



SAN DIEGO
ASCRS 2021
VIRTUAL
ANNUAL SCIENTIFIC MEETING
APRIL 24-28

Together in Spirit!



Exhibitor Prospectus

www.fascrs.org

#ASCRS2021

The American Society of Colon & Rectal Surgeons

ASCRS is the premier society for colon and rectal surgeons and other healthcare professionals dedicated to advancing the science and treatment of diseases and disorders affecting the colon, rectum and anus. The Society has more than 3,700 physician members of which more than 1,600 are certified by the American Board of Colon and Rectal Surgery.

Why you should exhibit at the ASCRS Annual Meeting

- **The ASCRS Annual Scientific Meeting is the leading event in the field of colon and rectal surgery.**
- **You will have the unique opportunity to:**
 - **Target influential decision makers.**
 - **Build visibility for your company in a competitive marketplace.**
 - **Expand your prospect base and strengthen existing customer relations.**
 - **Introduce new products and services.**
 - **Generate new sales leads.**
 - **Give product demonstrations.**
 - **Conduct market research.**



Exhibitor Information

Exhibit Dates

Saturday, April 24 – Wednesday, April 28, 2021 | Available On-Demand

Packages

	Platinum (limited availability)	Gold	Silver	Bronze	Nonprofit
Benefits	\$25,000	\$15,000	\$7,500	\$5,500	\$1,000
Live Chat	X	X	X	X	X
Exhibitor Registrations	20	10	4	2	2
Pre-Post Attendee List	X	X	Available for purchase	Available for purchase	Available for purchase
Video Documents	Unlimited	10	5	1	2
Link out to Company Virtual Booth	X	X			
30-45 minute Industry Symposium	X	Available for purchase			
1 email blast to ASCRS membership	X	Available for purchase			
Banner ad in networking lounge	X	Available for purchase			
Broadcast message	X	Available for purchase			
Banner ad in Main Lobby	X	X			
Banner ad in Exhibit Hall	X	Available for purchase			



Terms Of Payment

A 50% deposit of the total price must accompany the signed contract before booth space is assigned. The 50% balance due must be received by January 31, 2021. If the contract is submitted after January 31, 2021, it must be accompanied by payment of 100% of the total booth price.

Cancellation Policy

Written cancellation received by ASCRS is subject to the following refund amounts:

- On or before January 31, 2021, refund minus \$500.
- Between February 1, 2021 and March 15, 2021, refund minus 50% of total cost.
- After March 15, 2021, no refunds.

Exhibitor Listing

Exhibiting companies will be listed on the ASCRS virtual platform. Your company will also be listed in the virtual exhibit hall on the ASCRS website.

Marketing Opportunities

Maximize your exposure with our one-of-a-kind sponsorship opportunities!

ASCRS offers a variety of sponsorship opportunities. Increase your visibility with colon and rectal surgeons!

For details on the various opportunities available at the 2021 ASCRS Annual Scientific Meeting and throughout the year, please contact Jim Anderson (847) 607-6424 janderson@fascrs.org.

Industry Symposium

These unique forums offer exhibitors an excellent opportunity to present sessions while providing increased learning opportunities for attendees. \$25,000

Pre and Post Meeting Attendee Mailing Lists

The pre-registrant list may be used to send product information or invitations to sponsored events. All mailing pieces must be approved by ASCRS prior to printing. The post meeting list provides the names and addresses of all Annual Meeting attendees and will be emailed approximately three weeks after the meeting. \$1,200



Marketing Opportunities

Banner in Main Lobby

A virtual, custom banner may be purchased for display in the Main Lobby. \$7,500

Banner in Exhibit Hall

A virtual, custom banner may be purchased for display in the Exhibit Hall. \$5,000

Banner in Poster Hall

A virtual, custom banner may be purchased for display in the Poster Hall. \$3,500

Banner in Networking Lounge

A virtual, custom banner may be purchased for display in the Networking Lounge. \$5,000

Eblast to ASCRS Membership

Eblasts are an opportunity to communicate your message to the entire ASCRS membership. Subject to schedule availability. \$3,500

Panel Discussion

Engage with ASCRS members in a focus group setting for an opportunity to discuss the needs of colorectal surgeons and patients and how industry partners can support these needs. Contact Jim Anderson at (847)607-6424 janderson@fascrs.org for more information.

