



SAGES 2022

DENVER, CO

EXHIBITOR PROSPECTUS

March 16-19, 2022

Deadline for Priority Space Assignment:
November 5, 2021

SAGES2022.ORG

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 boast more than 7,000 general surgeon members from countries ringing the globe. SAGES annual meeting is oriented toward minimally invasive surgery.



SAGES 2022

Society of American Gastrointestinal and Endoscopic Surgeons

Scientific Sessions & Postgraduate Courses

MARCH 16-19, 2022

Denver, CO

Number of Attendees Anticipated: 2,500+

**Deadline for Priority Space Assignment:
November 5, 2021**

Exhibitor application available via this link:

<https://www.sages2022.org/exhibitor-application/>

SAGES

- Has been a driving force in MIS general surgery training and education for nearly 40 years
- Embraces new ideas and initiatives, propelling the advancement of training, education and application of MIS general surgery modalities world wide
- 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.sages2022.org



Twitter: @SAGES_Updates



Facebook: www.facebook.com/SAGESurgery



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IMPORTANT DATES

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EXHIBITOR DEADLINES

November 5, 2021	Priority Space Assignment Deadline
January 7, 2022	Exhibit Space Balance Due
February 11, 2022	Hotel Reservations Cut-Off
February 4, 2022	Exhibitor Company Profile
February 4, 2022	Exhibitor Appointed Contractor Form & Certificate of Insurance
February 4, 2022	Exhibitor In-Booth Presentation Form
February 4, 2022	Giveaway Notification Form
February 4, 2022	Hotel Door Drop Form
February 4, 2022	Special Promotions Participation Form
February 4, 2022	Meeting App Exhibitor Listing Enhancements
February 4, 2022	Booth design submitted to Show Management (20x20 or larger)
February 4, 2022	Function Space Request Form
March 4, 2022	Exhibitor Badge Registration

EXHIBIT DATES AND HOURS

Dates and times the exhibit hall is open to registrants:

Wednesday, March 16	5:30 pm – 7:30 pm	Opening Reception
Thursday, March 17	10:00 am – 4:00 pm	
Friday, March 18	10:00 am – 4:00 pm	

Exhibitor breakdown begins at 4:00 pm





GENERAL INFORMATION

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March 16-19, 2022
Colorado Convention Center
Denver, CO

Exhibit Hall Location
Colorado Convention Center
Exhibit Hall A

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.sages2022.org

CONTACT INFORMATION

For Exhibits contact

Hillary Wagener
310-437-0544, ext 174
hillary@sages.org

For support and visibility opportunities contact

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

SAGES CALENDAR OF FUTURE EVENTS

SAGES 2023 Annual Meeting

March 29-April 1, 2023
Palais de congress de Montreal
Montreal, Quebec, CANADA

SAGES 2024 Annual Meeting

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

SAGES 2022 PROGRAM SCHEDULE 6

(Tentative as of September 24, 2021)

The following is an outline of the meeting. Detailed information will be available in the Advance Program in February 2022.

SAGES Program Chairs: Jacob Greenberg, MD, EdM and Archana Ramaswamy, MD, MBA

WEDNESDAY, MARCH 16, 2022

Scientific Sessions & Posters 8:00 AM - 5:30 PM

SAGES Military Surgical Symposium

Pearls and Pitfalls for Same-Day Discharge in Colorectal Surgery

Adolescent Bariatric Surgery

AI in Surgery

Educating the Surgeon in Practice

101 Ways to Repair an Umbilical Hernia

Surgery in Space: Telementoring, Digital Surgery and Beyond (non CME)

Endoscopic Bariatric Procedures

How I Deal with Complications in Colorectal Surgery

Inguinal Hernia: The Best Approach (Who Wore it Best)

Foundation Awards Luncheon 12:00 PM - 1:30 PM

ADOPT Hands-On Course: Dominating the Hiatus

Fellowship Council Session: My Fellow is Struggling With...

Innovation Symposium (non CME)

Last Night On Call...

