



**AOCOO-HNS**

American Osteopathic Colleges of  
Ophthalmology  Otolaryngology  
Head and Neck Surgery

104TH  
ANNUAL  
CLINICAL  
ASSEMBLY

**2020  
EXHIBITORS  
PROSPECTUS**

104TH ACA

*April 30-May 2, 2020*

*San Diego Mission Bay Resort  
1775 East Mission Bay Drive  
San Diego, CA 92109  
619-276-4010*

**CONNECT WITH INFLUENTIAL OPHTHALMOLOGISTS AND OTOLARYNGOLOGISTS FROM AROUND THE COUNTRY AT THE 2020 ANNUAL CLINICAL ASSEMBLY OF THE AMERICAN COLLEGES OF OPHTHALMOLOGY AND OTOLARYNGOLOGY- HEAD AND NECK SURGERY. IN IT'S 104TH YEAR, THIS CONFERENCE IS A VALUABLE MEANS TO GROW YOUR BUSINESS AND BUILD YOUR BRAND.**



**COME JOIN US IN BEAUTIFUL SAN DIEGO, CALIFORNIA! THE THREE-DAY MEETING WILL GIVE YOU ACCESS TO THESE PROFESSIONALS DURING MEAL TIMES, BREAKS IN LECTURES AND AT THE POPULAR WELCOME RECEPTION ALONG WITH MORE.**



# EXHIBITORS

## ENJOY:

- AN INVITATION TO THE WELCOME RECEPTION
- ONE 8X10 BOOTH SPACE
- COMPLIMENTARY INTERNET ACCESS
- BREAKFAST AND SNACKS DURING BREAKS
- A LIST OF ALL ATTENDEES
- DIRECT ACCESS TO ATTENDING PHYSICIANS, STUDENTS, RESIDENTS, PROGRAM DIRECTORS, FACULTY AND MORE
- FEATURED IN OUR AGENDA
- OPTION TO USE OUR LEAD RETRIEVAL SYSTEM

WEDNESDAY, APRIL 29TH

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6:00 pm- 9:00 pm

Exhibit Set-up

6:00 pm- 8:00 pm

Welcome Reception

THURSDAY, APRIL 30TH

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5:00 am- 6:00 am

Exhibit Set-up

6:30 am- 7:30 am

Exhibits open and breakfast is served

6:30 am- 3:00 pm

Registration and info desk open

6:30 am- 1:00 pm

Exhibit hours

7:45 am- 5:00 pm

ACA CME lectures

4:00 pm- 6:00 pm

Workshops

FRIDAY, MAY 1ST

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6:30 am- 7:30 am

Exhibits open and breakfast is served

6:30 am- 3:00 pm

Registration and info desk open

6:30 am- 1:00 pm

Exhibit hours

7:30 am- 3:00 pm

ACA CME lectures

4:00 pm- 6:00 pm

Workshops

SATURDAY, MAY 2ND

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6:30 am- 7:30 am

Exhibits open and breakfast is served

6:00 am- 10:00 am

Exhibit hours

10:00 am

Exhibitor move -out

7:30 am- 1:15 pm

ACA CME lectures

# 2020 ANNUAL CLINICAL ASSEMBLY EXHIBITOR CHOICES



## **BOOTH PLAN: \$3,000**

- One 8x10 booth
- An invitation to the Welcome reception
- Complimentary internet access
- Breakfast and snacks during break
- A list of all attendees
- Direct access to attending physicians, students, residents, program directors, faculty and more
- Featured in our agenda

