



EXHIBITOR & COMMERCIAL SUPPORT PROSPECTUS

HYBRID ANNUAL MEETING
CLEVELAND, OHIO

May 22-24, 2022

Local Arrangements Chair

Vikram D. Krishnamurthy, MD

Program Chair

Peter Mazzaglia, MD

A stylized silhouette of the Cleveland skyline is shown in shades of blue and grey. It includes various buildings, a crane, and the prominent tower of the Terminal Tower. The word "Cleveland" is written in a large, white, cursive font across the bottom of the skyline.

Cleveland

www.endocrinesurgery.org

INVITATION TO SPONSOR & EXHIBIT

The American Association of Endocrine Surgeons (AAES) is pleased to invite you to join us for the 2022 AAES Hybrid Annual Meeting, May 22-24, 2022, hosted in Cleveland, Ohio at the Hilton Cleveland Downtown. As the leading endocrine surgery association in North America, the AAES Annual Meeting is the premier event to connect with professionals and leaders across the globe in the field of endocrine surgery while receiving high level education on the latest advancements in science and research in the field.

The AAES Annual Meeting is a unique opportunity to connect with a focused audience made up of leading national and international endocrine surgeons – specialists who perform head and neck (thyroid and parathyroid) and abdominal (pancreas and adrenal) endocrine operations. These fields of practice overlap with otolaryngology, urology, gastrointestinal, and surgical oncology and specialists in these fields also attend the AAES Annual Meeting. Most endocrine surgeons are experts in open and laparoscopic/robotic surgery for, benign disorders, cancer, and head-and-neck diseases, as well as adjunctive technologies (ultrasound, laryngoscopy, molecular diagnostics, nerve monitoring) and broader endocrinology. Additionally, many endocrine surgeons have robust research programs and are on the forefront of surgical innovation.

The 2022 Hybrid Annual Meeting will include ways to engage with the AAES audience in person in the Exhibit Hall as well as online with the virtual audience in the mobile app. Sponsor packages have been tailored to provide benefits that reach both audiences.

As AAES sponsors, you are integral members of our community, providing the vast array of exciting new technology and support necessary to keep endocrine surgeons innovating and continually learning!

Sponsor packages have escalating benefits and value available at every level of support. We are happy to work with you to customize a sponsorship package that will fit the needs and goals of your company. All budgets are welcome! Contact Lauren Santangelo at lsantangelo@amrms.com regarding questions about the Hybrid Annual Meeting sponsorship opportunities or how to get started.

Plan now to join us in the spring to experience all that the AAES Hybrid Annual Meeting has to offer, showcasing current instruments or products, launching new products, connect with new and existing clients, and demonstrating your organization's contribution to the field of endocrine surgery.

It is through your support that AAES can offer rich content and invaluable learning opportunities for all AAES Annual Meeting attendees.

We look forward to gathering in Cleveland and seeing you in the spring!



Peter Mazzaglia, MD
2022 Program Chair



Vikram Krishnamurthy, MD
2022 Local Arrangements Chair

ABOUT AAES ANNUAL MEETING

WHO WE ARE

The American Association of Endocrine Surgeons is dedicated to the advancement of the science and art of endocrine surgery and maintenance of high standards in the practice of endocrine surgery.

WHAT WE DO

The AAES Annual Meeting brings together physicians and endocrine surgery professionals from around the world to share the newest clinical and basic science findings in endocrine surgery. For most attendees, this is the most important and anticipated scientific meeting of the year. The meeting features dedicated scientific sessions, including 34+ oral presentations, interesting case presentations, digital poster displays, educational workshops, exhibit hall, a poster competition, and plenty of networking opportunities.