Variation in Esophagectomy

Masters HPB: MIS vs Open HPB

Masters Hernia: All Thing Component Separation

Thriving Not Surviving

Worldwide Variation in Gastrectomy (SAGES/JSES)

Opening Session 5:00 PM - 5:30 PM

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

THURSDAY, MARCH 17, 2022

Scientific Sessions & Posters 8:00 AM - 6:00 PM

Exhibits/Learning Center 10:00 AM - 4:00 PM

Worldwide Variation in Bariatrics (SAGES/IFSO)

Worldwide Variation in TME

Parastomal Hernia: What Surgery for Which Surgeon?

Measuring Success in Surgery

Gerald Marks Lecture

How I Deal with Inguinal Hernia Complications

Current and Future Issues with Robotics

Diversity and Inclusion in MIS

All Things Foregut Physiology

How I Deal with Ventral Hernia Complications

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

Journey to Robotic AWR

How I Deal with Complications in Foregut Surgery

Mitigating Unconscious Bias in Surgery

Biliary Diseases Following Gastric Bypass

Hands-On Course: Endoscopic Stenting and VAC for Bariatric

Complications

The Evil Gallbladder: Subtotal Cholecystectomy and Beyond

Happy Half Hour Refreshment Break in Exhibit Hall 3:30 PM - 4:00 pm

MIS in Complex IBD

Robotics and Acute Care

Masters Foregut: Controversies in GERD

Avoiding Opioids

Rocky Horror Picture Show - Complications and How I Got Out of It

Closing the Evidence to Practice Gap: Controversies in the Management

of Acute Diverticulitis

Worldwide Variations in Creating an HPB Program (SAGES/IHPBA)

FRIDAY, MARCH 18, 2022

Scientific Sessions & Posters 8:00 AM - 6:00 PM

Exhibit Hall/Learning Center 10:00 AM - 4:00 PM

Plenary I

Presidential Address

SAGES 2022 PROGRAM SCHEDULE 7

(Tentative as of September 24, 2021)

The following is an outline of the meeting. Detailed information will be available in the Advance Program in February 2022.

SAGES Program Chairs: Jacob Greenberg, MD, EdM and Archana Ramaswamy, MD, MBA

Morning Mimosas in Exhibit Hall 10:15 AM-10:45 AM

Presidential Plenary

Karl Storz Lecture

Complimentary Lunch in the Exhibit Hall

12:30 PM -2:00 PM

Residents and Fellows Session

Masters Foregut: Controversies in Paraesophageal
Hernia Surgery

How I Deal with Complications in Bariatric Surgery

Next Big Thing (non CME)

ADOPT Hands-On Course: eTEP

Residents and Fellows Part 2

Shark Tank (non CME)

How I Deal with Complications in HPB Surgery

I Could Do It But Should I Do It

Masters Colorectal: Left Colectomy for Benign and
Malignant Lesions

and Approaches for Splenic Flexure Tumors

Optimizing the Surgical Patient

Getting Innovations to Rural Surgeons

SATURDAY, MARCH 19, 2022

Scientific Sessions & Posters 8:00 AM - 3:30 PM

Exhibit Hall CLOSED

SAGES Mini Medical School

Plenary II

Masters Bariatrics: Revisional Bariatric Surgery

Video Recording in the Operating Room

FES

Hernia Videos - What Would You Do?

FLS 2.0

Hernia Mesh Complications

Video Based Assessment

FUSE

Pancreas Neuroendocrine Tumors

Surgical Smoke and Aerosolization Safety

Updates in Biomaterials for Hernia

Virtual & Augmented Reality

The Business of Surgery

Disparities in Healthcare/Guidelines

Defining Foregut Surgery (SAGES/SSAT/ASMBS/
AFS)