Broadcast Message

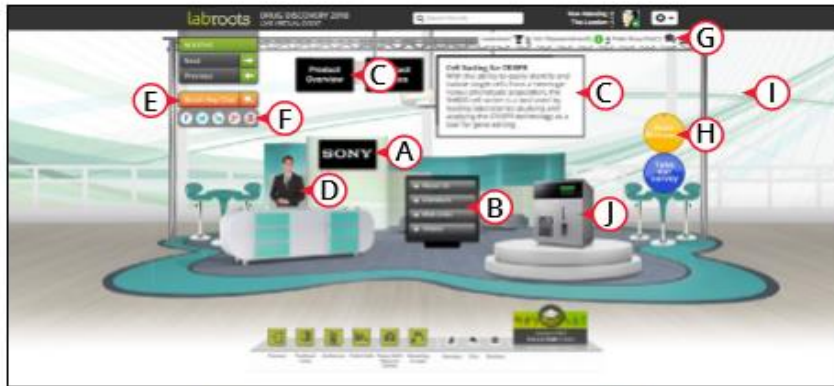
This push notification can be sent to attendees in specified sections of the virtual Platform. \$7,500



This program reflects the special care the Society has taken to address issues identified in the AdvaMed Code of Ethics on Interactions with Health Care Professionals, the PhRMA Code on Interactions with Healthcare Professionals and the ACCME Standards for Commercial Support.



Virtual Booth Functionalities



OVERVIEW OF BOOTH DESIGN ELEMENTS AND INFORMATION

- A. Company booth logo
- B. Kiosk with 4 click-states
- C. Screen options:
 - Click-state
 - Static image
 - Rotating banners for interactivity or interest
- D. Image options for reps
- E. Booth chat
- F. Social media options:
 - Facebook, Twitter, LinkedIn, Instagram, YouTube
 - Integrate a Twitter feed or a hashtag
- G. Booth options:
 - Leaderboard
 - Rep contact
 - Public chat
- H. Call-to-action options:
 - Giveaway
 - Request a demo
- I. Image options:
 - Backgrounds
 - Windows
 - Floors
- J. Customization
 - Custom image
 - Product images
 - Click-states / links
- K. Booth greeting
 - Play a video
 - Image or audio



Virtual Exhibit Booth Options



TEMPLATE #1



TEMPLATE #2



TEMPLATE #3



TEMPLATE #4



TEMPLATE #5



TEMPLATE #6



TEMPLATE #7



TEMPLATE #8



Application for Exhibit Space and Sponsorship



2021 Annual Scientific Meeting

April 24-28, 2021

The American Society of Colon & Rectal Surgeons

2549 Waukegan Road, Ste. 210 •

Bannockburn, IL 60015 • (847) 607-6410

Contact to Whom Exhibit-Related Correspondence Should be Sent

Company

Primary Booth Contact

Title

Mailing Address

City/State/Zip

Phone

Fax

Email

Sponsorship Decision Maker Contact Info

The undersigned applicant hereby applies for exhibit space and/or sponsorship at the 2021 ASCRS Annual Scientific Meeting.

Exhibitor Level:	Price:
Sponsorship Opportunity:	Price:



Application for Exhibit Space

Exhibitor Information for Publication (if different from above)

Contact Name

Mailing Address

City/State/Zip

Phone

Fax

Email

Website

Cancellation/Level Reduction Policies

- On or before January 31, 2021:Refund minus \$500
- Between February 1, 2021 – March 15, 2021:Refund minus 50%
- After March 15, 2021:No refunds
- All cancellations must be received in writing by ASCRS.
- The application and signed agreement, when accompanied by the required deposit, and when countersigned by ASCRS, shall become a binding contract in accordance with the terms of the agreement and all Rules and Regulations.

This agreement shall not be binding unless it is signed by an authorized representative of the applicant's firm and is accepted by ASCRS with the signature of ASCRS's Management. I hereby certify that I have read and will abide by the ASCRS Exhibitor Prospectus General Rules and Regulations and give ASCRS authorization to contact us via email.