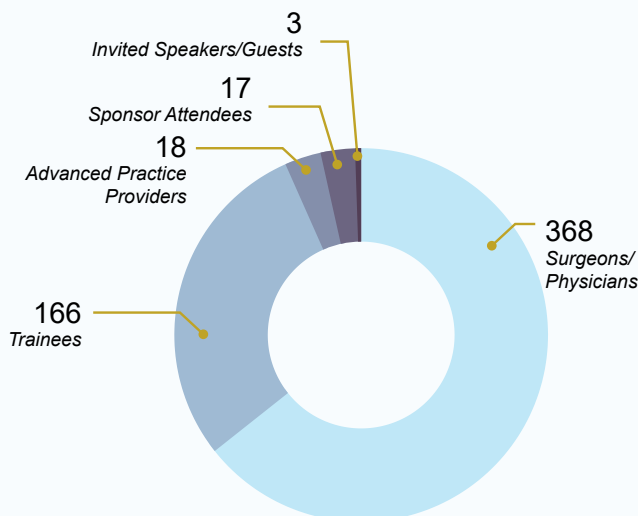
BENEFITS OF SPONSORING AAES ANNUAL MEETING 2022:

- Increase brand awareness
- Generate new sales leads
- Direct access to decision-makers in the field
- Opportunity to showcase new products and services in focused group settings
- Strengthen existing relationships and develop new ones
- Access to hundreds of endocrine specialists

AUDIENCE BREAKDOWN

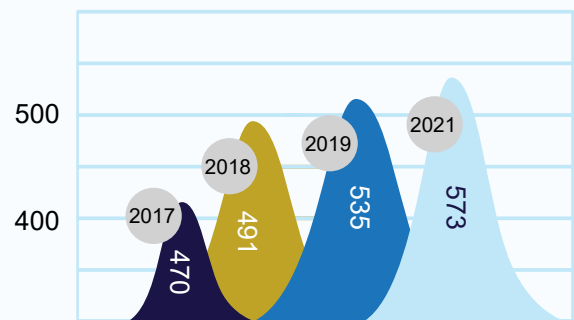
2021 Virtual Annual Meeting

- 368 – Surgeons/Physicians
- 166 – Trainees
- 18 – Advanced Practice Providers
- 17 – Sponsor attendees
- 3 – Invited Speakers/Guests



2021 VIRTUAL ANNUAL MEETING

ATTENDANCE IS GROWING!



Total Registrants



Exhibitor & Promotional Hybrid Packages

The packages in the table below are designed to reach and engage with both the in-person and virtual audiences. We are happy to customize a package for you based on your specific needs. Reach out to us to discuss!

PACKAGE BENEFITS	Platinum \$20,000.00	Gold \$10,000.00	Silver \$5,000.00	Bronze \$2,500.00
Complimentary Registrations for sponsor representatives	4	3	2	1
Recognition in Annual Meeting marketing materials	●	●	●	X
Basic company profile on Annual Meeting virtual platform	●	●	●	X
Exhibit Booth or Tabletop Display (in-person only)	8'x16' Booth	8'x8' Booth	8'x8' Booth	Tabletop
Enhanced company profile on Annual Meeting virtual platform	●	●	●	
Promotional Twitter post to AAES' followers during the Meeting	●	●	●	
Digital Ad on Annual Meeting virtual platform	●	●		
Ad in Program Book	Full page	½ page		
Host a Webinar or Focus Group	●			
Recognition during the Presidential Address (Verbal acknowledgement and logo on the virtual platform waiting room)	●			
Welcome video (exclusive opportunity)	●			



Company Profile – Includes a logo, description (100 words), website link, and contact information or Calendly link for attendees to schedule one-on-one meetings. In addition, you can provide up to three resources that will be linked (e.g. PDF brochure, white paper, demo video, etc.)

Exhibit Booth or Tabletop Display (in-person only) – Interact with attendees in the Exhibit Hall during the in-person event. A single exhibit booth is 8'x8' and comes with 8' high background drape, 3' high side drape, a 6' draped table, two chairs, and identification sign. A tabletop display is one 6' table, two chairs, and identification sign. See Exhibitor Details page for more information. *Additional sponsor representatives above what is included in the sponsor package can be added for a small fee.

ADD-ON: Lead Retrieval - \$250 (in-person only)

Keep track of every in-person attendee who visits you at your booth or tabletop using our new lead retrieval system. Simply scan their badge or enter their name into the mobile app so you can track and follow-up later.

Webinar or Focus Group (1-hour) – After the Annual Meeting concludes, host a webinar or focus group to connect with a diverse range of AAES members. Webinars should be educational in focus, not promotional. Or, host a focus group to learn about the needs and challenges of endocrine surgeons or gain feedback on a product or service. This is your opportunity to hear directly from key decision makers. Webinar/focus group will be scheduled at a time after the 2022 Annual Meeting concludes. Must be scheduled within 1 year of the 2022 Annual Meeting.