EXHIBITOR INFORMATION

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

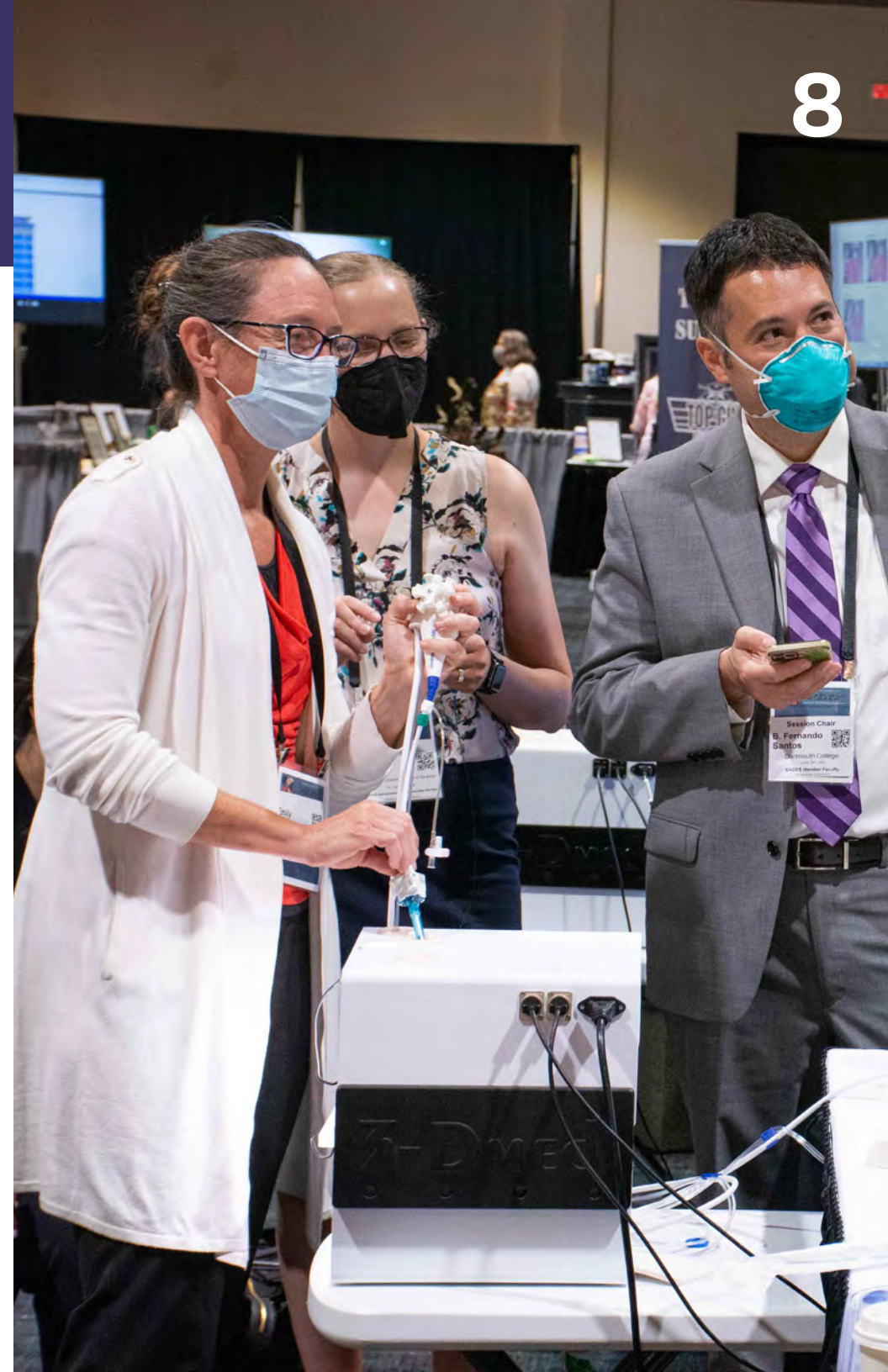
- Welcome Reception with hosted bar in the exhibit hall
- “Happy (Half) Hour” break on Thursday afternoon to include beer and snacks.
- “Morning Mimosas” half-hour refreshment break on Friday morning
- Unopposed exhibit time daily
- Learning Center located in the exhibit hall
- Attendee lunch in the 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 2021, 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 January, 2022. 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

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Levels Support for SAGES annual meeting is considered an educational grant, subject to ACCME Standards of Commercial Support. 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

\$65,000

Platinum

\$50,000

- Acknowledged as supporter of any one (1) Masters Course
- Acknowledged as supporter of two (2) Panel/Session
- Acknowledged as supporter of Measuring Success in Surgery 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 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 SAGES website, in SAGES newsletter MesSAGES, and other print and virtual locales as a Platinum Supporter of the meeting

EDUCATIONAL GRANT SUPPORT OPPORTUNITIES

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Gold

\$40,000

- 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 SAGES website, in SAGES newsletter MesSAGES, and other print and virtual locales as a Gold Supporter of the meeting

Bronze

\$15,000

- 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 SAGES website, in SAGES newsletter MesSAGES, and other print and virtual locales as a Bronze Supporter of the meeting

Silver

\$30,000

- 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 SAGES website, in SAGES newsletter MesSAGES, and other print and virtual locales as a Silver Supporter of the meeting



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 activity. Please refer to the industry education guidelines for more information.

