



## Exhibit Hall Meeting Space – Terms & Regulations

ATC is committed to creating opportunities to increase exhibitor and attendee engagement. In our commitment to enhance overall experiences, ATC has created exhibitor meeting space in the Hynes Convention Center, Hall B to allow better access to attendees.

We are offering the EXCLUSIVE opportunity for full-paying exhibit companies to host specific meetings over the course of the American Transplant Congress.\*

\*Non-profit exhibit companies are not eligible for this opportunity.

### Approval of Events

All events must fall within the stated guidelines on available times and activities allowed. Exceptions will not be made.

### Cancellation Policy

Any affiliate events that are cancelled forfeit the non-refundable fee paid to ATC. No refunds will be issued for cancelled Exhibit Hall Meeting Space. Cancellation of the event must be received in writing to Melanie Ryan, [mryan@atcmeeting.org](mailto:mryan@atcmeeting.org)

### Fees & Payment

Hynes Meeting Space Rental fees are a non-refundable and include rental of the space only. Meeting space setup, food and beverage, audiovisual, and other costs must be arranged and paid for directly with Freeman, Hynes Catering, and A/V services. Payment must be made by check within 5 business days of the official confirmation of space. Failure to remit payment may result in a forfeit of space.

### Marketing Activities

#### Benefits Included in Rental

Onsite marketing activities for Meeting Hall Space Rental events are permitted in the following areas:

- Sponsor's Exhibit Booth

- One (1) 22"x28" sign outside sponsors assigned meeting space. Sponsor is responsible for creative and production costs.

## **Pre-Congress Mailing List – Additional Fee**

A mailing list\* of all pre-registered attendees can be purchased for a one-time usage. This gives you a unique opportunity to get in front of attendees before the Congress begins either by sending a mailing piece or an email blast.

\*One-time use agreement must be signed and ATC must approve the marketing in order to receive the list.

**Please see Content and Use of ATC Name and Logo.**

## **Prohibited Marketing Activities**

Promotion of the event is specifically forbidden in ATC designated convention centers or hotels. The following promotion is not permitted:

- Hotel door drops
- Distribution of invitations outside of the exhibit booth
- Signs outside of exhibit booth or exhibit staff holding signs outside of the exhibit booth

Such invitations and signage will be removed and destroyed.

## **Content and Use of the ATC Name & Logo**

- Any advertisements, promotions or invitations for events taking place in the meeting space must bear the following statement: "This program/event is not affiliated with ATC." This statement must appear on the cover/front page of any copy using at least 12 pt. font size.
- The ATC logo or name may not be used in any promotions, advertisements, meeting materials or correspondence related to events.

## **Space Requests**

Payment must be submitted within 5 business days of each confirmed application in order to be officially considered confirmed and approved. Exhibitors and/or meeting coordinators are not permitted to reserve Exhibit Hall Meeting Space directly through the convention center contracted by ATC until the event is approved.

## **Space Assignments**

Space assignments will begin in mid-February 2022 and will be assigned on availability on a first come, first served basis, based on date application is received. Space assignments will be confirmed via email by ATC Staff.

Upon confirmation, the organizer can contact the meeting facility and make further arrangements for any onsite needs. Menus will be provided by the facility.

The official audiovisual company for the American Transplant Congress and their services are available for your affiliate events. All arrangements for audiovisual equipment and support, including billing, must be made directly with the official ATC A/V company and not through ATC.