



PGA 68 Exhibit Application

Venue: **New York Marriott Marquis**
Saturday, December 13, 2014 • 10:00 AM - 6:00 PM
Sunday, December 14, 2014 • 9:00 AM - 3:00 PM
Monday, December 15, 2014 • 9:00 AM - 12:00 PM

For NYSSA Use:
 BOOTH #:
 DEPOSIT:
 POINTS:
 BALANCE:

Booth Selection: Make sure to indicate six selections in order of preference. Do not concentrate your choices in one area of the exhibit complex.

1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____

Payment And Cancellation Terms: Fifty percent (50%) of the price of the space must be sent with the application. The balance is due on or before September 1, 2014, failure to comply could jeopardize your selection.

CANCELLATION POLICY: If a cancellation occurs between May 1 and August 1, 2014, 25% of the cost of the exhibit space will be forfeited per 10' booth. Between August 1 and October 13, 2014, 50% of the cost of the exhibit space will be refunded per 10' booth. After October 13, 2014, No Refunds.

Product Description:

Please provide a brief description of the product(s) you will be exhibiting, as you wish it to appear in the PGA Program Journal.

Location:

We would prefer not to be situated in close proximity to the following competing firm(s):

Directory Listing: The PostGraduate Assembly will provide a Product Category Listing as part of our Program Journal. The directory will allow you the opportunity to list up to five (5) products per 10' x 8' booth you occupy.

CHECK YOUR CATEGORY PRODUCTS BELOW:

- | | | |
|--|---|--|
| 1 <input type="checkbox"/> Adhesive Tape | 15 <input type="checkbox"/> Financial Services | 29 <input type="checkbox"/> Placement Services |
| 2 <input type="checkbox"/> Airway Management | 16 <input type="checkbox"/> Gas Indicators | 30 <input type="checkbox"/> Publishers |
| 3 <input type="checkbox"/> Anesthesia Equipment | 17 <input type="checkbox"/> Hypo/Hyperthermia Systems | 31 <input type="checkbox"/> Pulse Oximeters |
| 4 <input type="checkbox"/> Anesthesia Machines | 18 <input type="checkbox"/> Infusion Pumps | 32 <input type="checkbox"/> Record Keeping |
| 5 <input type="checkbox"/> Apparel | 19 <input type="checkbox"/> Insurance | 33 <input type="checkbox"/> Recruiting |
| 6 <input type="checkbox"/> Billing Services | 20 <input type="checkbox"/> Laryngoscopes | 34 <input type="checkbox"/> Software |
| 7 <input type="checkbox"/> Blood Management Systems | 21 <input type="checkbox"/> Medical Liability Insurance | 35 <input type="checkbox"/> Staffing Services |
| 8 <input type="checkbox"/> Blood/Fluid Warming Systems | 22 <input type="checkbox"/> Monitoring - Blood Pressure | 36 <input type="checkbox"/> Stimulators - Epidural |
| 9 <input type="checkbox"/> Carts/Trays | 23 <input type="checkbox"/> Monitoring - Critical Care | 37 <input type="checkbox"/> Stimulators - Peripheral |
| 10 <input type="checkbox"/> Catheters/Needles | 24 <input type="checkbox"/> Monitoring - Patient | 38 <input type="checkbox"/> Ultrasound |
| 11 <input type="checkbox"/> Circuits | 25 <input type="checkbox"/> Nerve Locators | 39 <input type="checkbox"/> Other (Specify by writing below) |
| 12 <input type="checkbox"/> Computer Software | 26 <input type="checkbox"/> Pain Management | _____ |
| 13 <input type="checkbox"/> Defibrillators | 27 <input type="checkbox"/> Pharmaceuticals | _____ |
| 14 <input type="checkbox"/> Fiber Optic Laryngoscopes | 28 <input type="checkbox"/> Practice Management | _____ |

Satellite Symposium is a commercial industry organized symposium held surrounding the dates and times of the PGA. The purpose of a Satellite Symposium is to allow meeting registrants an opportunity to obtain in-depth information about specific products at a time when PGA meetings are not in session.

