



SGO 20/20
VISION FOR THE FUTURE



**ANNUAL MEETING
ON WOMEN'S CANCER®**
MARCH 28-31, 2020 // TORONTO, CANADA

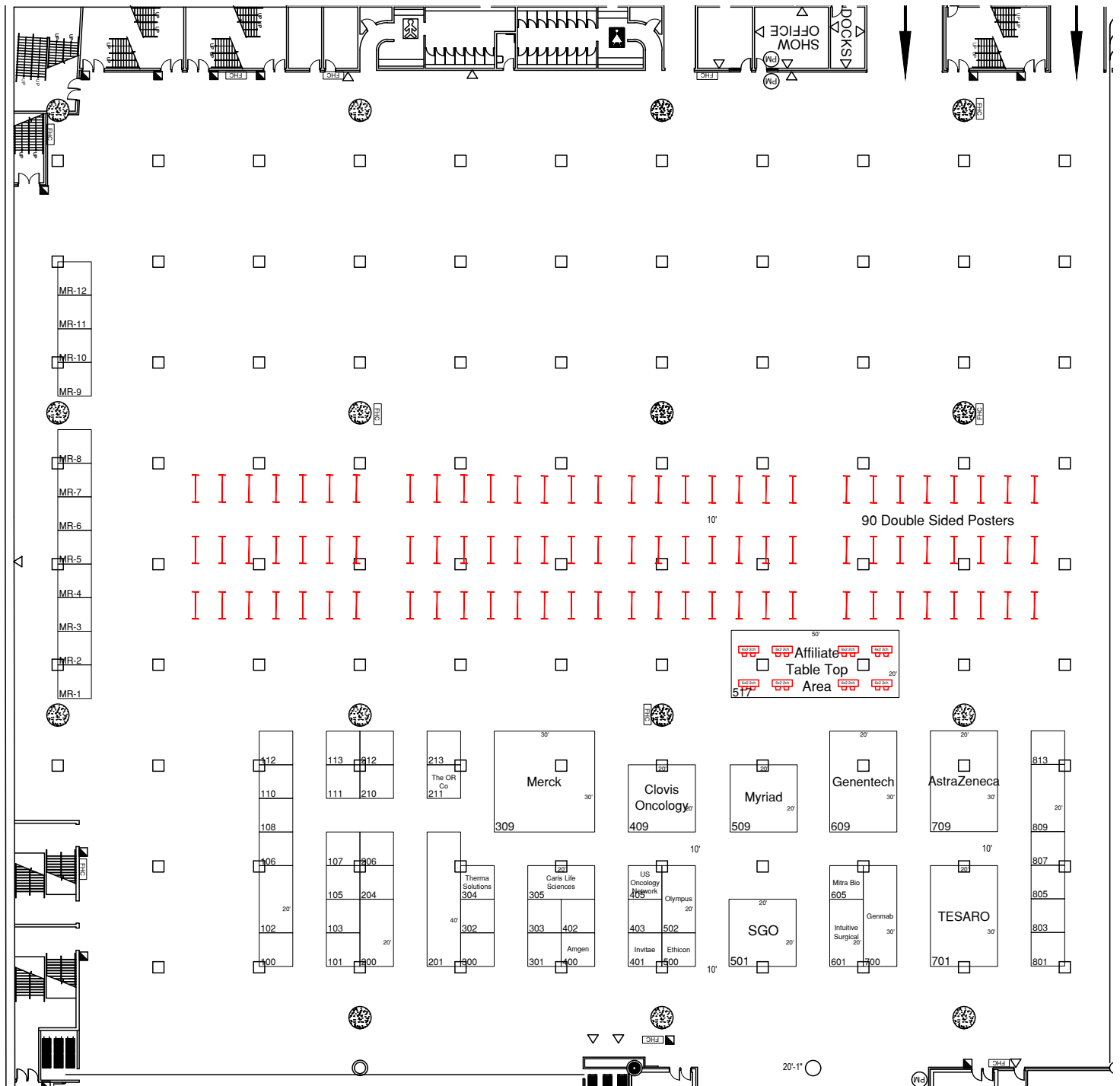
EXHIBITOR PROSPECTUS



Education

[SGO.ORG/ANNUALMEETING](https://www.sgo.org/annualmeeting)

FLOOR PLAN



Application for Exhibit Space



In accordance with the following terms, conditions and regulations governing exhibits at SGO's 2020 Annual Meeting on Women's Cancer®, which takes place March 28-31, 2020, at the Metro Toronto Convention Centre, Toronto, Ontario, CA the undersigned hereby makes application for exhibit space(s), which, when accepted by the Society of Gynecologic Oncology (SGO), **becomes a contract.** Terms and conditions listed under SGO's Exhibitor Rules and Regulations, as well as those conditions under which exhibit space at the Metro Toronto Convention Centre is leased to SGO, are part of this contract. SGO reserves the right to alter the floor plan. Space will be assigned as outlined in the SGO Exhibitor Rules and Regulations.

