Lurie Cancer Center Head and Neck Symposium
Exhibitor & Corporate Advertising Information Packet

Please join us
The Northwestern Multidisciplinary Head and Neck Symposium is a certified continuing medical education activity that will be sponsored by the Robert H. Lurie Comprehensive Cancer Center of Northwestern University. The educational initiative includes a 1.5 day interactive live CME activity developed and delivered by internationally recognized thought leaders in the field of head & neck cancer.

The Robert H. Lurie Comprehensive Cancer Center of Northwestern University is pleased to provide the following opportunities for organizations to promote and educate attendees about their products and services at the conference. Whether you are displaying your products or interacting with physicians in the exhibit space, your message will reach over 125 physicians, nurses, and allied health care professionals.

About the Conference
Title: Northwestern Multidisciplinary Head and Neck Symposium
Date: December 3–4, 2016
Location: Northwestern Memorial Hospital - Prentice Woman's Hospital, 250 E Superior St, Chicago, IL 60611
Conference Room L

Anticipated Attendance: 125

The target audience for this activity includes medical oncologists, surgical oncologists, radiation oncologists, internal medicine and other health professionals who interact with or treat head & neck cancer patients and survivors.

Exhibit Opportunities:
$1,500: Tabletop
Display Fee includes tabletop display, 1 complimentary registration to the symposium, acknowledgment on exhibitor signage and on Symposium website.

Exhibits will be accessible to all meeting participants from December 3-4, 2016.

Additional conference registrations may be purchased at an industry rate of $295.

Northwestern University Feinberg School of Medicine expects the commercial representative to refrain from inviting the faculty, guests or participants to social events that are not related to the CME activity.
EXHIBIT Guide
Exhibit Information

Exhibit Dates: December 3-4, 2016

Exhibit Location:
Northwestern Memorial Hospital - Prentice Woman's Hospital, 250 E Superior St, Chicago, IL 60611
Conference Room L

Exhibit Setup: Set-up: Saturday, December 3, 2016 at 6:00 am

Display Hours for Main Exhibit Hall: (Subject to Change)
Saturday December 3, 2016: 7:00 am - 3:30 pm Breakfast and Breaks
5:00 pm - 6:00 pm Welcome Reception

Sunday December 4, 2016: 7:00 am – 10:00 am Breakfast, AM Coffee Break

Exhibitor Admission to General Sessions: Your exhibit badge permits you to attend any session for which there are no optional fees.

Exhibit Representation: At least one representative must be at the display during exhibit hours.

Exhibitor Kit: All exhibitors are responsible for their own shipping logistics and fees as well as audiovisual and electrical. After a completed application is received, the full show kit will be forwarded to you.

Exhibit Dismantle: All exhibits must be dismantled by 1:00 pm on Sunday, December 4, 2016.

Housing: Hyatt Chicago Magnificent Mile is conveniently located in the heart of Downtown Chicago. Experience the culture and urban energy of downtown Chicago when you stay at the Hyatt Chicago Magnificent Mile. Nestled in the heart of Michigan Avenue, our recently renovated Magnificent Mile hotel is an oasis of style and comfort. A block of rooms has been reserved at the Hyatt Chicago Magnificent Mile at $169/night single or double occupancy. All rates are subject to territorial, local and occupancy taxes. Rooms are limited and subject to availability. All reservations require two (2) nights deposit. This rate will be offered three days prior and three days after the conference dates, subject to availability at time of reservation. Your room reservation must be made before November 4, 2016 to ensure availability and group rate. Reservations received after that date will be accepted on a space available basis only. Rates do not include applicable taxes. Check in time is 3:00 pm; checkout time is 11:00 am. Reserve your rooms by using this link: https://resweb.passkey.com/go/CancerCenter2016 or by Calling 888-591-1234.
How to Register for Exhibit Space

Return the enclosed exhibitor Application/Contract with your payment to:
Meeting Achievements
C/o The Northwestern Multidisciplinary Head and Neck Symposium
232 E 500 N
Valparaiso, IN 46383
Or via email: polly@meetingachievements.com
Or via fax: 219.548.8619

Exhibitors will be assigned by the symposium organizers. Space will be available on a first-come, first-serve basis. The Robert H. Lurie Comprehensive Cancer Center of Northwestern University reserves the right to make the final space assignment or change the space assignment should it be necessary in the best interest of the exhibitors or space logistics.