YES! We wish to organize a Satellite Symposium | Cost: \$6,000 per Symposium

Available Times: Breakfast Symposia • 6:30 AM - 8:00 AM

Evening Symposia • 6:00 PM - On

Monday, December 15

Friday, December 12

Saturday, December 13

Sunday, December 14

Monday, December 15

- Registration Bags** | Cost: \$5,000 — Congress bags with sponsor logo are distributed to all meeting attendees at registration.
- Speaker's Reception** | Cost: \$10,000 — All PGA speakers and your company representatives are invited to attend this evening reception. Signs will be displayed with sponsor logo. Don't miss out on this great networking opportunity!
- President's Reception** | Cost: \$15,000 — The President's Reception is to honor the current year NYSSA President. Guest list includes all NYSSA Executive Committee members, Board of Directors, NYSSA District Delegates within New York State, PGA Committee Chairs, ASA President, ASA President Elect, and the California Society President.
Company representatives are invited to attend this evening reception. Sponsor logo will appear on the reception invitation and signs.
- Opening Ceremony** | Cost: \$7,000 — Company logo and recognition will appear on signs outside of the Opening Ceremony session. A special announcement will be made acknowledging sponsoring company.
- Flash Drive Sponsorship** | Cost: \$15,000 — USB flash drives are provided to all PGA attendees for downloading speaker abstracts. Flash Drives will include sponsor logo on the outside.
- Hotel Key Cards** | Cost: \$15,000 — Put your company's logo on hotel/venue customized key cards that reach PGA attendees!
- Registration Bag Insert** | Cost: \$2,000 — Advertise company products and services to all attendees through an insert in meeting registration bags.
- Website Link** | Cost: \$250 — **Website:** www. _____
PGA68 exhibitors are listed on our website and have the opportunity to link their company's home page. Includes company logo.
- Badge Lanyards** | Cost: \$3,000 — Exhibiting company will supply badge lanyards that will display their corporate name and logo.
- Advertising** | Gain exposure and reach all meeting attendees by advertising in the official meeting program.
Cost: Back Cover \$6,000 Inside Front Cover \$3,500 Inside Back Cover \$3,500 Interior Full Page \$1,500
- Advance Registration Mailing List** | Cost: \$500 (per set) — Available for the purpose of mailing advance sales messages and booth location announcements. *Sale or Distribution of Member Mailing Labels or Membership Lists. Any order or request for registration mailing labels or lists must clearly state the purpose and need for the information, and the benefit to PGA registrants. NYSSA reserves the right to refuse any order or request, regardless of whether similar orders have been accepted in the past (unless there is a contractual agreement in effect whereby the Exhibitor is entitled to mailing labels/registration lists).*

Payment Recap — Enclosed is my payment for:

Exhibit Space (50% Deposit Required)	\$ _____	Hotel Key Cards (50% Deposit Required)	\$ _____
Satellite Symposium (50% Deposit Required)	\$ _____	Registration Bag Insert (50% Deposit Required)	\$ _____
Registration Bags (50% Deposit Required)	\$ _____	Website Link (50% Deposit Required)	\$ _____
Speaker's Reception (50% Deposit Required)	\$ _____	Badge Lanyards (50% Deposit Required)	\$ _____
President's Reception (50% Deposit Required)	\$ _____	Advertising (50% Deposit Required)	\$ _____
Opening Ceremony (50% Deposit Required)	\$ _____	Mailing List (50% Deposit Required)	\$ _____
Flash Drives (50% Deposit Required)	\$ _____		

Payment Method: **Check** (made payable to NYSSA) **Visa** **MasterCard** **American Express**

CREDIT CARD NUMBER* _____ **EXPIRATION DATE** _____

NAME ON CREDIT CARD _____ **SIGNATURE** _____

Remaining balance due on or before September 1, 2014. * Credit cards will be charged the balance due on that date.

Exhibitor Information Exhibitor and Management shall be bound by the terms, conditions and rules set forth as part of the technical exhibitor manual and this PGA68 application. Exhibitors understand that PGA is an accredited provider of CME and it is our responsibility to ensure that all aspects of this CME activity comply with the Accreditation Council for Continuing Medical Education's (ACCME) Accreditation Essentials and Guidelines and with the Standards for Commercial Support of Continuing Medical Education. The PGA assumes all responsibility for all administrative and educational responsibilities to develop, implement and evaluate this program.

COMPANY _____

ADDRESS _____ **CITY** _____ **STATE** _____ **ZIP** _____

TELEPHONE _____ **FAX** _____ **EMAIL** _____

AUTHORIZED BY _____ **SIGNATURE** _____ **DATE** _____

Rules and Regulations Governing PGA 68 Exhibits

Venue

New York Marriott Marquis
1535 Broadway
New York City, New York 10036

Exhibit Days and Hours

Saturday, December 13, 2014	10:00 AM - 6:00 PM
Sunday, December 14, 2014	9:00 AM - 3:00 PM
Monday, December 15, 2014	9:00 AM - 12:00 PM

Booth Assignment

Technical exhibit space and sponsorship opportunities will be assigned by The New York State Society of Anesthesiologists, Inc. on a priority system based on points. The system, as explained below, is designed to recognize a company's past exhibits and event sponsorships with the PostGraduate Assembly. Please read the explanation and regulations thoroughly. They are planned for your benefit and to ensure that each company's application is processed fairly, strict adherence is necessary. To take advantage of the PGA's point system, which determines your booth assignment, your application must be in our headquarters office no later than Friday, June 6, 2014. Applications received at a later date will be processed in the order received.