## **EXHIBITOR SPONSORED BREAKFAST OR LUNCHEON: \$25,000 (INCLUDES)**

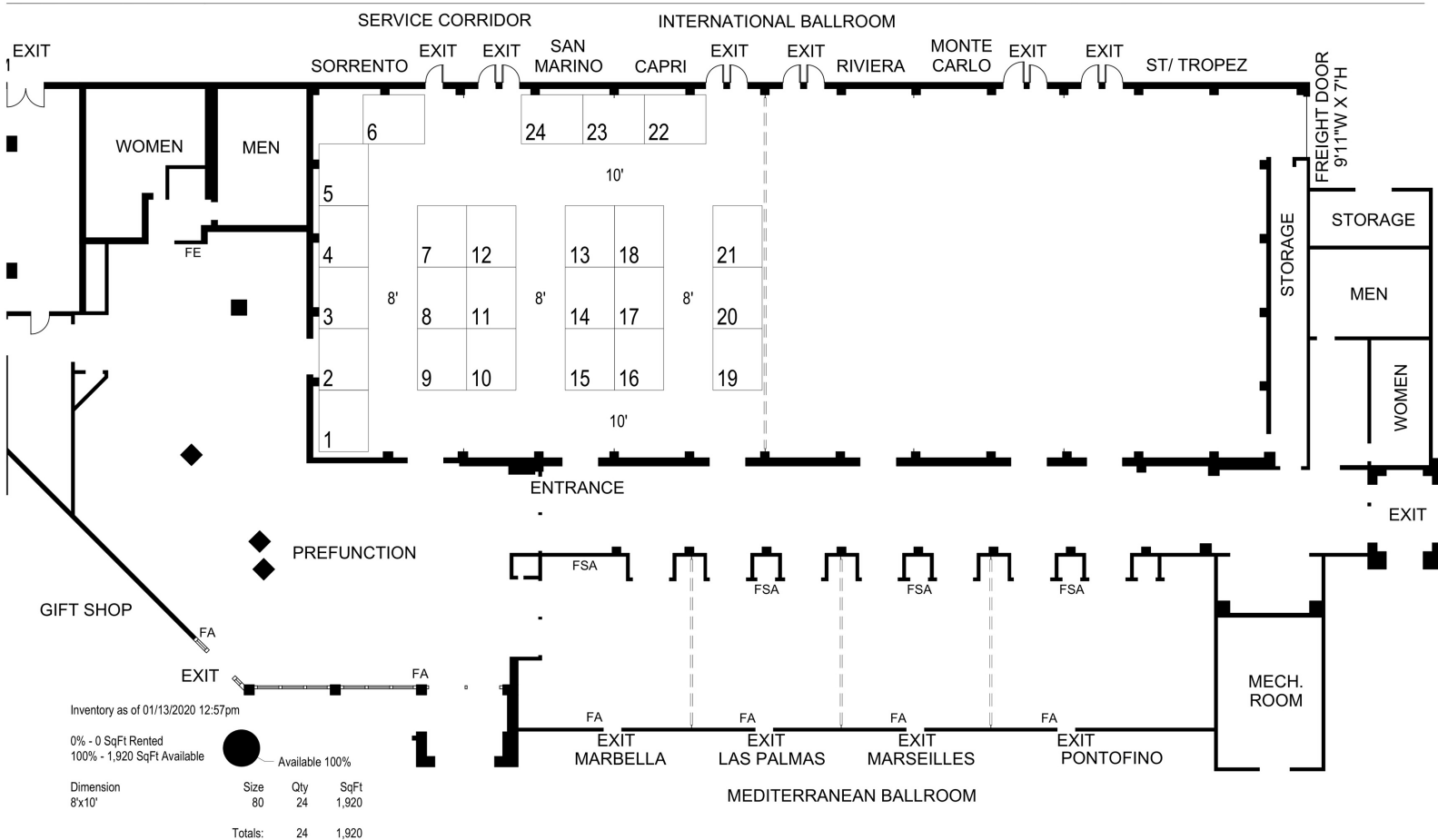
- Breakfast/ Luncheon Talk - non accredited
- Exclusive 8 x 10 booth space
- 1/3 page ad in the 2019 ACA agenda
- A bag insert
- An ad put in our quarterly magazine The Scope
- An ad put in our monthly E-newsletter for 2 chosen months of the year
- Lead Retrieval
- An invitation to the Welcome reception
- Complimentary internet access
- Breakfast and snacks during break
- A list of all attendees
- Direct access to ALL attending physicians, students, residents, program directors, faculty and more