Corporate Advertising Opportunities

$25,000.00: Executive Platinum
Benefits: Exclusive advertising on the symposium’s Phone Charger. Advertised corporate logo will be printed on the phone charger.

$20,000.00: Platinum
Benefits: Exclusive advertising on the symposium’s Travel Coffee Mug. Advertised corporate logo will be printed on the mug.

$12,000.00: Gold
Benefits: Exclusive advertising on the symposium’s Tote Bag. Advertised corporate logo will be printed on the back of the bag.
Additional Visibility: Premium name placement and recognition on the Northwestern Multidisciplinary Head and Neck Symposium website and event signage as a Gold Level supporter of the Annual Symposium. Two (2) full conference registrations. Support level recognition ribbon on supporter’s attendee badges.

$ 5,000.00: Silver
Water Coolers $ 5.000
Water coolers will be placed throughout the exhibit hall and hallways, and you can add your name/logo to all of them! Each time an attendee needs a drink of water, they will see your name as they fill up their water bottle!
**Northwestern Multidisciplinary Head and Neck Symposium**  
December 3–4, 2016  
Northwestern Memorial Hospital - Prentice Woman's Hospital  
Application & Payment Form (REQUIRED)

*Please print clearly.*

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**Total Amount: Please Sign and return attached “Exhibitor/Support Agreement Rules” also.**

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We wish to avoid having our exhibit located adjacent to the following company(s). (The Northwestern Multidisciplinary Head and Neck Symposium cannot guarantee that you will not be placed next to those companies):

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*Exhibitor space is limited* Deadline for exhibitor/support space is November 1, 2016 or when space reaches capacity (whichever comes first). All exhibitors & supporters will receive a confirmation letter with additional logistic details.
PAYMENT OPTIONS

☐ Check/Money Order Payment Please make check payable to: Meeting Achievements (TID 371464588). Mail the application/payment form, exhibitor/supporter agreement, and the check/money order to: Meeting Achievements, Attn: Polly Rossi, 232 E 500 N, Valparaiso, IN 46383

☐ Credit Card Payment (Charge will be processed by Northwestern University)
Check one: ____VISA  ____ Mastercard  ____ American Express

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See next page for mailing instructions.

If paying by credit card, the completed application/payment form and the signed exhibitor/support form may be returned via one of the following options:

- Scanned/emailed to polly@meetingachievements.com
- Faxed to: 1.219.548.8619, Attn: Polly Rossi
- Mailed to Meeting Achievements
  Attn: Polly Rossi
  232 E 500 N
  Valparaiso, IN 46383

Questions:
Polly Rossi, symposium organizer for the Northwestern Multidisciplinary Head and Neck Symposium
1.219.465.1115 telephone
1.219.548.8619 fax
polly@meetingachievements.com

A receipt/confirmation and exhibit kit will be sent to the email address provided upon receipt of full payment, the application/payment form, and the signed exhibitor/support agreement.

Thank you for your support.
**Northwestern Multidisciplinary Head and Neck Symposium**

December 3–4, 2016
Northwestern Memorial Hospital - Prentice Woman's Hospital

**Exhibitor/Support Agreement (REQUIRED)**

**Exhibit Rules & Regulations**

1. Only one company may exhibit in a single space. Items or services exhibited or referred to must be those normally provided or manufactured by the exhibitor.
2. No application form will be processed without payment in full.
3. Due to the nature of the conference, no refunds will be offered.
4. All representatives who will be staffing exhibit booths must be registered for the meeting. Supporting companies are allowed a set number of complimentary registration(s) based on their supporter level. Additional booth personnel may register for an additional fee.
5. Display materials that may be deemed by the conference organizers to detract from the dignity of the exhibit show will not be permitted.
6. All signage, and logos, to be provided by supporting company, must adhere to conference specifications.
7. All exhibit tables and support services will be provided by the hotel. Note: electrical access may not be available. Any additional support costs are the responsibility of the exhibitor.
8. Security will NOT be provided. The property of the exhibitors shall at all times remain in the sole possession, custody, and responsibility of each exhibitor.