EXHIBITOR INFORMATION

Please list company information exactly as it should be printed in the Annual Meeting program book.

Company Name	Company Mailing Address
City, State/Province, Postal Code	Company Phone/Company Fax
Company URL	Contact Name (person who receives all correspondence)
Contact Mailing Address	City, State/Province, Postal Code
Contact Phone/Contact Fax	Exhibitor Contact Email Address
	Public Email Address (for use in Annual Meeting app)

Company's desired booth number, in order of preference:

1. _____ 2. _____ 3. _____ 4. _____

Booth Size: _____ **Booth Fee \$** _____

Reservation for exhibit floor meeting rooms: (please check one)

_____ 10'x10' Meeting Room —\$5,000

Payment Information: A fifty percent (50%) deposit is due with this completed application for exhibit space and meeting rooms. Full payment is required no later than Oct. 18, 2019.

Payment Type (please check one):

Check (Made payable to SGO. Mail to: Society of Gynecologic Oncology MEETINGS, 26392 Network Place, Chicago, IL 60673-1263)

Visa **MasterCard** **AMEX**

Card Number: _____ Exp. Date: _____

Cardholder Name (please print): _____ Cardholder Signature: _____

Acceptance of Contract

We agree to abide by all of the rules and regulations governing the tradeshow as printed in the SGO Exhibitor Rules and Regulations which are distributed with this contract and which are parts of this application. Submission of the exhibit application, payment of deposit and assignment of space shall constitute a contract with SGO. Cancellations of exhibit space must be submitted in writing to SGO Headquarters and shall be effective upon receipt of notice by SGO. From time of signature of contract until Oct 18, 2019, fifty percent (50%) will be refunded for all booth cancellations. There will be no refunds whatsoever for cancellation of booth space after Oct 18, 2019.

Signature of Primary Contact: _____ Date: _____

Dimensions	Type	On-site Price	Number of 10'x10' booth units	On-site Deposit
10' x 10'	In-Line	\$3,400	1	\$1,700
	1 Corner	\$3,900	1	\$1,950
10' x 20'	In-Line	\$6,800	2	\$3,400
	1 Corner	\$7,300	2	\$3,650
	2 Corners	\$7,800	2	\$3,900
10' x 30'	In-Line	\$10,200	3	\$5,100
	1 Corner	\$10,700	3	\$5,350
20' x 20'	Island	\$15,600	4	\$7,800
20' x 30'	Island	\$20,400	6	\$11,200

EXHIBITOR RULES & REGULATIONS

General

All matters and questions not covered by these Rules and Regulations are subject to the decision of the Society of Gynecologic Oncology (SGO). In the event of any such decision being of general interest, written notice will be given by the Society to Exhibitors that may be affected. The words “the Society” or “SGO” used herein shall mean the Society of Gynecologic Oncology, its committees, agents or employees acting for the management of the Meeting and Exhibition.

Exhibit Participation

The exhibition is for the express purpose of furthering SGO’s mission, which is to promote and ensure the highest quality of clinical care through excellence in education and research in gynecologic cancers. Companies may exhibit commercially available gynecologic and/or related products, equipment and services approved, where applicable, by the Food and Drug Administration (FDA).

Displays or graphical depictions of drugs or devices that are investigational or not approved by the FDA must include prominent signage noting which product(s) are for viewing by non-U.S. attendees only and guide attendees accordingly. SGO does not guarantee, warrant, endorse or otherwise approve of the companies exhibiting at the SGO meeting nor any of the products, equipment or services exhibited by the companies. Each Exhibitor is solely responsible for compliance with FDA Rules and Regulations which address the labeling of displayed products and for determining if a product may be promoted for a use that is generally accepted among oncologists or other medical professionals and for which FDA approval is not required.

Compliance with all applicable laws and regulations is required of every organization that participates in SGO meetings. Organizations that violate SGO policies, applicable law, or the terms and conditions as set forth in the Application for Exhibit Space will be subject to disciplinary action that could include loss of priority in selection of exhibit space, termination of the Application for Exhibit Space, or loss of the opportunity to participate in future SGO meetings.