- A. Points will be assigned on the following basis: 5 BASIC POINTS for each booth in which the applicant has exhibited since December 1948; 10 BONUS POINTS for five consecutive years of exhibiting at the PGA; 2 BONUS POINTS for every \$1,000 of NYSSA/PGA event sponsorship since December 1985. In case of point tie, earlier postmark will receive priority.
- C. When completing your application, please bear in mind that many firms will be applying for space. Certain locations will be requested many times. **DO NOT CONCENTRATE YOUR CHOICE IN ONE AREA.** The PostGraduate Assembly Committee reserves the right to add, select, exchange, reassign and/or remove booth if necessary. All applications for exhibit space/sponsorship opportunities are subject to acceptance by the PGA Committee. Because of space limitations in the exhibit hall, first priority will be given to products directly related to the practice of anesthesia. The PGA reserves the right to determine the eligibility of any exhibit at the meeting.
- D. Book publishing companies are limited to making their booth selections from the 100 or 200 booth numbers.

Commercial Educational Activities — No commercial exhibitor may conduct an educational activity in association with the PGA either before, during or after conference hours unless the activity is an approved Satellite Symposium that is held either before or after the official PGA hours.

Booth Specification — Each booth will measure 10' across the back and 8' depth unless otherwise noted on the floor plan. Booth height is limited to 10 feet. Exhibits will be provided with an eight foot drape backwall and drape side rails approximately 42 inches high. A booth identification sign indicating company name and location will be provided. Booths are required to be professional in appearance and display material or signs are not permitted to be hung from the drapery. **NOTE: The Marriott Marquis Exhibit Hall is carpeted.** Nothing shall be attached to columns, walls, floors or other parts of the exhibit hall or hotel furniture. Exhibit space may not project beyond the space allotted. Aisles must be kept clear for traffic. Canvassing or distribution of any material outside assigned booths is not allowed. Exhibitors may not assign, sublet or apportion the whole or any part of space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the regular course of their business. Noise from equipment or microphones which may interfere with surrounding booths is not permitted nor is activity that causes

aisle congestion. **No construction is allowed on the side of any booth that would obstruct the line-of-site of adjacent booth(s).**

Exhibit Set-up Information — Set-up days and hours: Thursday, December 11, 2014, 11:00 AM to 8:00 PM and Friday, December 12, 2014, 8:00 AM to 5:00 PM. A company representative must check in with the GES Service Desk no later than 2:00 PM on Friday, December 12.

Advance Shipments Sent Directly To The Ges Exposition Services Warehouse — Exhibiting companies sending their exhibition material to the GES Exposition Services, Inc. warehouse can expect to be ready for set-up by 12:30 PM on Thursday, December 11, 2014. Certain booths, because of their size or location, must be scheduled for Thursday set-up. If this requirement applies to your company's exhibit, you will have been notified at the time you received your booth confirmation letter. All exhibiting companies must have their representative report to the GES Exposition Services Information desk. Labor through GES Exposition Services must be contracted in advance. Because of congestion that exists in New York City, we recommend that your company's exhibit be shipped in advance directly to GES Exposition Services. However, if circumstances dictate that you must ship your exhibit directly to the New York Marriott Marquis, the following requirements will be in effect:

Shipments Sent Directly to The New York Marriott Marquis — Exhibiting companies sending their exhibition to the New York Marriott Marquis loading dock (located at 45th Street between Broadway and 8th Avenue) should advise their trucking companies that arrivals will be accepted on Thursday, December 11 between the hours of 8:00 AM and 2:00 PM. Unloading will be subject to local traffic conditions and the number of available docks. If a truck does not arrive during these hours, it must arrive Friday, December 12 and depending on order of sign-in at the unloading dock, unloading will begin at 8:00 AM and continue until 12:00 Noon. Booths can be transported into the exhibit hall by individuals if they do not require lift trucks, dollies, etc. These booths must be in place no later than 2:00 PM Friday, December 12. **There are no provisions for Saturday morning set-up.**

Exhibit Dismantling Information

- A. Packing of equipment, literature, or dismantling of exhibits will not be permitted until after the official closing time on Monday, December 15 at 12:00 Noon.
- B. Portable exhibits that do not require the return of crates can be removed from the exhibit floor after 12:00 Noon on Monday, December 15.
- C. All exhibitors who have not dismantled their exhibits immediately following closing time on Monday, December 15 at 12:00 Noon must have a company representative on the floor by 8:00 AM on Tuesday, December 16.
- D. Empty crates will be returned to your exhibit location on Tuesday, December 16 by 8:00 AM and final arrangements for dismantling and removal of the exhibit from the exhibit floor must be arranged for at this time with GES Exposition Services.