Welcome Video – Be the first to welcome all attendees to the AAES Meeting in a 1-minute pre-recorded video. Showcase your company or product with a welcome video to be played during the opening session of the Annual Meeting and hosted on the Meeting virtual platform. Content is subject to approval. Video will not be played in conjunction with accredited educational content. This is an exclusive opportunity on a first-come, first served basis.

Increase Your Exposure with Commercial Support Opportunities

Additional opportunities are available to engage with attendees.

EARLY-BIRD PRICING!

Sign up by January 10, 2022, to save 5% off your sponsorship package.

Unrestricted Grant for Educational Session **\$10,000**

Select from a list of the educational sessions available for CME to all in-person and virtual attendees during and after the Annual Meeting. Your non-promotional, educational grant support will be recognized at the beginning and closing remarks of the session.

Number available: 2

Host an Educational Session, non-CME (virtual only) \$10,000

Conduct a 60-minute, pre-recorded educational session that will be available to all attendees on-demand in the Meeting virtual platform during and after the Annual Meeting. Purely marketing content is not preferred; content should be primarily educational in nature. Collect spectator data using a survey or poll that can remain open for the duration the session is available on demand. Content is subject to approval.

Number available: 2

Technology Sponsorship **\$7,500**

Exclusive opportunity to sponsor the Socio virtual platform and mobile app for the 2022 AAES Annual Meeting.

Number available: 1

Welcome Display Banner (in-person only) **\$6,500**

Welcome the in-person attendees to the Meeting with a pop-up vertical banner displaying your company's name. The banner will be prominently displayed near Registration or the General Session room. Make a daily impression on in-person attendees.

Number available: 1

Young Surgeons Social (in-person only) **\$5,000**

Exclusive opportunity to sponsor the Young Surgeons Social which hosts 150-200 surgeons-in-training at a fun, local venue.

Number available: 1

Daily Break Sponsor (in-person only) **\$5,000**

Put your brand in front of all in-person attendees during daily meal, snack and refreshment breaks. Limited to one sponsor per day.

Number available: 3

Endocrine Surgery University Sponsor (in-person only) starting at \$2,500

Endocrine Surgery University (ESU) is a 1.5-day program delivering exceptional quality education to first year endocrine surgery fellows. ESU in 2022 will be held in-person on May 20-21 ahead of the AAES Annual Meeting in Cleveland, OH. The course objectives are to provide exposure to controversies in endocrine surgical management and to provide pearls for success in academic and clinical practice settings. Supporting ESU is a great opportunity to introduce your products and services to young surgeons just starting their practice. Sponsorship of ESU will be acknowledged with signage throughout the 1.5-day event, and logo on ESU meeting slides, in program book and on the AAES website.

Number available: 6

Exhibitor Information (in-person only)

EXHIBIT HALL HOURS

Times subject to change

Sunday, May 22, 2022

Exhibit Hall Open	10:00 am – 6:00 pm
Break	10:00 am – 10:30 am
Lunch Break	12:00 pm – 2:00 pm
Break	3:00 pm – 3:15 pm
Break	5:30 pm – 6:00 pm

Monday, May 23, 2022

Exhibit Hall Open	8:00 am – 6:30 pm
Break	9:30 am – 10:00 am
Lunch Break	12:00 pm – 2:00 pm
Break	3:00 pm – 3:15 pm
Break	5:00 pm – 6:30 pm

Tuesday, May 24, 2022

Exhibit Hall Open	8:00 am – 1:30 pm
Break	9:30 am – 10:00 am
Lunch Break	11:45 am – 1:15 pm

BOOTH INSTALLATION & DISMANTLE

Setup Hours

Saturday, May 21, 2022 5:00 pm – 8:00 pm
Sunday, May 22, 2022 7:00 am – 8:30 am

Tear-Down Hours

Tuesday, May 24, 2022 1:30 pm – 4:00 pm

All setups must be complete by 8:30 am on Sunday, May 22. Exhibitors who have not checked in with the Registration desk and setup by this time will be considered “no-shows” and may have their exhibit space dismantled. Exhibitors may not begin dismantling until 1:30 pm Tuesday, May 24. All exhibits must be packed and ready for shipment by 4:00 pm Tuesday, May 24.

