TECHNICAL EXHIBITOR PROSPECTUS

ACS CLINICAL CONGRESS

OCTOBER 23–27, 2021 | VIRTUAL

Resilience in the Pursuit of Excellence

facs.org/clincon2021
WELCOME,

and thank you for your interest in exhibiting at the American College of Surgeons Virtual Annual Clinical Congress 2021.

Historically, nearly 9,000 surgeons gather in-person to learn and network at Clinical Congress each year. The virtual Clinical Congress in 2020 attracted more than 32,000 registrants with an engagement rate of 54 percent. Though it is difficult to estimate attendance for 2021, we know that our attendees are eager to meet to further their education, network with peers, find solutions to their needs, and learn about the latest technologies.

We look forward to seeing you and appreciate your support of the American College of Surgeons.
VIRTUAL EXHIBITS POLICIES AND PROCEDURES

All exhibit matters and questions not covered by these Policies and Procedures are subject to the decision of ACS. These Policies and Procedures may be amended at any time by ACS, and all amendments shall be equally binding on all parties. In the event of any amendment or addition to these Policies and Procedures, written notice will be given by ACS to exhibitors who may be affected.
WHY EXHIBIT IN THE CLINICAL CONGRESS 2021 VIRTUAL EXHIBIT HALL?

We are committed to ensuring that the surgical community has access to the latest devices and resources to best serve patients. Here are just a few reasons why your company should partner with ACS as part of our Virtual Exhibit Hall.

- **Increased global audience**
  We anticipate that this year’s meeting attendance will be greater than ever. Our immersive virtual format will offer attendees quality education and an efficient way to learn about your products and services.

- **Prolonged visibility**
  Exposure to your products and services will not end when the live meeting is over – our virtual Exhibit Hall will remain active until December 31, 2021, which allows you more time for interactions and connection with potential customers.

- **Simple networking opportunities**
  Instead of having to coordinate schedules or track down potential customers in a large convention center, virtual conference attendees will have many opportunities for direct communication, instant messaging, and impromptu conversations at the click of a button.

- **Effective lead generation**
  The online platform will provide robust analytics. You will know exactly who you’re speaking with and how best to follow up with them following the live meeting.

Apply to Exhibit

**APPLY NOW**
CLINICAL CONGRESS 2019 BY THE NUMBERS
(In-Person Meeting)

Top 10 Countries Represented
- MEXICO 275
- PHILIPPINES 270
- BRAZIL 109
- ITALY 104
- COLOMBIA 100
- BANGLADESH 88
- JAPAN 81
- CHINA 69
- UNITED KINGDOM 69
- INDIA 58

43 countries represented including U.S. and Canada
Total International Attendance: 17%

Leads Generated 11,223

Exhibiting Companies 172
Total Exhibit Hours 22.5
Product Categories Represented More Than 125

10,578 attendees
12,370 including exhibitors and staff

9,663 surgeons and allied professionals

Specialty Total
- General Surgery 6,665
- Colon & Rectal 405
- Pediatric 267
- Thoracic 240
- Vascular 230
- Plastic 166
- Urological 95
- Otolaryngology 91
- Other 437

Total 8,596

Registration Category Attended
- MDs 6,705
- Residents 1,891
- Medical Students 685
- Affiliate, Allied Health, PhDs 382
CLINICAL CONGRESS 2020 BY THE NUMBERS

161 countries represented, including the U.S. and Canada
Total International Attendance: 48%

Top 10 Countries Represented
- MEXICO: 2,435
- BRAZIL: 1,864
- PHILIPPINES: 1,105
- COLOMBIA: 772
- INDIA: 709
- SAUDI ARABIA: 675
- NIGERIA: 402
- PERU: 346
- ARGENTINA: 316
- BANGLADESH: 312

Exhibit Hall Views
- Total: 6,697
- Unique: 4,090
## Virtual Clinical Congress Exhibit Levels