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.

LUNCH SYMPOSIA

\$15,000 EACH

- Thursday, March 17, 12:15 – 1:15 pm

INDUSTRY SPONSORED CONCURRENT SESSION*

\$30,000 EACH

Four Opportunities Available

- 7:30 – 9:00 am
- 10:00 – 11:30 am
- 1:30 – 3:00 pm
- 4:00 – 5:30 pm

*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.

ADVERTISING OPPORTUNITIES

Prices vary

Banner ads are available on the SAGES 2022 meeting website, SAGES 2022 Meeting marketing email blasts, and on the SAGES 2022 meeting app. Please contact Shelley Ginsberg in the SAGES office for more information.

BANNERS, WINDOW CLINGS

Prices vary

+ production and rigging extra

For maximum visibility, place your company name on banners and 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

\$12,000

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.

HAND SANITIZERS AND 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.

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

VISIBILITY & MARKETING OPPORTUNITIES CONT.

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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 4, 2022**. Please complete the profile form located in the Exhibitor Confirmation Kit.

Companies will have the opportunity to enhance their listing on the SAGES Meeting App, by including media items (PDF, images, videos). Additional information will be available in the Exhibitor Confirmation Kit. For details, please contact Show Management at hillary@sages.org

WEDNESDAY NIGHT OPENING RECEPTION

On Wednesday, March 16, 2022 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, Centerplate Catering; contact information will be provided in the Exhibitor Confirmation Kit.

SPECIAL PROMOTIONS

Exhibitors are permitted to operate special promotional activities during the Opening Reception, Wednesday, March 16, 2022, which are not allowed during regular exhibit hours. These activities should be geared toward encouraging registrants to visit the exhibit hall. You may hold special demonstrations, or, for example, bring in a magician or juggler. The goal is to increase traffic at your booth.

These events or activities must be approved by Show Management. Any activities taking place in the exhibitor booths must respect the diversity represented by all attendees. Please submit the Special Promotions form by **February 4, 2022**.

All activities must be in accordance with the AdvaMed Code.

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 February 4, 2022.

DOOR DROPS-DATE SUBJECT TO CHANGE.

MAILING LIST

The SAGES advance registration list may be purchased for \$500. Please contact Hillary Wagener at hillary@sages.org. (No cost for Levels Supporters – see page ?).

If you would like to request a SAGES member mailing list, please email membership@sages.org.

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, Centerplate Catering.

EXHIBIT SCHEDULE

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EXHIBITOR REGISTRATION

Tuesday, March 15	1:00 pm – 5:00 pm
Wednesday, March 16	8:00 am – 5:00 pm
Thursday, March 17	8:00 am – 5:00 pm
Friday, March 18	8:00 am – 5:00 pm

SET-UP HOURS

Tuesday, March 15	1:00 pm – 6:00 pm
Wednesday, March 16	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 Shelley

Ginsberg, shelley@sages.org. All construction must be completed and aisles cleared by 3:00 pm on Wednesday, March 16. All Exhibits must be fully operational by 4:00 pm, Wednesday, March 16.

EXHIBIT DATES AND HOURS

The exhibit hall will be located at the the Colorado Convention Center – Exhibit Hall A

Dates and times the exhibit hall is open to registrants:

Wednesday, March 16	5:30pm – 7:30 pm <i>Opening Reception</i>
Thursday, March 17	10:00 am – 4:00 pm
Friday, March 18	10:00 am – 4:00 pm <i>Exhibitor breakdown begins at 4:00 pm</i>