## **EXHIBITOR SPONSORED BREAKFAST OR LUNCHEON: \$10,000 (INCLUDES)**

- Breakfast/ Luncheon Talk - non accredited
- Exclusive 8 x 10 booth space
- 1/3 page ad in the 2019 ACA agenda
- A bag insert
- An ad put in our quarterly magazine The Scope
- An ad put in our monthly E-newsletter for 2 chosen months of the year
- An invitation to the Welcome reception
- Complimentary internet access
- Breakfast and snacks during break
- A list of all attendees
- Direct access to choice of either Ophthalmology attendess or Otolaryngology attendees

# DON'T WANT TO SPONSOR? THATS OKAY. YOU CAN STILL CHOOSE FROM THESE ADD-ONS FOR YOUR BOOTH

- Lead Retrieval \$300
- Swag bag insert \$1000
- Floor Decal \$5,000
- Expo Hall Enhancement \$7,000



ACOO-HNSF Annual Clinical Assembly  
 April 30 - May 2, 2020  
 San Diego Mission Bay Resort - International Ballroom

## Floor Plan

# EXHIBIT RULES AND REGULATIONS

*Program Purpose:* The AOCOO-HNS Foundation is committed to providing the highest quality continuing medical education by developing, monitoring, and maintaining educational standards for ophthalmology, otolaryngology-head and neck surgery, and facial plastic surgery. Consistent with this goal is the recognition that continuing medical education for the members is essential.

The CME programs sponsored by the AOCOO-HNS Foundation are designed to assist in keeping the members informed of pertinent new developments in the diagnostic and therapeutic aspects of patient care as they relate to ophthalmology, otolaryngology-head and neck surgery, and facial plastic surgery. The scope of the programs offered by the AOCOO- HNS Foundation is a result of recommendations by the Foundation Board of Directors and the Professional Program Committee Chairmen and Members, Executive Meeting Staff, and attendees.

*Acceptance of Exhibits:* The tabletop exhibitor must first complete an application, including appropriate payment. This application is subject to the approval of the management. The right is reserved to refuse application for exhibits.

*Space Assignment:* Will be chosen through MyCadmium

*Payment:* Booths are priced at \$3,000 for ACA 2020

*Inability to Attend:* Exhibitor registration Insurance is now included in all registration fees. This coverage is underwritten Lloyds of London. Terms & Conditions to see what is covered under the policy. The AOCOO-HNS will provide No Refunds if you are unable to attend. Instead, we now provide a refund insurance policy. You will receive a 100% refund, if you are unable to attend the event for a reason outside of your control that is covered under the policy. This coverage starts on the date you pay for registration and ends on the first date of the show. The URL below takes you to our claims website and then click on the tab Policy

<https://www.rainprotectionrefunds.com/attendee-exhibitor-refund-request-form/>

*General Conduct:* The following practices are prohibited: (a) noisy electrical or other mechanical apparatus interfering with other exhibitors; (b) canvassing or distributing any material outside the exhibitor's own space; (c) publicizing and/or maintaining any extracurricular activities, inducements, demonstrations, or displays away from the exhibit area during the meeting and exhibit hours; or (d) contests, lotteries, raffles, games of chance, or any unauthorized give-away items.

*Liability:* As a standard requirement for all exhibitors, it is necessary to provide proof of general liability coverage from an insurance company in good standing with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 aggregate. This insurance must be in force during the lease dates of the event, April 30th- May 2nd, 2020, naming American Osteopathic Colleges of Ophthalmology and Otolaryngology - Head and Neck Surgery Foundation (3200 Carlisle Blvd NE, Suite 225, Albuquerque, NM 87110) as the certificate holder. The following must be named as additional insured: American Osteopathic Colleges of Ophthalmology and Otolaryngology - Head and Neck Surgery Foundation and Mission Bay San Diego Resort. If you already have compliant coverage, please forward your proof of insurance to [mackenzie@aocoohns.org](mailto:mackenzie@aocoohns.org) or Simply purchase your Exhibitor Insurance, which is already pre-filled with all of the proper show information, directly online by using a credit card.

Visit Link Below to Purchase Your Insurance for just \$84



*Setup:* Exhibitors may set up on Wednesday, April 29th at 6:00pm.

You are reminded, however, that this is an open area, and you have the primary responsibility for safeguarding your merchandise. The AOCOO-HNS Foundation and the San Diego Mission Bay Resort assumes no liability for loss or damage through any cause of goods, exhibits, and other material owned, rented, or leased by the exhibitor.

