, without limitation, attorneys’ fees and costs arising from or in connection with the exhibitor’s occupancy and use of the exhibition premises or any part thereof or any negligent act, error or omission of the exhibitor or its employees, subcontractors or agents.

13. Distribution of Printed Material: Distribution of materials by exhibitors or their agents is limited to the area rented by the exhibitor. Flyers or other printed material may not be delivered to hotel rooms of ACRO registrants without advance permission from ACRO headquarters or on-site staff and the hotel. Any costs for such authorized distribution shall be the sole responsibility of the exhibitor. Other than the above, advertising circulars, brochures, etc., may only be distributed from exhibit tables, and may not be placed in any meeting room or in the ACRO registration area.

14. Exhibitor Seminars, Lectures, Food Functions, etc: As a condition of receiving exhibit space, the Exhibitor agrees not to conduct, sponsor, or promote any general seminars, lectures, or clinics in the same geographical area (within a radius of 50 miles) for a period of three days before or following the annual meeting. Exhibitor demonstrations/lectures can be scheduled on Thursday, February 1 and Friday, February 2, 2018 but must be arranged through ACRO. If you are interested in scheduling such a presentation, indicate this on the application form and you will be contacted.

15. Price List: Advertisements, exhibit materials or promotions may include prices, but shall not make price comparisons with competitive products.

16. Registration of Representatives Working at Table: Firms are provided with two (2) full conference complimentary registrations for authorized representatives from their company for each table or space rented. Other representatives may be substituted for registered representative whose badges have been returned to the exhibitors section of the ACRO registration desk. Firms attempting to register representatives who are not employed by their firms may be prohibited from exhibiting with ACRO in the future. Each representative registered by the company must pick up a badge from the exhibitors section of the ACRO registration desk. Additional representatives can be registered at $75/representative.

17. Removal of Exhibits by ACRO: ACRO has the right to prohibit, bar, prevent and remove any exhibit or proposed exhibit, or any part or portion thereof, which, in the judgment of ACRO, is unsuitable or inappropriate for the exhibition. Such right shall extend to, but shall not be limited to, all equipment, materials, displays, installations or other items or things consisting of, part of, or used or distributed in connection with such exhibit. Specific punitive actions may be taken against companies that are determined by ACRO to have violated any provision of these rules and regulations.

18. Selling of Products or Services: Order-taking is permitted but products must be shipped after the meeting. All transactions must be conducted in a manner consistent with the professional and scientific nature of the exhibits.

19. Solicitation by Non-Exhibitors: Representatives of companies who are potential exhibitors but who have not been assigned exhibit space, are prohibited from entering the exhibit hall unless they register for the meeting as a non-member attendee. They also are prohibited from soliciting business elsewhere in the hotel facilities.

20. Acceptance of Exhibit Contracts: ACRO may refuse space to any company or individual whose products or services, in the judgment of ACRO, do not further the educational and/or scientific purposes of the annual meeting. ACRO also reserves the right to limit space to any company or individual whose product or service is not related to radiation oncology practice. Each exhibitor must indicate on the contract the type of equipment or products to be displayed.

21. Violation of Condition: The following actions shall constitute a violation of Conditions of the Exhibitor Agreement: 1) violation of any municipal, state, or national laws, rules, or regulations, including safety codes; and 2) failure to follow procedures prescribed in Sections 1-21.

IMPORTANT NOTE: Our experience suggests that often the person(s) who staffs a display and the person(s) who arranged for the exhibit are not the same. Please ensure that the person on-site is aware of all the services that have been ordered and has copies of all orders placed.
Corporate Support Contact Information

Please PRINT your company’s name and contact information, as you would like them to appear in the Final Program.

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Contact Person</th>
<th>Title</th>
<th>Address</th>
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<tbody>
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<table>
<thead>
<tr>
<th>City</th>
<th>State</th>
<th>Zip Code</th>
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<table>
<thead>
<tr>
<th>Phone Number</th>
<th>Fax Number</th>
<th>E-Mail Address</th>
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Please Enroll my Company as a:

- [ ] Platinum Supporter [$20,000]
- [ ] Gold Supporter [$15,000]
- [ ] Silver Supporter [$10,000]
- [ ] Bronze Supporter [$5,000]

Corporate Support Package

SELECT options below up to the cost of your support.

- [ ] Educational Symposia [$15,000]
  I am interested in hosting a breakfast, lunch, or dinner with a speaker and topic of my choice. Please contact me to discuss.

- [ ] Advertising Space [$5,000]
  Additional Cost
  New this year!

- [ ] Career Networking Event [$15,000]

- [ ] Live Streaming of Lectures [$7,500]

- [ ] Onsite Program Advertisement [select below]
  - Title Page [$3,000]
  - Half Page [$1,250]
  - Inside Back Cover [$3,000]
  - Quarter Page [$750]
  - Full Page [$2000]

- [ ] Exhibitor Locator [$5,000]

- [ ] Charging Station [$5,000]

- [ ] Prize for Exhibition Raffle
  Please contact me.

- [ ] WiFi Sponsor [$5,000]
  New this year!
  Additional Cost

Notes
- Please complete the Exhibitor Contract Form and indicate “Corporate Supporter” at top of the form.
- If your company requires that all applications for unrestricted grants go through an office of medical education, please provide full contact information.