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Fee</td>
<td>$25,000</td>
<td>$15,000</td>
<td>$7,000</td>
<td>$3,500</td>
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<tr>
<td>Clickable button with company logo on the Exhibit Hall web page leading to virtual booth</td>
<td>x</td>
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<tr>
<td>Link out to company’s virtual booth hosted on external platform</td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>Top placement on exhibit hall page</td>
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</tr>
<tr>
<td>Website URL</td>
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<tr>
<td>Company contact information</td>
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<tr>
<td>Company logo</td>
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</tr>
<tr>
<td>Graphic banner at top of exhibit booth page</td>
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<tr>
<td>Social media platform links</td>
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<td>Company/product description</td>
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<tr>
<td>Video quantity No longer than 5 minutes each</td>
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<td>PDF quantity</td>
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<td>1</td>
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<tr>
<td>Live chat with registered attendees</td>
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</tr>
<tr>
<td>“Contact us” button for attendees to e-mail company contact</td>
<td>x</td>
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<td>x</td>
</tr>
<tr>
<td>Exhibitor listing in Clinical Congress mobile app</td>
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<td>x</td>
<td>x</td>
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<tr>
<td>Exhibitor registrations</td>
<td>20</td>
<td>15</td>
<td>10</td>
<td>5</td>
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</table>
APPLY TO HOST A SATELLITE SYMPOSIA

Satellite Symposia ($15,000)

Available Time Slots (two concurrent symposia are available per time slot)

- **OCTOBER 25**
  - 7:00–8:00 am CST
  - 5:00–6:30 pm CST

- **OCTOBER 26**
  - 8:00–9:00 am CST
  - 5:30–6:30 pm CST

- **OCTOBER 27**
  - 8:00–9:00 am CST
  - 5:30–6:30 pm CST

These sessions will be pre-recorded and played live at the chosen time stated above, as well as on-demand until December 31, 2021. Sessions must be educational in nature and may not offer CME Credit. Non-exhibitors may host a Satellite Symposium and will be assessed a surcharge of 50 percent.
VIRTUAL EXHIBIT RULES AND REGULATIONS

The below rules and regulations have been established to govern exhibitors and ensure a professional atmosphere for our attendees and exhibitors. Exhibitors understand that when applying for virtual space they are bound by the rules and regulations that appear in the exhibitor prospectus as well as all other ACS material.

It is imperative that all exhibitors, exhibit designers, communication and marketing firms, and other third parties acting on an exhibitor’s behalf are aware of and adhere to the ACS rules and regulations.

Eligibility to Exhibit

Products and services must be related to the research or practice of surgery and companies must be in good financial standing with the American College of Surgeons. The American College of Surgeons (ACS) reserves the right to refuse space to any company who has failed to fulfill its financial obligations to the ACS, and/or whose products or services, in the judgment of the ACS do not meet the educational, scientific, or practice needs of our members and attendees.

Virtual Exhibit Dates

Exhibits will be available for viewing beginning Saturday, October 23. Exhibitors are expected to be available for live chats from 8:30 am to 4:30 pm CST.

Saturday, October 23
Sunday, October 24
Monday, October 25
Tuesday, October 26
Wednesday, October 27

The virtual meeting, including the Exhibit Hall, will be accessible until December 31, 2021.

Full Payment

Exhibitor agrees to pay ACS in the amounts and by the deadlines set forth. A 50% deposit is due with application. Full payment is due no later than July 9, 2021. If payment is not received by the deadline(s), the exhibitor may forfeit the opportunity to exhibit. Companies paying their balance due after July 9 will lose half of the priority points earned for Clinical Congress 2021 Virtual and may be assessed a late fee of 3 percent of the total cost of the virtual exhibit. No company can participate unless full payment for virtual booth has been received. The payments under this Agreement shall constitute payment solely for the virtual exhibit program as described in this exhibitor prospectus. Access to the exhibitor portal will only be granted once full payment is received.

Cancellation Policy

Cancellation must be received by ACS in writing. A refund, less a cancellation fee of 50 percent of the total virtual exhibit price is available until July 9, 2021. After this date, no refunds will be granted. Funds cannot be applied to other opportunities.

Virtual Focus Groups

Virtual focus groups are allowed outside of educational programming hours Saturday–Wednesday, 9:00 am–4:00 pm CST. Exhibitors may advertise the focus group within the booth or purchase additional advertising opportunities to gain participants.
Advertising Opportunities

Advertising opportunities are available through TriStar Media. To secure advertising, please contact Nan Blunk at nblunk@tristarpub.com or 913-491-4200.