*Exhibit Hours:* As a courtesy to the registrants and your fellow exhibitors, the AOCOO-HNS Foundation requests that your company representative be available at your tabletop exhibit during the following seminar hours listed on page 3.

*Breakfast, Coffee Breaks and Lunch:* Continental breakfast and coffee breaks will be served Thursday- Saturday

*General:* All matters and questions not covered by these regulations are at the discretion of the AOCOO- HNS Foundation and/or Executive Meeting Staff.

These regulations may be amended at any time.

Shipping Information:

San Diego Mission Bay Resort  
1775 East Mission Bay Drive  
San Diego, CA 92109

Hold for: "Group Name"

"Your name" (or name of onsite contact) Box #\_\_ of \_\_



**AOCOO-HNS**  
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Head and Neck Surgery



## **Inability to Attend: Attendee & Exhibitor Refund Policy**

powered by **RAINPROTECTION.INSURANCE.**  
WHERE YOUR EVENT GETS INSURED

Refund Insurance is now included with your registration fee as long as you have paid the premium. You will receive a 100% refund of your registration fees, if you are unable to attend this event due to a reason covered under the policy:

### **What is covered:**

- 1) **The death, injury, or illness** happening to the attendee or exhibitor, a member of their immediate family who is under the age of 70, or any person(s) in the group due to attend the event with the attendee or exhibitor;
- 2) **Adverse weather** including snow, frost, fog or storm where the Police service or other local Government agency have issued warning not to travel;
- 3) **Mechanical breakdown, accident, fire or theft** in route of a private vehicle taking the attendee or exhibitor to this event;
- 4) **Jury Duty** which the attendee or exhibitor was unaware of at the time of registration;
- 5) **The attendee or exhibitor being summoned to appear at court** proceedings as a witness which they were unaware of at the time of registration;
- 6) **Burglary or fire at the residence of the attendee or exhibitor** in the forty-eight (48) hours immediately before this event that required attendance of the emergency services;
- 7) **The attendee or exhibitor being a member of the armed forces** and being posted overseas unexpectedly;
- 8) **Unexpected disruption of the public transport networks** the attendee or exhibitor could not have reasonably known about before the date or time of this event;
- 9) **Being either relocated for work** more than one hundred (100) miles from the work location and within a 30 day period from date of booking or the attendee is unexpectedly terminated from their job, for which the attendee was unaware of such relocation or redundancy at the time of booking.

**(Subject to Exclusions)**

**This insurance coverage starts:** The moment you pay your registration fee

**This insurance coverage ends:** Upon the show opening on the first day of the event

### **How to Submit a Claim:**

Claims must be submitted within 30 days of the end of the event.

To request a refund, please contact: [Sales@rainprotection.net](mailto:Sales@rainprotection.net)



### **Exhibitor Liability Insurance Program**

As a standard requirement for all exhibitors, it is necessary to provide proof of general liability coverage from an insurance company in good standing with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 aggregate.

This insurance must be in force during the lease dates of the event, April 29-May 2, 2020, naming American Osteopathic Colleges of Ophthalmology and Otolaryngology - Head and Neck Surgery Foundation (3200 Carlisle Blvd NE, Suite 225, Albuquerque, NM 87110) as the certificate holder. The following must be named as additional insured: American Osteopathic Colleges of Ophthalmology and Otolaryngology - Head and Neck Surgery Foundation and San Diego Mission Bay Resort

If you already have compliant coverage, please forward your proof of insurance to [mackenzie@aocohns.org](mailto:mackenzie@aocohns.org).

### **Purchase Your Liability Insurance Now**

Simply purchase your Exhibitor Insurance, which is already pre-filled with all of the proper show information, directly online by using a credit card.

Click the Link Below to Purchase Your Insurance for just \$84

<https://securevendorinsurance.com/RainprotectionGroupVendor/ApplicantInformation?GroupEventKey=c5bf524baf4b>

### **This program is valuable for:**

- \*Exhibitors who do not have any insurance.
- \*International Exhibitors whose liability insurance will not cover them at a U.S Show.
- \*Companies who do not have the time to deal with all of the certificate arrangements, and need coverage now.
- \*Exhibitors who find it easier or advantageous to use this program, rather than their corporate insurance; Similar to when you rent a car and do not want to use your own auto insurance.
- \*Should there be a claim, it will not tarnish your policy and rates. And, unlike most corporate policies, there is no deductible.