Assignment of Exhibit Space

Following on-site sales at the 2019 Annual Meeting, applications received from prospective Exhibitors will be recorded in order of their receipt. If two applications for the same space are received at the same time, priority will be given first to members of SGO’s Industry Corporate Council, and after that to the company that has sponsored at the highest level and exhibited at previous SGO meetings and complied with all Exhibitor rules and regulations. While SGO attempts to accommodate exhibit location and other preferences, such accommodations cannot be guaranteed. In the event of a conflict regarding space or other material conditions, SGO shall have the right to assign space to the Exhibitor, rearrange the floor plan and/or relocate any exhibit at any time before or during the period of exhibition. Please note exhibit spaces purchased in a previous year are not guaranteed.

Exhibit space will not be assigned without appropriate payment made first. If full payment is not received by Oct. 18, 2019, the exhibit space will be released and reassigned until final payment is received and processed.

Meeting Rooms

The price of \$5,000 USD includes the following:

- 3 meter x 3 meter (10’x10’) hard wall office
- Carpeting
- 36” round table
- Four chairs
- Sign outside meeting room
- Upgraded furniture, power, and wi-fi can be ordered through SGO’s approved vendors.

Booth Personnel Registration/ On-Site Responsibilities

All booth personnel must pre-register. An Exhibitor registration link will be emailed to the person who listed themselves as the main contact on the application. Exhibitors are entitled to three (3) complimentary registrations per 10’x10’ booth. Additional badges are available for \$250 each with a limit of six (6) total badges per 10’x10’ booth. 20’x20’ island booths are entitled to (5) complimentary badges per booth or up to 20 complimentary badges. If more Exhibitors wish to attend, participants must register at the prevailing non-member rate after Jan. 17, 2020.

Exhibitors are required to staff their booths at all times when the Exhibit Hall is open to attendees. Exhibitors may enter the hall one hour before the scheduled exhibition and may remain in the hall one hour after the close of the exhibition.

Exhibitor badges will be made available on-site only and Exhibitors must wear them at all times. Exhibitor badges include access to the Exhibit Hall, any meal functions served in the Exhibit Hall, as well as all educational sessions. Exhibitor’s badges are personal and are not transferable.

Exhibitor personnel may not enter the exhibit space of another Exhibitor without permission from the latter. At no time may anyone enter the unmanned booth of another Exhibitor.

Sales on Exhibit Floor

The Society of Gynecologic Oncology’s exhibit program educates attendees by providing information, services and products, and presenting industry trends pertinent to the physician’s professional interest. Therefore, taking orders and selling exhibited products will be permitted. The sale of non-gynecologic oncology-related products is strictly prohibited. At no time may the exhibit or product display be altered to fulfill a transaction. No signage or advertising of product pricing will be allowed. Exhibiting companies that sell taxable goods or services on-site are responsible for registering as a dealer with the respective state’s department of revenue.

Eligible Exhibits

Exhibits will be limited to the company and the product(s)/services(s) within the scope of gynecologic oncology and are subject to approval by the SGO Executive Committee for accepted and acknowledged efficacy as well as commercial availability. Only the sign of the company whose name appears on the application may be placed in the booth or appear on any printed list of Exhibitors. No exhibits or advertising will be allowed beyond the perimeters of the booth unless additional advertising has been purchased at the meeting.

No Subletting of Space

Exhibitors may not assign, sublet or apportion the whole or any part of the space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the normal course of business. False certification of individuals as Exhibitor's representatives, misuse of Exhibitor badges or any other method of assisting unauthorized persons access to the exhibit floor will be cause for expelling the violator from the exhibition, barring him/her from further entrance to the exhibit floor or removing his/her exhibit from the exhibit floor without obligation on the part of SGO for refund of any fees. The demonstration of products, advertising of products or distribution of advertising and/or solicitation of business on behalf of non-exhibiting companies is strictly prohibited in any part of the convention facilities (including but not limited to guest rooms, suites and function space).