Company Name

Signature

Type or Print Name

Title

Date

Return form to:
Julia Sprowls, Specialist, Corporate Relations and Industry Partnerships
jsprows@fascrs.org



Past ASCRS Annual Meeting Exhibitors

- 11Health
- Acelity (KCI, LifeCell, Systagenix)
- ACell, Inc.
- Adako USA
- Adler MicroMed, Inc.
- Aesculap, Inc.
- Agency for Medical Innovations (AMI)
- AGI Medical, Inc.
- Allergan
- Ambray Genetics
- American College of Surgeons
- Applied Medical Technology, Inc.
- Automated Medical Products Corp.
- Bard Davol
- Biolitec Biomedical Technology, GmbH
- BK Ultrasound
- Boston Scientific
- Braintree Laboratories, Inc.
- Calmoseptine, Inc.
- City of Hope
- Cleveland Clinic Department of Colorectal Surgery
- Clinical Genomics
- Coloplast
- CONMED
- ConvaTec
- Cook Medical
- CooperSurgical, Inc.
- Creo Medical, Ltd.
- CS Surgical, Inc.
- Cura Surgical, Inc.
- CuraSeal, Inc.
- Diversatek Healthcare
- Eas Innovation, LLC
- Edwards Lifesciences
- Electro Surgical Instrument Company
- ERBE USA, Inc.
- Ethicon US, LLC
- ExeGi Pharma
- First Capital Benefit Advisors, Inc.
- Fistula Solution
- General Surgery News
- GI Logic, Inc.
- GI Supply
- Hackensack Meridian Health
- Halo Medical Technologies, LLC
- HCA
- Heron Therapeutics
- Hitachi ALOKA Medical
- Inner Vision Travel, LLC
- Integra Life Sciences
- International Anal Neoplasia Society (IANS)
- Intuitive Surgical
- Invendo Medical, Inc.
- Invuity
- Irrisept
- Karl Storz Endoscopy-America, Inc.
- Konsyl Pharmaceuticals
- Kyra Medical, Inc.
- LABORIE
- Lapro-Shark
- Life Sciences, LLC
- Lumendi, LLC
- Mallinckrodt Pharmaceuticals
- Medical Solutions Technologies
- Medrobotics Corp.
- Medspira, LLC
- Medtronic
- Merck & Company
- MiMedx
- Myriad Genetic Laboratories
- NOVADAQ
- Novum Pharma
- OBP Medical
- Olympus America Inc.
- Ovesco Endoscopy USA, Inc.
- Pacira Pharmaceuticals, Inc.
- Path MDLabs
- PRANICURA, LLC
- Prometheus Group
- Recro Pharma, Inc.
- Redfield Corporation
- Renew Medical
- ResiCal, Inc.
- Richard Wolf Medical Instruments Corporation
- RMD Global, Inc./Hi Dow, Inc.
- Sandhill Scientific
- SAPI MED S.P.A.
- Sebela Pharmaceuticals, Inc.
- Seiler Precision Microscopes
- Shire
- Sontec Instruments, Inc.
- Stryker
- SurgiMark, Inc.
- Surgin Inc.
- THD America
- The Florida Hospital Nicholson Center
- The Medicines Company
- The Prometheus Group
- Torax Medical, Inc.
- TransEnterix, Inc.
- Twistle
- UBS Financial
- United Ostomy Associations of America,
- Vioptix, Inc.
- Wolters Kluwer Health
- Xodus Medical, Inc.
- Zinnanti Surgical Design Group. Inc.

Rules and Regulations

These Rules and Regulations are a bona fide part of the contract for exhibit space with the American Society of Colon & Rectal Surgeons (ASCRS) hereinafter referred to as Show Management. Show Management reserves the sole right to render all interpretations, amend and enforce these regulations and to establish any and all further regulations not specifically covered below to assure the general success and well-being of the Show. Each exhibitor, for himself, his employees, and his contractors agrees to abide by these regulations and by any amendments or additions hereafter made by Show Management. Show Management reserves the right to decline, prohibit, deny access or remove any exhibit which in its sole judgment is contrary to the character, objectives and best interests of the Show or suitable for its attendee audience. This reservation includes, but is not limited to, any violation of any public policy or these Rules and Regulations and extends to persons, things, printed matter, products and conduct. Show Management reserves the right to refuse applications of any exhibitor for any reason, as well as the right to curtail exhibits or parts of exhibits. Show Management's decision and interpretation shall be accepted as final in all cases.

Payment of Space

Applications submitted on or before January 31, 2021 must be accompanied by a 50% deposit of the total booth cost. Applications received after January 31, 2021 must include full payment of the total booth cost (payable in US funds and drawn on a US bank).