### **Are you worried about lost, stolen, or damaged merchandise?**

#### **We also offer affordable short term Equipment/Merchandise/Display Insurance**

All exhibitors are strongly urged to obtain full-coverage temporary insurance for their merchandise and displays while in transit and while at the exposition.

*Please complete and return the Enrollment Form below:*

[Click Here for the Instant Equipment Insurance Enrollment Form](#)

# SPONSORSHIP OPPORTUNITIES

## PARAMOUNT SPONSOR: \$20,000

Enjoy exclusive leverage as the Paramount Sponsor of the 2020 AOCOO-HNS year. This package includes 3 dedicated e-blasts, full conference exhibit registration at the ACA, exclusive booth, lead retrieval, 3-night hotel stay at the ACA, your logo in the onsite agenda at the ACA, ample onsite signage, linked logo on our website, and your logo in our quarterly newsletter.

## WIRELESS PARTNER: \$15,000

Sponsor the wifi at the ACA! You will enjoy customizable login information, your website as the landing page, ample signage, and your logo in the onsite magazine.

## SOCIAL MEDIA LOUNGE: \$10,000

Sponsor our social media lounge. A lounge streaming updated social media at ACA. Have your logo mainstream each screen in between updates. A banner advertising your company in the lounge. You will become the primary social media sponsor for ACA 2020 which will include weekly advertisements on all our social media platforms starting 6 weeks prior to ACA, a half page ad in our agenda and a bag insert for our swag bag given out to all attendees.

## ATTENDEE BADGES: \$7,000

Sponsor our attendee badges and have your logo on every badge.

## EXPO HALL ENHANCEMENTS: \$7,000

Sponsor exciting surprises in the expo hall that attendees are sure to love. Think massage chairs, smoothie bars, cappuccino carts, and more!

## REGISTRATION COUNTER FLYERS: \$1,000

Have a flyer put at our registration desk

**IF INTERESTED IN BECOMING AN  
EXHIBITOR AND/OR SPONSOR  
PLEASE GO TO:**

**[HTTPS://WWW.CONFERENCEHARVESTER.COM/HARVE  
STER2EX/LOGIN.ASP?EVENTKEY=OUGZZJLZ](https://www.conferenceharvester.com/harvester2ex/login.asp?eventkey=ougzzjlz)**

**OR CONTACT US AT:**

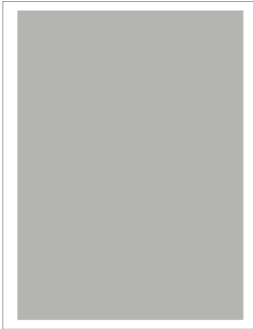
**855-262-6646 AND SELECT OPTION  
3 OR EMAIL US AT  
[MACKENZIE@AOCOOHNS.ORG](mailto:MACKENZIE@AOCOOHNS.ORG) OR  
[MABEL@AOCOOHNS.ORG](mailto:MABEL@AOCOOHNS.ORG)**



# WOULD YOU LIKE TO ADVERTISE YOUR COMPANY IN OUR ACA PROGRAM OR OUR QUARTERLY MAGAZINE?

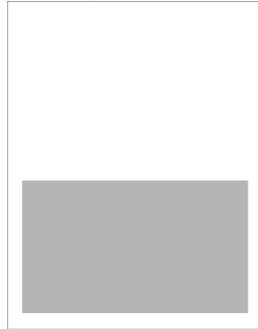
## SPECIFICATIONS

Full Page



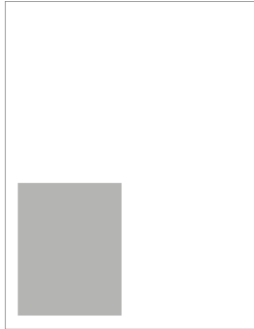
File Size: 8.625" x 11.125"  
Trim Size: 8.375" x 10.5"  
Live Area: 7.625" x 10.5"