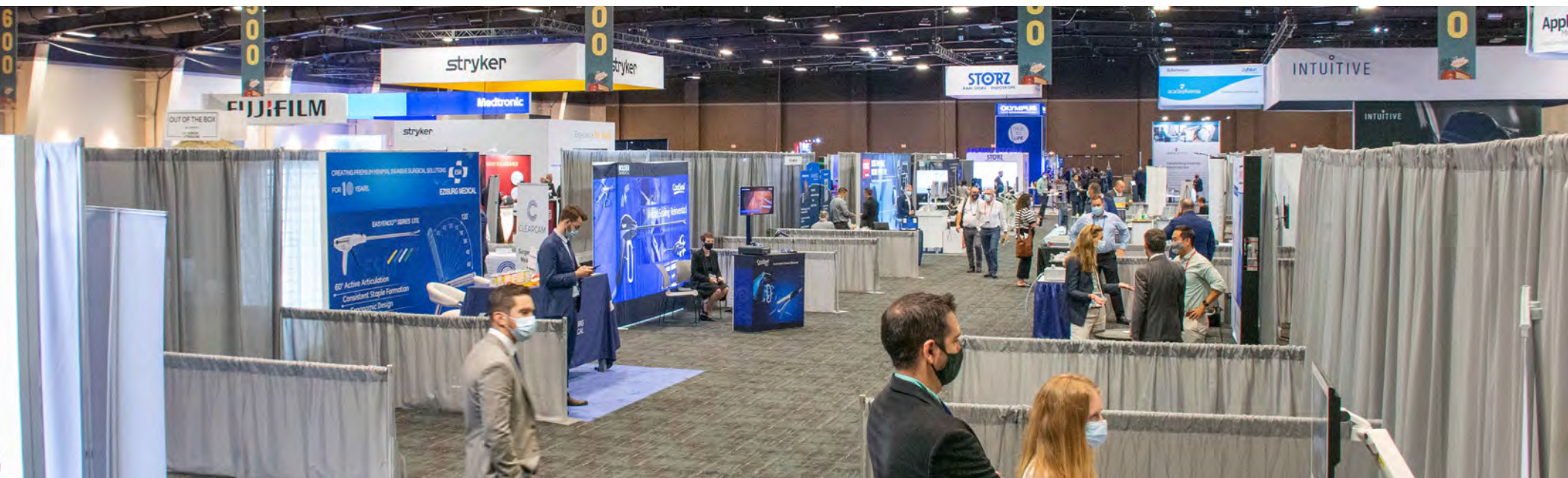
All exhibit personnel must leave the exhibit floor 15 minutes after close of the exhibit hall on Wednesday and Thursday.

DISMANTLING AND REMOVAL OF EXHIBITS

Friday, March 18	4:00 pm – 9:00 pm
Saturday, March 19	8:00 am – 12:00 pm

All halls must be cleared by Saturday, March 19 at 12:00 pm. Exhibitors may not begin dismantling until 4:00 pm Friday, March 18.

Exhibitor application available via this link:
<https://www.sages2022.org/exhibitor-application/>



SAGES 2021 EXHIBITORS

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270 Surgical
3D Systems Symbionix
3-Dmed
Acacia Pharma
Academy for Surgical Coaching
Adler Micromed Inc.
AKTORmed robotic surgery
Allergan
Applied Medical
Arthrex, Inc.
Automated Medical Products Corp.
BD
BG Medical
BK Medical
Boehringer Laboratories, LLC
Bolder Surgical
Boston Scientific
Calmoseptine
CDx Diagnostics
CLEARCAM
Cook Biotech
Cook Medical
EndoGastric Solutions
Erbe USA

Ezisurg Medical
FUJIFILM New Development USA, Inc.
General Surgery News
Gloshield
Gore & Associates
Heron Therapeutics, Inc.
Heron Therapeutics Medical Affairs
Human Xtensions Ltd
Integra LifeSciences
Intuitive
KARL STORZ Endoscopy-America, Inc.
Lazurite
Lexion Medical
LG Electronics
Lucid Diagnostics
LIVSMED
MediCapture Inc
Medtronic
Melzi
Merit Medical Endotech
Nanovia Biomaterials
Natera
New Wave Endo
Northgate Technologies, Inc.