Cancellation and Refunds

All cancellations of booth space must be received in writing by Show Management. If space is reduced, the net reduction of space will be treated as a cancellation of that space. If Show Management receives a written request for cancellation of space on or before January 31, 2021, the exhibitor will be eligible for a full refund minus \$500; between February 1, 2021 and March 1, 2021, eligible for a 50% refund. No refunds will be made after March 1, 2021. It is expressly agreed by the exhibitor that upon failure to pay the space rental charge at the times specified, or failure to comply with

any other provisions contained in these Rules and Regulations concerning his use of exhibit space, Show Management shall have the right to reassign the confirmed booth or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages the amount paid by him for his space reservation, regardless of whether or not Show Management enters into a further lease for the space involved. In case the exhibition shall not be held for any reason whatsoever, then and thereupon, the rental and lease of space to the exhibitor shall be terminated. In such case the limit claim for damage and/ or compensation by the exhibitor shall be the return to the exhibitor of the pro rata amount already paid for space for this specific event.

ACCME Standards for Commercial Support: Separation of Education From Promotion

Exhibitor representative(s) will not engage in promotional activities while in the space or place of a CME activity. ASCRS must comply with ACCME regulations regarding separation of promotion and education; therefore, no ASCRS Member can present at an exhibitor's booth.

Attorneys' Fees

Should Show Management find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement, or to protect in any manner its interest or interests under this agreement, Show Management, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges and expenses including attorneys' fees.

Contests, Drawings, Lotteries

All unusual promotional activities must be approved in writing by Show Management no later than sixty (60) days prior to the opening of the exhibition.

Controversial Procedures

Diagnostic and therapeutic modalities advocated by exhibitors should be in compliance with the standards of practice

endorsed by the American Society of Colon & Rectal Surgeons. Should a potential exhibitor have a question in this regard, that exhibitor should contact Show Management before the meeting opens.

Copyright Licensing

Exhibitor is solely responsible for obtaining any required licenses to broadcast, perform or display any copyrighted materials including but not limited to music, video and software. The exhibitor shall indemnify and hold harmless Show Management and facility against cost, expense, or liability which may be incident to, arise out of or be caused by the exhibitor's failure to obtain requisite license.

Direct Sales

Only those products listed on the exhibit application may be exhibited. Additional products for display must have Show Management approval prior to the exhibition. Exhibitors are responsible for collection of any and all taxes required by the state, county and city governments.

FDA Regulations

Exhibitors shall comply with all applicable Food and Drug Administration (FDA) regulations, including, without limitation, FDA restrictions on the promotion of investigational and preapproved drugs and devices and the FDA prohibition on promoting approved drugs and devices for unapproved uses.

Giveaways

The American Medical Association has adopted guidelines governing gifts to physicians from industry. These guidelines have been endorsed by Show Management and other medical organizations and by the Pharmaceutical Manufacturers Association. Novelty gifts or souvenirs not manufactured by the exhibiting company must be submitted to Show Management for review. These premiums should be items that can be used during the meeting or in the professional activities of the attendee. Show Management may withhold or withdraw permission to distribute souvenirs, advertising or other material it considers objectionable.

Rules and Regulations (continued)

Indemnification

Exhibitor agrees that he will indemnify and hold and save Show Management whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or asserted against Show Management on account of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of the exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees hereunder with the express or implied invitation or permission of the exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by the exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the occupancy or use by the exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of Show Management by the exhibitor shall be effective unless such damage or injury may result from the gross negligence or willful misconduct of Show Management, as the case may be. Exhibitor covenants and agrees that in case Show Management shall be made a party to any litigation commenced by or against the exhibitor or relating to this lease hereunder, then the exhibitor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by or imposed upon Show Management by virtue of any such litigation.

Operation of Exhibits

Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exhibition as a whole.

Other Regulations

Any and all matters not specifically covered by the preceding Rules and Regulations shall be subject solely to the decision of Show Management. Show management shall have full power to interpret, amend and enforce these rules and regulations, provided exhibitors receive notice of any amendments when made. Each exhibitor and its employees agree to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence. Exhibitors or their representatives who fail to observe these conditions of contract or who, in the opinion of show management, conduct themselves unethically may immediately be dismissed from the exhibit area without refund or other appeal.