Exhibit Dismantling Information (continued)

- E. All outside van line drivers arriving to pick up dismantled exhibits must report to the GES service desk no later than 9:00 AM on Tuesday, December 16.
- F. If an exhibitor fails to report for dismantling, GES Exposition Services has the right to supervise the dismantling of booth. Crates, boxes and other exhibit materials unclaimed by the exhibitor after the show will be removed at the exhibitor's expense and sent to the GES warehouse.

Required Certificate of Insurance for The New York State Society of Anesthesiologists, Inc. from Exhibitors and Exhibitor Appointed Contractors

The Exhibitor and Exhibitor Appointed Contractor must provide a certificate of insurance with at least the following:

- a. Comprehensive General Liability not less than \$1,000,000 with respect to injuries to any one person in an occurrence.
- b. \$2,000,000 with respect to injuries to more than one person in any occurrence.
- c. Worker's Compensation insurance including employee liability coverage, in a minimum amount not less than \$1,000,000 of individual and/or aggregate coverage.
- d. The New York State Society of Anesthesiologists, Inc. must be named as additional insured.

Required Certificate of Insurance for GES Exposition Services from Exhibitor Appointed Contractor

Refer to form in the Exhibitor Service Manual.

No Smoking Policy

Smoking is not permitted in the exhibit hall during move-in, show hours, or move-out by exhibit personnel and suppliers, or meeting attendees.

Security

All exhibitors will be provided with 24 hour perimeter guard service. However, the PGA, the New York Marriott Marquis, and GES Exposition Services do not guarantee or protect exhibitors against loss or damage of any kind. **Exhibitors are urged to secure their own insurance.**

Fire Rules

Volatile or inflammable drugs may not be stored or exhibited. Compressed gas other than oxygen or air will not be allowed on the premises. Compressed air or oxygen must be held in the I.C.C. inspected and approved cylinders at standard pressure. Total amount held on the premises cannot exceed a maximum of 20 cubic feet of 300 lbs. without a permit. Cylinders must be firmly supported at all times from any source of heat.

Exhibitor Badges

Exhibitor booth representatives are restricted to owners, executives, or employees of exhibiting companies. Exhibitors are not permitted to have representatives of non-exhibiting companies in their booth without permission from the PGA committee. The number of allowed representatives will be limited to five (5) persons per 10' booth unit per exhibit day.

Playing or Reproduction of Music

Exhibitors shall not provide or permit the playing or reproduction of music in any form at any time unless prior approval has been received from the PGA.

Photographs

Photographs of exhibit spaces or merchandise shall not be taken without the prior consent of management and the exhibitor involved.

Program-Journal

Every reasonable effort to list exhibitors in the PGA Program Journal in the style and category or categories requested shall be made, but in no event shall the NYSSA be responsible for errors or omissions in listing or damages arising therefrom.

Union Labor

Exhibitors must comply with all union regulations applicable to set-up, display, and dismantling of its exhibits as outlined in the Exhibitor Service Manual.

Exhibitor Service Manual

Will be sent to you in August with information regarding:

- General information
- Security
- Computer/Telephone
- Electrical/Audio
- Shipping/Warehouse/Drayage
- Booth Regulations/Service Contractors
- Hotel/Travel
- Installation/Dismantling
- Cleaning
- Exhibitor Badge Registration
- Booth Decoration/Flowers
- Sales Lead Retrieval

Agreement

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owners, and its management company, the New York State Society of Anesthesiologists, Inc. as well as each of their respective agents, servants, and employees from any and all such losses, damages, and claims, except to the extent caused by the sole negligence of the Hotel. In addition, exhibitor acknowledges that The New York State Society of Anesthesiologists, Inc. and the New York Marriott Marquis do not maintain insurance covering exhibitors property and that it is the sole responsibility of exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor. Performance by either party to this Agreement shall be excused, or suspended to the extent that impossibility of performance is temporary, in case of acts of God, war, acts of terrorism, riots, fire, explosion, flood, strike, lockout, injunction, quarantine, freight embargoes, unusually severe weather, national defense requirements, acts of enemies, revolutions or other disorders, inability to obtain fuel, power, or without limiting the foregoing, by any other cause not within the control of the party whose performance is interfered with, and which by the exercise of reasonable diligence, the party is unable to prevent, and which renders performance by such party impossible. Should The New York State Society of Anesthesiologists, Inc. be unable to fulfill some or all of its contractual obligations with the New York Marriott Marquis, we reserve the right to cancel and/or modify this contract.