**Industry Guidelines:**

In recent years, much attention has been given to the relationships between the pharmaceutical and medical device/equipment industry and health care professionals. Gifts, individual relations, and professional education have been topics at the forefront of discussion. It is the responsibility of all exhibitors to be aware of and abide by all applicable association codes including but not limited to, those listed below:

- Advanced Medical Technology Association (AdvaMed) Code of Ethics for Interactions with Health Care Professionals – approved 2003, additional FAQs 2005
- American Medical Association Opinion 8.06 Gifts to Physicians from Industry and Clarifying Addendum
- Compliance Program Guidance for Pharmaceutical Manufacturers
- Pharmaceutical Research and Manufacturers of America (PhRMA) Code of Interaction with Healthcare Professionals – revised July 2008

It is the company’s responsibility to collect any data to fulfill their requirements for the Sunshine Act.

**Distribution of Product:**

**FDA Regulations**

Exhibitors must abide by all applicable Food and Drug Administration (FDA) regulations. This information may be obtained from the FDA at this website: [http://www.fda.gov/cder/ddmac/](http://www.fda.gov/cder/ddmac/).

Exhibitors are reminded that the FDA generally prohibits the advertising or other promotion of investigational or unapproved drugs and devices. The FDA also forbids the promotion of approved drugs or devices for
unapproved uses. All products that have not been FDA approved for a particular use in humans or that are not commercially available in the United States will be permitted to be exhibited only when accompanied by appropriate signage indicating the device's clearing status. The signs must be easily visible and placed near the products themselves and on any graphics depicting the product. The exhibitor shall have available at the booth a letter from the FDA, which describes the allowable use status of the product(s). Exhibitors are cautioned about the FDA's prohibition on promoting cleared-for-marketing devices for unapproved uses. Requests for information and guidance should be directed to the FDA.

**Selling of Products or Services**
Exhibitors may display products that they have manufactured. Exhibitors may not accept cash, checks or credit cards for merchandise in the exhibition Hall; however, orders may be taken. Exhibitors electing to take orders must do so in a manner consistent with the professional nature of the exhibit.

**Use of the NUFSM Name, Insignia, Logo or Acronym**
The Northwestern University’s Feinberg School of Medicine’s (NUFSM) name, insignia, logo and acronym are proprietary marks and may not be used in signs, advertising, or promotions in any media or product literature either inside or outside of the exhibit area unless prior written approval has been received from the conference organizers.

**Liability and Security**
Exhibitors must make provisions for safeguarding their display and property at all times. The exhibitor is responsible for all liability, losses, claims, and damages relating to any injury, death, or damage to property (including the Exhibition Hall), however occurring, arising from the acts of the exhibitor, his or her employees, agents, licensees, or contractors. The exhibitor agrees to indemnify and hold harmless NUFSM, ISCL, and USCLC from and against any and all liability, losses, claims, and damages that may arise from or be asserted in connection with the foregoing undertaking and responsibilities of the exhibitor.

**Terms and Conditions**
If applicable, as a condition for exhibiting, each exhibitor shall agree to observe all stated policies in this document. NUFSM reserves the right to refuse exhibit space to any applicant at its sole discretion.

*If exhibiting at the conference, the undersigned has read the enclosed Exhibit/Support Agreement and agrees to abide by these regulations. Failure to abide by these regulations will result in forfeiture of all monies paid or due under the terms of the agreement.*

Company Name: ________________________________________________

Signature: ______________________________________________________ Date: _____________

Name (print): ____________________________________________________

Email: ________________________________________________________
Exhibitor/Supporter Registration Form
The Northwestern Multidisciplinary Head and Neck Symposium
December 3–4, 2016
Northwestern Memorial Hospital - Prentice Woman's Hospital

Please list the names of all representatives scheduled to be onsite:

Company Representative (1): (Tabletop Exhibit and Gold Supporter)

__________________________________________________________________
Name

__________________________________________________________________
Title

__________________________________________________________________
Phone  Email

Company Representative (2): (Gold Supporter)

__________________________________________________________________
Name

__________________________________________________________________
Title

__________________________________________________________________
Phone  Email