Olympus
Origami Surgical
Ovesco Endoscopy
Pacira Biosciences, Inc.
Palliare Ltd
PatientPartner
PENTAX Medical
Restech
Standard Bariatrics
Reprise BioMedical
Standard Bariatrics
Stryker
Surgical Science, Inc.
Suture Ease
Synapse Biomedical, Inc.
Telabio
United States Army Healthcare
Via Surgical LTD
Vicarious Surgical
VirtaMed AG
Xenocor, Inc
Xodus Medical

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, 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.

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 before January 7, 2022

NO REFUNDS for any cancellations or reductions after January 7, 2022.

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 November 5, 2021 priority point deadline.

Applications received after the November 5, 2021 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 2021 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):	\$3,700
Corner Booths – 10' x 10' (feet):	\$3,900

Booth Price List

ISLAND – 20' x 20':	\$15,600
ISLAND – 20' x 30':	\$23,400
ISLAND – 30' x 30':	\$35,100
ISLAND – 30' x 40':	\$46,800
ISLAND – 40' x 40':	\$62,400
ISLAND – 40' x 50':	\$78,000

PAYMENT SCHEDULE

- A 50% deposit of the total exhibit rental charge must accompany submitted application.
- **Total balance due January 7, 2022**

Applications not accompanied by a 50% deposit will be considered invalid. If full payment is not received by January 7, 2022 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 7, 2022, 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.

ONSITE BADGE POLICY

For companies submitting a list of 10 or more 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.sages2022.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, March 16, 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, March 15	1:00 pm – 6:00 pm
Wednesday, March 16	8:00 am – 3:00 pm

All construction must be completed and aisles cleared by 3:00 pm, Wednesday, March 16, 2022. All Exhibits must be fully operational by 4:00 pm, Wednesday, March 16, 2022.

DISMANTLING & REMOVAL OF EXHIBITS

Breakdown Hours:

Friday, March 18	4:00 pm – 9:00 pm
Saturday, March 19	8:00 am – 12:00 pm

Exhibitors may not begin dismantling until 4:00 pm, Friday, March 18. All Exhibits must be packed and ready for shipment by 12:00 pm, Saturday March 19. No extensions for dismantling will be given. Any materials not called for by 12:00 pm Saturday, March 19 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 January 2022.

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 February 4, 2022. 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 January 2022.

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 will be provided in the Exhibitor Service Kit.

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 Hillary Wagener at (310) 437-0544, ext. 174 or via e-mail: hillary@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 January 2022.

- 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 Denver, CO
- Electrical equipment must conform to the electrical codes of the City of Denver, CO

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 Colorado 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 Colorado 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 Colorado 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 Colorado 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 Colorado 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.

POLICY ON ACCME STANDARDS FOR COMMERCIAL SUPPORT (SCS)

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 Commercial Support (<http://www.accme.org/requirements/accreditation-requirements-cme-providers/standards-for-commercial-support>), and in particular:

Standard 4: Appropriate Management of Associated Commercial Promotion:

STANDARD 4.1 Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

STANDARD 4.2 Product-promotion material or product-specific advertisement of any type is prohibited in or during CME activities. The juxtaposition of editorial and advertising material on the same products or subjects must be avoided. Live (staffed exhibits, presentations) or enduring (printed

or electronic advertisements) promotional activities must be kept separate from CME... There will be no 'commercial breaks.' For live, face-to-face CME, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after a CME activity. Providers cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or place of the CME activity.

STANDARD 4.3 Educational materials that are part of a CME activity, such as slides, abstracts and handouts, cannot contain any advertising, trade name or a product-group message.

STANDARD 4.4 Print or electronic information distributed about the non-CME elements of a CME activity that are not directly related to the transfer of education to the learner, such as schedules and content descriptions, may include product-promotion material or product-specific advertisement.



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.

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 state to state.

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 February 4, 2022 on the Giveaway Notification Form provided in the exhibitor kit.

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, March 16 at 8:00 am and ending Saturday, March 19 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, March 16, prior to 8:00 am

Wednesday, March 16, after 7:30 pm

Thursday, March 17, prior to 8:00 am

Friday, March 18, prior to 8:00 am

Saturday, March 18, prior to 9:00 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.

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. Technology Suite Applications are located here: <https://www.sages2022.org/tech-suite-application/>

For questions and pricing, please contact Shelley Ginsberg, shelley@sages.org.

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

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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. **Information about booking hotels will be provided separately.**