DEADLINES

Early Bird Exhibit Deadline: January 10, 2022

Exhibit Confirmation Kit Emailed: April 15, 2022

Exhibitor Registration Deadline: April 29, 2022



Previous Annual Meeting Exhibitors and Sponsors:

Akrimax Pharmaceuticals	Fluoptics Imaging Inc.	Sanofi Genzyme
AI Biomed	Future Diagnostics Medical Solutions B.V.	Sense Medical/Neurosign
Ambry Genetics	GE Healthcare – Ultrasound	Sonic Healthcare USA
AMEND USA	Graves' Disease & Thyroid Foundation	Stradis Healthcare
American Association of Clinical Endocrinologists	HealthBreeze	Stryker
American Multiple Endocrine Neoplasia (AMEN) Support	Hitachi Healthcare	Taewoong Medical
AMEND USA	Interpace Diagnostics	Takeda Pharmaceuticals
American Thyroid Association	Invuity	THANC Foundation/TCCC
Applied Medical	KenyaRelief.org	ThyCa: Thyroid Cancer Survivors' Association, Inc.
ArborMetrix, Inc.	Medi Lazer	Thyroid Care Collaborative
Banner Healthcare	MedImmune – Specialty Care Division of AstraZeneca	University of North Carolina
Bayer Healthcare	Medtronic	University of Virginia
CBLPath	MedPro	Veracyte
Checkpoint Surgical, Inc.	MezLight	WeCan Medicare Co., Ltd.
Comprehensive Medical Services	Medtronic	Wolter Kluwer Health/Lippincott Williams & Wilkins
Corcept Therapeutics	Mitaka USA, Inc.	
Covidien	Neurovision Medical Products	
Duke University	Olympus America Inc.	
Eisai, Inc.	Onyx Pharmaceuticals	
EndocrineWeb.com	Progenics	
Esaote	RGS Healthcare	
Ethicon	Roche Diagnostics Corporation	
Exelixis	Rosetta Genomics	

Rules and Regulations

COVID-19 SAFETY POLICY

All attendees to the AAES 2022 Annual Meeting will be required to show proof of full vaccination or a negative PCR test taken no earlier than 72 hours upon arrival at the Annual Meeting. This policy extends to any sponsor or exhibitor representatives attending the AAES Meeting on-site in Cleveland. Staff will continue to monitor the situation and provide updates if there are changes to this policy based on federal, state or local laws or recommendations.

PROGRAMS & 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 assigned exhibit 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.

Programs or presentations are to be straightforward in nature and must avoid the use of sideshow or theatrical gimmicks.

Videos and films may be shown provided that screens are placed in the rear of the exhibit to eliminate congestion in the aisles.

Any visual or other transmissions from off-site locations including tele-surgery require written permission from Show Management. Request forms for these educational events will be included in your Exhibitor Confirmation Packet and must be completed and returned to the show office.

DIRECT SALES ON EXHIBIT FLOOR

No direct sales are permitted to take place on the exhibit floor excluding book sales. Orders may be taken and processed for delivery elsewhere, but product may not be conveyed in the exhibit area.

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 the AAES. 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 investigator responsibilities.
- Display a statement: "Caution – Investigational Device – Limited to Investigational Use" (or similar statement) in prominent size and placement.

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 AAES."

INSURANCE & LIABILITY

The Exhibitor assumes entire responsibility and liability for losses, damages, and claims arising out of injury to any person, or 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 the American Association of Endocrine Surgeons (AAES) and 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 the AAES, Show Management and the Hilton Cleveland Downtown Hotel 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 Hilton Cleveland Downtown Hotel and the AAES regarding the exhibit premises and further, an Exhibitor shall at all times protect, indemnify, save and keep harmless the AAES and the Hilton Cleveland Downtown Hotel 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.

While Show Management will provide security, furnishing of such security shall not be deemed to affect the non-liability of the AAES or Show Management, their members, officers, representatives or official services contractors, or the Hilton Cleveland Downtown Hotel 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 the AAES 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 AAES 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 AAES or Show Management, their members, directors, agents, or employees, for losses or damages that may occur due to such inability to occupy assigned space.

PHOTOGRAPHY

An exhibit or its products may not be photographed or videotaped without the permission of the legitimate occupants of that exhibit space. Show Management reserves the right to photograph exhibits for society purposes.