Use of Certain Property

Exhibitor will assume all costs arising from the use of patented, trademarked or franchised materials, devices, processes or dramatic rights used on or incorporated in the exhibitor's space. Exhibitor shall indemnify, defend and hold harmless Show Management, the service contractor, the exhibit facility and the city and their officers, directors, members, agents and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorneys' fees and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

Waiver

Show Management shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by Show Management. No delay or omission by Show Management in exercising any of its rights shall operate as a waiver of such rights and a waiver of such rights in writing on one occasion shall not be construed as consent to or a waiver of any right or remedy on any future occasion.

CME Statement

In compliance with ACCME Standards for Commercial Support, arrangements for commercial exhibits, sponsorship or advertisements cannot influence or interfere with a presentation, nor can they be a condition of the provision of commercial support for CME activities. Exhibit, sponsorship, advertising and other promotional fees shall be separate and distinct from educational grant support provided by a commercial entity. All exhibitors must be separate from the education and the exhibits must not interfere or in any way compete with the learning experience prior to, during, or immediately after the activity.

Commercial medical industry representatives must refrain from holding any commercial discussions in an educational classroom or assigned educational presentation area. All promotional activities including interviews, demonstrations, and the distribution of literature or samples must be made within the exhibitor's space. Canvassing or distributing promotion materials outside the exhibitor's rented exhibit space is not permitted. A commercial organization's representatives may attend CME activities for the sole purpose of the representatives' own education. However, they may not engage in sales or marketing activities while in the educational classroom. The American Society of Colon and Rectal Surgery (ASCRS) does not endorse any medical product, treatment or service sold by any corporation, institution or member supporting our organization. Sponsorships or advertising are not an endorsement of a product or service by ASCRS and may not be represented as such, in any way. The use of the ASCRS name and/or logo, or representation of such, without the written consent of ASCRS is strictly prohibited. All exhibitors, sponsors and advertisers will be acknowledged in conference materials and at the conference. As an organization approved by the Accreditation Council for Continuing Medical Education (ACCME) to provide accredited continuing medical education (CME), ASCRS conducts such programs in accordance with the policies and guidelines of that organization. As indicated in the ACCME

Rules and Regulations (continued)

Standards for Commercial Support, live promotional activities will be kept separate from the CME. This program reflects the special care the Society has taken to address issues identified in the AdvaMed Code of Ethics on Interactions with HealthCare Professionals, the PhRMA Code on Interactions with Healthcare Professionals and the ACCME Standards for Commercial Support.

Continuing Medical Education Mission Statement

The American Society of Colon and Rectal Surgeons (ASCRS) is dedicated to ensuring high-quality patient care by advancing the science through research and education for prevention and management of disorders of the colon, rectum, and anus.

Purpose

The purpose of the ASCRS' Continuing Medical Education (CME) activities is to meet the educational needs of its members and close the gaps that exists between current and best practices to improve quality patient care.

Content

Content will be focused on prevention and management of disorders of the colon, rectum, and anus, as well as the professional practice of colorectal surgery.

Target Audience

Programs are intended for the education of colon and rectal surgeons nationally and internationally, as well as residents, fellows, general surgeons and other medical professionals involved in and interested in the treatment and management of patients with disorders of the colon, rectum and anus.

Types of Activities

ASCRS activities will include live, live internet, and online enduring activities. The primary activities provided will be the ASCRS Annual Meeting, CARSEP (online self-assessment study guide), CREST (online video portal), and occasional live webinars.

Expected Results

ASCRS educational interventions are designed to improve individual member knowledge, skills, attitudes and professional competence. The CME programs will result in improved competence (such as surgical skills, medical knowledge and ability) among its participants. The Continuing Education Committee and Program Committee will assess the results of the activities via self-reported feedback from learners and review of pre and post test results, as well as other data sources when available.



Together in Spirit!





ASCRS

American Society of
Colon & Rectal Surgeons

Future ASCRS Meetings

April 30 – May 4, 2022

Tampa Convention Center
Tampa, FL, USA

June 3-7, 2023

Washington State Convention Center
Seattle, WA, USA

June 1-5, 2024

Baltimore Convention Center
Baltimore, MD, USA

The American Society of Colon & Rectal Surgeons

2549 Waukegan Road, #210 | Bannockburn, IL 60015 | (847) 607-6410