1/2 Page



File Size: 8.625" x 5.562"  
Trim Size: 8.375" x 5.25"  
Live Area: 7.625" x 5.25"

1/4 Page



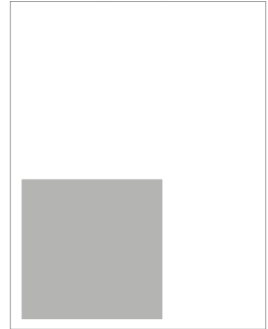
File Size: 3.625" x 5.562"  
Trim Size: 8.375" x 5.25"  
Live Area: 2.625" x 4.25"

1/3 Horizontal



File Size: 3" x 11.125"  
Trim Size: 2.75" x 10.875"  
Live Area: 2.375" x 10.5"

1/3 Page Square



File Size: 4.86" x 5.562"  
Trim Size: 8.375" x 5.25"  
Live Area: 3.86" x 4.25"

**\*Ads bleed .125" on all four sides**

### File Requirements

- PDF files are preferred
- The following formats are also accepted: TIF, JPG, EPS
- All files should be in CMYK mode and include a color proof
- Submissions should be at 300 dpi

### Ads Submissions

Please submit Scope Magazine ads by the specified print deadline to:

**geraldemonstully.com**

**\*Submissions that are submitted after the deadline will not be published and payment will not be refunded.**

Questions: 855-262-6646 extension: 3

Please check box that applies.

#### Full page

- General rate: \$500 per issue       General rate: \$500 ACA program  
 Annual rate: \$450 per issue (\$1600 annually)

#### 1/2 page

- General rate: \$300 per issue       General rate: \$300 ACA program  
 Annual rate: \$250 per issue (\$1000 annually)

#### 1/3 page (vertical or square)

- General rate: \$250       General rate: \$250 ACA program  
 Annual rate: \$200 (\$800 annually)

#### 1/4 page

- General rate: \$200       General rate: \$200 ACA program  
 Annual rate: \$150 (\$600 annually)

**\*Prices and rates are listed without design fee. Your company is responsible for providing artwork for your advertisement. If you would like our art team to create an ad there will be a \$300 design fee.**

- Design fee: \$300 per advertisement

# WOULD YOU LIKE TO PURCHASE AD SPACE ON OUR 2020 ACA APP

## STICKY BANNER

The sticky banner gets the most exposure as it is always visible on the main screen. This is typically the main sponsor opportunity clients use.

ad-on \$5,000

## SPLASH SCREEN

Splash screens are another popular choice. This one shows whenever a user opens the app. It's a full page so companies like to have the space for an ad, not as much exposure as the sticky banner, but still seen by all users.

ad-on \$2,500

## SUB PAGE BANNER

Sub Page banners are shown within different sections of the app and can be offered in popular areas like the schedule of the app. A lot of exposure because people will use the app for the schedule, but only visible when the user is in those sections of the app.

ad-on \$1,000

## MAIN SCREEN BUTTON

Main screen buttons are less intrusive to the user which they often enjoy better than the other options, because they can be seamlessly included within the tiles or on the bottom navigation of the app. Again, these tiles will be hidden from view if the user scrolls on the main screen, but have high visibility being that they are part of the core design.

ad-on \$1,000

# EXHIBITOR Q & A

## How many attendees do we have at ACA?

Approx. 500

## What is the percentage of Otolaryngology attendees vs. Ophthalmology Attendees?

60% Otolaryngology

40% Ophthalmology

## How many residents and students attend?

30-40 Residents

10-20 Students

## Where can I get my exhibitor kit?

Once you are registered GES will contact you for ACA 2020 and supply you with your exhibitor kit.

## Do we allow exclusivity at ACA?

No

## Do we have lead retrieval for our exhibitors?

Lead Retrieval will be an available add-on to your booth purchase

## Can I choose my own booth?

Yes, booth selection is on a first come, first serve basis. You will choose your booth during time of registration.

## When will a list of attendees be sent to me?

A list of all ACA attendees will be sent to exhibitors one week prior to ACA.