Exhibitor Services/Service Contractor Contact Information

SGO's general contractor can provide all usual trade show services including labor. SGO's general contractor will also provide drayage service for all Exhibitors. That service will include receipt of freight, delivery of Exhibitor's freight to Exhibitor's booth site, storage of Exhibitor's empty containers until the close of the show, and return of the freight to the destination of Exhibitor's choice. Forms will be included in the Exhibitor Service Kits. The SGO, on behalf of Exhibitors, will arrange with responsible parties for various Exhibitor services. Complete information regarding carpeting, drayage, furniture, electrical work, etc. will be furnished well in advance of the exhibition dates. SGO will appoint a recommended customs broker for the event. This information will be included in the service kit. An outside exhibit house must notify SGO at least three (3) weeks prior to the show set-up of the names of all their clients in the show along with the names of their permanent personnel who will be working at the show. (Only permanent, full-time exhibit house personnel will be allowed on the floor of the show.) All exhibitor service providers must adhere to the Ontario Ministry of Labour Occupational Health and Safety Act, Ontario regulation 213/91 and 851/90 Industrial. Upon arrival at the show, exhibit house personnel will check in with show management or their selected agents to present their credentials and receive permission to work on the floor.

Installation of Exhibits

Installation of exhibits will commence on Friday, March 27, 2020, at 1:00 p.m. All exhibits must be fully installed by 3:00 p.m. on Saturday, March 28, 2020. After this hour, no installation work will be permitted without special permission from SGO.

Removal of Exhibits

All exhibits must remain intact until 4:45 p.m. on Monday, March 30, 2020, and may not be dismantled or removed until that time. Exhibits should be packed and ready to move by 8:00 p.m. on Monday, March 30, 2020.

Booth Construction

SGO arranges for the erection of necessary draped backgrounds of uniform style, and name signs with booth numbers. All exhibits must be confined to the spatial limits of the booth as indicated on the floor plan. Displays and display materials should be

arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8 feet (2.44m) is allowed only in the rear half of the booth space, with a 4 feet (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle.

Booths shall not present an objectionable side appearance when viewed from adjoining booth areas. An appropriate floor covering is required for the entire contracted booth space. Flashing and/or strobe lights of any sort are prohibited. Any supplementary lighting, with or without the use of a truss, must be confined within the perimeters of the booth. Flammable materials must be flame proofed as governed by local fire codes before entering the Exhibit Hall. Certification must be available if requested.

Literature on display shall be limited to reasonable quantities (one-day supply). Fire department permits are required for open flame devices and use of compressed gases or dangerous chemicals.

End Cap/Peninsula Booths

An end-cap booth is exposed to aisles on three sides and composed of two booths, generally 10 feet (3.05m) deep by 20 feet (6.10m) wide. The maximum back wall height allowed is 8 feet (2.44m) and the maximum back-wall width allowed is 10 feet (3.05m) at the center of the back-wall with a maximum 5 feet (1.52m) height on the two side aisles. Within 5' of the 2 side aisles, the maximum height for any display materials is 4'. End-cap booths do not qualify for hanging signs and graphics.

Exhibitors in end-cap booths are required to submit a scale drawing of their exhibit for approval by Show Management by Friday, Jan. 17, 2020. Send to Teri Jordan at teri.jordan@sgo.org.

Island Exhibits

Island spaces are a minimum of 20 feet by 20 feet (6.10m by 6.10m) and encompass four or more booths. Island booths must be accessible from all four sides, with an openness or transparency of sight lines allowing attendees to view the surrounding exhibit areas through the island booth. Island booth structures, including hanging signs, cannot exceed a height of twenty (20) feet (6.10m). Island hanging signs cannot block the visibility of SGO signs or other booths. Hanging signs must be hung directly over the island booth and not in the aisles. In an island space, a set back of one (1) foot will be required for any structure longer than four (4) feet and/or higher than four (4) feet. Additional booth furnishings and other services (e.g., labor to install exhibits, special signs, flowers, cleaning services, electrical power, etc.) can be obtained from the official exhibit contractors as outlined in the Exhibitor Service Kit.

Exhibitors in island booths are required to submit a scale drawing of their exhibit for approval by Show Management by Friday, Jan. 17, 2020. Send to Teri Jordan at teri.jordan@sgo.org.