FDA Regulations

All exhibitors must adhere to all applicable regulations, guidelines, and rulings of the FDA. Exhibitors who do not have products approved by the FDA must either have notation distinguishing their booth as “For International Attendees Only” or “For Investigational Purposes Only.” ACS does not endorse or promote any products or services related to an exhibit, and exhibitors cannot suggest otherwise.

Exhibitors will not, either prior to, during, or after exhibiting, use the American College of Surgeons taglines, trademarks, or trade names, or service marks without permission from ACS.

Virtual Booth Materials

All booth materials will be due by Friday, October 1. Exhibitors will have access to an online portal for easy uploading. The portal will be made available once full payment is received. ACS is not liable for any lack of submission for booth materials, and exhibitor will not be entitled to any refund should their booth remain empty.

Booth Activities

No accredited continuing education activity (i.e., for which CME or CEU certification is awarded) may be conducted in the exhibit booth. No promotion of a CME accredited ACS educational session is allowed from the virtual booth. Official virtual Satellite Symposia and Innovation Theater sessions may be promoted from your virtual booth.

An exhibitor giveaway should be educational or modest in value and cannot exceed $100 in value. A promotional giveaway request must be sent via e-mail and approved by the ACS. Prizes, contests, and/or lotteries are permitted; however, such activities must be approved by the ACS prior to the virtual conference. Exhibitors are solely responsible for notifying any winners, and alcohol is not permitted as a prize.

Confidentiality

ACS and Exhibitor, on behalf of themselves and their respective agents and employees, agree not to use or disclose at any time any confidential information of the other party or its affiliated groups, unless expressly authorized in writing and/or required by law. Both parties acknowledge that the obligations undertaken in this Section will survive the termination or expiration of this Agreement.

Registration and Access to Scientific Sessions

Everyone must register to participate in Clinical Congress 2021 Virtual. Please reference individual exhibit packages for the number of virtual registrations included. If additional registrations are needed, they can be purchased on an individual basis at prevailing registration rates.

Exhibitors receive full access to the live meeting, including scientific sessions, with registration. CME is not available to those registered solely as exhibitors, however. In order to obtain CME, a person must register as a general attendee.

Company representative registrations above the allotment stated in the grid on page 7 can be purchased for $50.
Force Majeure
The performance of this Agreement by either party is subject to acts of God, war, government regulation, disaster, fire, epidemic, threatened or imminent strikes, civil disorder, curtailment of transportation facilities, threats or terrorist attacks, or other similar occurrence beyond the control of the parties, making it illegal, impossible, or commercially impractical to carry on the Virtual Exhibits or fully perform the terms of this Agreement. This Agreement may be terminated, or performance may be excused without penalty, for any one or more of such reasons by written notice from one party to the other.

Indemnification and Insurance
Each party agrees to indemnify and hold harmless the other, its agents, and employees, from and against all claims, liabilities, and expenses, including reasonable attorneys’ fees, arising from acts, omissions, or breach of this Agreement by the party or its agents or employees. The parties shall each maintain appropriate and sufficient insurance to cover their obligations under this Agreement.

License of Intellectual Property
ACS and the Virtual Exhibitor are each the sole owner of all right, title, and interest to ACS’s and the Exhibitor’s respective information, including such party’s logo, trademarks, trade names, and copyrighted information, unless otherwise provided (collectively, “Intellectual Property”). ACS and the Exhibitor hereby each grant to the other a limited, non-exclusive license to use certain of the granting party’s Intellectual Property, including names, trademarks, and copyrights, in connection with promotion of the Virtual Exhibit Program.

Limits in Liability
In no event shall ACS be liable to Exhibitor more than the amount paid under the Agreement.

Interpretation and Application of Rules and Regulations
All matters and questions not specifically covered by these Rules and Regulations are subject to the decision of ACS.
PAST TECHNICAL EXHIBITORS