Booth Regulations and Attendants

Electrical, mechanical apparatus, movie or musical/voice sounds must be inaudible to neighboring Exhibitors. Set-up time for the booths is restricted to the published hours. No installation or dismantling of booths or display material is allowed during open exhibition viewing hours. All demonstrations shall be confined to the Exhibitor's own booth. Excessive audio or visual attention-

EXHIBITOR RULES AND REGULATIONS

getting devices or effects are prohibited. Sound effects are discouraged due to the intimate nature of the exhibit area. Admission to the exhibit area is limited to registered owners, representatives and employees of exhibiting companies. Models or similar personnel not commercially connected with the industry may be employed to assist in the Exhibitor's booth; any costume, if not standard business attire, must conform to proper decorum of the meeting and is subject to approval by SGO Exhibit Management. Sales representatives of an Exhibitor who also represent one or more other companies may not demonstrate, promote or sell products or services of any non-exhibiting companies. Exhibits must remain fully intact and staffed at all times. Dismantling of exhibits and removal of products or display material is limited only to published move-out hours. Premiums and giveaways must be approved by SGO Exhibit Management prior to the exhibition. SGO encourages all Exhibitors to follow current pHRMA and AdvaMed guidelines. The SGO name and/or logo may not be part of any Exhibitor's materials.

Exhibit Setup

Exhibit space not occupied one hour prior to the opening of the Exhibit Hall may be reassigned by SGO exhibit management without refund of the rental paid. Exhibit management may also prepare the exhibit or remove freight from the booth area at the expense of the Exhibitor.

Care of Exhibit Space

Exhibitors shall keep occupied space in good order. Special cleaning and dusting of booth, display, equipment and material will be the Exhibitor's responsibility and shall be performed at the Exhibitor's expense.

Conduct of Exhibitors

Exhibitors shall conduct themselves in an ethical and professional manner at all times and in conformance with these regulations. Exhibitor badges must be worn at all times. SGO reserves the right to deny the privileges of the floor to any and all Exhibitors who do not comply. An Exhibitor's booth, its products, staff or visitors may not be photographed or videotaped by a third party without the permission of the authorized occupants of that booth. The minimum age for admission into the Exhibit Hall is 18 years of age.

Marketing of Products and Services Outside of the Exhibit Hall

The only appropriate and acceptable venue for the distribution or display of advertising or marketing materials is the Exhibit Hall. Commercial firms may not, for example, engage in marketing activities through the use of hotel television channels, guestroom voicemail, individual company distribution of marketing materials in hotels (e.g., flyers or door drops), or the branding of beverage napkins, hotel keys, etc., unless pre-approved in writing by the SGO executive director.

Insurance and Liability

Exhibitors shall be fully responsible for any claims, liabilities, losses, damages or expenses relating to or arising from an injury to any person or any loss of or damage to property where such injury, loss or damage is incident to, arises out of, or is in any way connected with Exhibitor's participation in the exhibition

(except as otherwise provided in the lease agreement between the SGO and the Metro Toronto Convention Centre. It is the Exhibitor's sole responsibility to obtain, at its own expense, any or all licenses and permits to comply with all federal, province and local laws and City of Toronto ordinances for any activities conducted in association with or as part of the exhibition. Exhibitors shall protect, indemnify, hold harmless and defend the SGO, its officers, directors, agents and employees against all such claims, liabilities, losses, damages and expenses, including reasonable attorney's fees and costs of litigation; provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the negligence of the Society, its officers, directors, agents or employees. Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Metro Toronto Convention Centre, its owners or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless Metro Toronto Convention Centre, its owners, managers officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of an accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, or any part thereof.

Exhibitor, its agents and representatives shall maintain general public liability insurance against claims for personal injury, death or property damage incident to, arising out of or in any way connected with Exhibitor's participation in the exhibition, in an amount of not less than five million dollars (\$5,000,000) for personal injury, death or property damage in any one occurrence. Such insurance shall include coverage of the indemnification obligations of the Exhibitor under these rules and regulations and shall cover the Society, the decorator (Arata Expositions), and the Metro Toronto Convention Centre as additional named insured. In summary, the insurance certificate must include:

- Five million dollars (\$5,000,000) comprehensive general liability per occurrence
- A cross-liability clause
- Metropolitan Toronto Convention Centre Corporation (Licensor named as an additional insured

Exhibitor shall provide the Society with a copy of such insurance policy at least 30 days prior to the exhibition. Exhibitor is responsible for obtaining, for its protection and entirely at its expense, such property insurance for its exhibit and display materials as Exhibitor deems appropriate. Any policy providing such property insurance must contain an express waiver by the Exhibitor's insurance company of any right of subrogation as to any claims against the Society, its officers, directors, agents or employees. In the event any part of the Exhibit Hall is destroyed or damaged so as to prevent the Society from permitting Exhibitor to occupy assigned space during any part or the whole of the exhibition period, or in the event occupation of assigned space during any part or the whole of the exhibition period is prevented by strikes, acts of God, national emergency or other causes beyond the control of the Society, Exhibitor will be charged for space during the period it was or could have been occupied by Exhibitor; and Exhibitor hereby waives any claim against the Society, its directors, officers, agents or employees for losses or damages which may arise in consequence of such

inability to occupy assigned space, its sole claim against the

Society being for a refund of rent paid for the period it was prevented from using the space.

Exhibitors are urged to carry all-risk insurance covering materials against damage, loss and all other hazards from the time shipments are made prior to the show until shipments are received back after the show. This can be done by adding “exposition floaters” to existing insurance policies. By purchase of an exhibit booth, it is understood that neither SGO nor its general service contractor are not insurers and that insurance, if any, shall be obtained by the exhibitor.

Security

SGO exhibit management will provide overall security service for the meeting period, but neither SGO nor the convention facility will guarantee Exhibitors against loss and will not be responsible for loss of any material by or for any cause. Exhibitors must make provisions for safeguarding of their goods, materials, equipment and display at all times, and Exhibitors are urged to carry their own insurance through their own sources at their own expense.

Safety and Fire Laws

All applicable safety and fire laws and regulations must be strictly observed by all Exhibitors. Cloth decorations must be flameproof. Wiring must comply with local fire department and conference facility rules. Aisles and fire exits must not be blocked by exhibits. No combustible decoration, such as crepe paper, cardboard or corrugated paper, shall be used at any time. All packing containers, wrapping material, etc., are to be removed from the exhibit floor and may not be stored under tables or behind the exhibit. Open flames, butane gas and oxygen tanks are not permitted.

Hazardous/Medical Waste

No hazardous or medical waste is allowed in the exhibit hall at any time without written permission from the SGO Executive Director or designated contact.

Prohibited Items

The following items are prohibited in the Exhibit Hall:

- Flashing lights
- Playing or performing of recorded or live music during the published Exhibit Hall hours
- Distribution of coupons or vouchers for meals, entertainment, or personal services to meeting attendees, as well as items or services that may be claimed or distributed after the meeting
- Distribution of any item more than minimal value
- Demonstration, promotion, or sale of the product of any non-exhibiting companies
- Affixing the SGO logo to, incorporating it in, or otherwise making it a part of any Exhibitor-distributed materials without prior written approval by the SGO Executive Director or designated contact.
- The use of animal tissue, unless pre-approved in writing by the SGO Executive Director or designated contact no less than 60 days prior to the Exhibit Hall dates (includes raw meat for the display of products or equipment).

- Multi-level booths
- Water features such as waterfalls and mist walls
- Confetti and helium balloons
- Fundraising and/or surveying, unless a special exception has been granted by the SGO executive director in writing (including solicitation of corporate investors)
- Prescription and/or over-the-counter drugs of any kind
- Excessive audiovisual devices, including JumboTron screens and amplification devices which may result in the disturbance of other Exhibitors
- Drones are not allowed in any part of the Exhibit Hall nor anywhere else within SGO’s meeting space.

Raffles and Drawings

Raffles and drawings are not allowed in the exhibit hall or anywhere else within the SGO meeting.

Social Functions and Activities

Social functions and other activities sponsored by Exhibitors cannot be held during exhibit hours or in conflict with any scheduled meetings or activities sponsored by SGO. Requests for social functions and other activities must be submitted in writing and are subject to approval by SGO.

Competitors

It is the responsibility of the exhibiting company to alert SGO management of any competition they wish to avoid sharing similar space with.

Cancellation

Submission of the exhibit application, payment of deposit and assignment of space shall constitute a contract with SGO. Cancellations of exhibit space must be submitted in writing to SGO Headquarters and shall be effective upon receipt of notice by SGO. From time of signature of contract until Oct. 17, 2019, fifty percent (50%) will be refunded for all booth cancellations.

There will be no refunds whatsoever for cancellation of booth space after Oct. 17, 2019. SGO exhibit management reserves the right to treat an Exhibitor’s “downsizing” of booth space as cancellation of the original space and purchase of new booth space. Exhibitors may be required to move locations if they request a downsizing of space. If, for any reason beyond the control of SGO, the exhibition has to be cancelled, shortened, delayed or otherwise altered or changed, the Exhibitor understands and agrees that losses and damages, which it may suffer as a consequence thereof, are its responsibility and not that of SGO, its directors, officers, employees or agents. The Exhibitor understands that it may lose all monies it has paid to SGO for space in the show, as well as other costs and expenses it has incurred, including travel to the exhibition, setup, lodging, freight, employee wages, etc.

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Society of Gynecologic Oncology