110 Newtons, Inc.  
3D Systems Simbionix  
3-Dmed  
Abbott Nutrition  
ACell  
ACS Insurance Program  
Acute Innovations  
Adler MicroMed, Inc.  
Advanced Endoscopy Devices, Inc.  
AdventHealth Nicholson Center  
Aesthetic Physicians Academy  
Agency for Medical Innovations, Inc. (A.M.I.)  
AKTORmed  
Alesi Surgical Technologies  
Allergan  
American Board of Wound Medicine & Surgery  
American Physician Institute  
Applied Medical Technology, Inc. (AMT)  
ARMM, Inc.  
Army Recruiting Command  
Artery Studios Inc.  
Assut Europe SpA  
AST NBSTSA  
Auburn University Physicians Executive MBA Program  
Automated Medical Products Corp.  
Aya Locums  
Bassett Healthcare  
Baxter  
BD (formerly Bard)  
Beekain Biomedical  
BellyBinder  
Blackwell Bra  
Bolder Surgical  
Boston Scientific  
Canadian Association of General Surgeons  
Capital One  
Cardinal Health  
caresyntax  
Cianna Medical  
Cine-Med, Inc.  
CinViva  
Colorado Therapeutics, LLC  
CompHealth  
Cura Surgical, Inc.  
Dabir Surfaces Inc.  
DePuy Synthes  
Designs For Vision, Inc.  
Diagnostic Green, LLC  
DrySee  
Elsevier  
Emily C LLC  
EndoGastric Solutions  
Entabi Innovation Inc.  
Entac Medical Inc.  
Epic  
Ethicon with Depuy Synthes  
Evolve MedTech Partners  
Fluoptics  
General Surgery News  
GIBLIB  
Gore & Associates  
Guthrie  
Hayes Locums  
HCA Healthcare  
Heron Therapeutics, Inc.  
Hitachi Healthcare  
Hologic  
Hospital Information Services - U.S.  
Integra LifeSciences  
International Instruments  
Intramural Imaging  
Intuitive  
irx Medical, LLC  
Jackson & Coker  
JET Surgical  
Jiangsu Haze Medical Scientific Development Co., Ltd  
Jim Henry, Inc.  
Kapp Surgical Instrument, Inc.  
KARL STORZ Endoscopy-America, Inc.  
KCI  
Key Surgical  
KJT Group, Inc.  
KLS Martin  
LeanTaaS  
LG Business Solutions U.S.A.  
Lifebox Foundation  
LifeLike BioTissue, Inc.  
LivasMed Inc.  
Locum Leaders  
Locums Choice  
LocumTenens.com  
Mallinckrodt Pharmaceuticals  
Medeon Biodiges, Inc.  
Medi Lazer  
Mediflex Surgical Products  
Mediknox  
MediPurpose, Inc.  
Medtronic  
Medlight, LLC  
Microsurgery Instruments, Inc.  
Mimedx  
Moss Tubes, Inc.  
mundaii.com  
Nadia International, Inc.  
National Surgical Associates (NSAIA)  
Neurovision Medical Products  
New Wave Endo  
NinoMed  
Northside Hospital  
Northwell Health Physician Partners  
Olympus America Inc.  
Orascoptic  
Pacira BioSciences, Inc.  
Pan African Academy Christian Surgeons  
Parnell Pharmaceuticals, Inc.  
PatientPop  
PolyNovo North America LLC  
PracticeLink.com  
Prescient Surgical, Inc.  
ProCell Surgical Inc.  
Professional Market Access, Inc.  
Prythe Medical Devices, Inc.  
Quest Healthcare Solutions  
Restore Robotics  
Revive Medical  
Richard Wolf Medical Instruments Corp.  
Ronin Surgical  
Rose Micro Solutions  
Scanlan International, Inc.  
Sejong Medical Co., Ltd.  
SLACK Inc.  
Smith & Nephew  
Society of Surgical Oncology  
SonoSim, Inc.  
Sony Electronics Inc.  
Springer  
SSM Health  
Staff Care, Inc.  
Stitches Medical  
Styrker Endoscopy  
SurgeryLink, Inc.  
Surgical Science, Inc.  
SurgiStrong, LLC  
SurgiTel  
Suture Ease  
SUTUREGARD Medical, Inc.  
Synergy Surgeons  
Taewoong Medical USA  
Takeda Pharmaceutical Co. Ltd.  
TeamHealth  
TELA Bio, Inc.  
TFM Publishing  
THD America, Inc.
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FUTURE CLINICAL CONGRESS DATES

SAN DIEGO, CA
October 16–20, 2022

BOSTON, MA
October 22–26, 2023

SAN FRANCISCO, CA
October 20–24, 2024

CHICAGO, IL
October 5–9, 2025