5th World Congress of IFHNOS & Annual Meeting of the AHNS

Celebrating the 100th Anniversary of the Head and Neck Program at Memorial Sloan-Kettering Cancer Center

July 26-30, 2014
Marriott Marquis, New York City, NY

The Largest Head and Neck Cancer Congress in History
A Century of Progress in Head and Neck Cancer

Early Bird Deadline: January 31, 2014
Please visit www.ahns2014.org
This historic conference promises to be the largest educational event of its kind in head and neck surgery and oncology. The conference will draw approximately 2,000 surgeons, oncologists, scientists and allied health professionals over 5 days. The scientific program has been carefully designed to incorporate a broad spectrum of topics to reflect the conference theme: "A Century of Progress in Head and Neck Cancer."
### GENERAL INFORMATION

**MEETING HOTEL**

Marriott Marquis Times Square  
1535 Broadway, New York, NY 10036  
PHONE: 212-398-1900

**EXHIBIT HALL LOCATION**

Westside Ballroom Fifth Floor

**ASSOCIATION INFORMATION**

The American Head and Neck Society (AHNS)

11300 W. Olympic Blvd., Suite 600, Los Angeles CA 90064  
PHONE: 310-437-0559 • FAX: 310-437-0585  
EMAIL: admin@ahns.info • WEBSITE: www.ahns.info

International Federation of Head and Neck Oncologic Societies (IFHNOS)

1275 York Ave., New York, NY 10065  
PHONE: 212-639-6857 • FAX: 212-717-3302  
EMAIL: info@ifhnos.org • WEBSITE: www.ifhnos.org

**CONTACT INFORMATION**

Exhibits  
Jenay Root  
PHONE: 310-437-0559, ext. 127  
EMAIL: jenay@ahns.info

Sponsorships and Marketing Opportunities  
Colleen Elkins  
PHONE: 310-437-0559, ext. 114  
EMAIL: colleen@ahns.info

**EXHIBITOR DEADLINES**

- Advance Program Advertising Order: November 1, 2013
- Advance Program Ad Payment and Artwork: November 22, 2013
- Exhibit Early Bird Application Deadline: January 31, 2014
- Exhibit Space Balance Due: March 14, 2014
- Exhibitor Company Profile Form: April 25, 2014
- Independent Contractor Form: May 9, 2014
- Independent Contractor Registration: May 9, 2014
- Giveaway Notification Form: May 9, 2014
- Function Space Request Form: May 9, 2014
- Final Program Advertising Order: June 6, 2014
- Final Program Ad Payment and Artwork: June 20, 2014
- Hotel Reservation Deadline: June 23, 2014
- Complete Online Badge Registration: June 27, 2014
## EXHIBIT SCHEDULE

### EXHIBIT DATES & HOURS

Dates and times the exhibit hall is open to registrants

<table>
<thead>
<tr>
<th>Date</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Sunday, July 27</td>
<td>10:00 am - 4:00 pm</td>
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<tr>
<td>Sunday, July 27</td>
<td>6:30 pm - 8:30 pm</td>
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<tr>
<td>Monday, July 28</td>
<td>10:00 am - 4:00 pm</td>
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<tr>
<td>Tuesday, July 29</td>
<td>10:00 am - 4:00 pm</td>
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All exhibit personnel must leave the exhibit floor 15 minutes after the close of the exhibit hall each day. Exhibits will take place in the Westside Ballroom on the fifth floor.

### SET-UP HOURS

<table>
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<tr>
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<tr>
<td>Friday, July 25</td>
<td>2:00 pm - 6:00 pm</td>
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<tr>
<td>Saturday, July 26</td>
<td>8:00 am - 6:00 pm</td>
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</tbody>
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All set-up personnel must wear a set-up badge, which will be available at the registration desk. For questions regarding move-in, please contact Show Management at 310-437-0559, ext. 127. Exhibitors who have not checked in with the registration desk and set up by 5:00 pm Saturday will be considered “no shows” and may have their booth dismantled by Show Management. All set-up must be completed and aisles cleared by 9:00 am, Sunday, July 27. All exhibits must be fully operational by 9:30 am, Sunday, July 27.

### DISMANTLE & REMOVAL OF EXHIBITS

**Tuesday, July 29**
4:00 pm - 8:00 pm

Exhibitors may not begin dismantling until 4:00 pm on Tuesday, July 29. **All exhibits must be packed and ready for shipment by 8:00 pm on Tuesday, July 29.**

### EXHIBITOR REGISTRATION HOURS

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### OFFICIAL SHOW SERVICE CONTRACTOR

**Freeman Decorating Company**
909 Harrison Ave., Kearney, NJ 07032
PHONE: 201-299-7575

Provided that all payments and information required have been submitted, Freeman Decorating Company will mail you an Exhibitor Service Kit in April 2014.

### PAST EXHIBITORS

(2012 AHNS International Meeting)

- 3dMD
- Accuray Incorporated
- American Academy of Otolaryngology - Head and Neck Surgery
- Atos Medical
- Boehringer Ingelheim Pharmaceuticals, Inc.
- CEL SCI Corporation
- Ceredas
- Cook Medical
- Ethicon Endo-Surgery, Inc.
- Eyemaginations
- Fahl Medizintechnik-Vertrieb GmbH
- Fanconi Anemia Research Fund
- Fibertech Canada E.R., Inc.
- Genzyme Corporation
- Head & Neck Cancer Alliance
- InHealth Technologies
- International Federation of Head and Neck Oncologic Societies (IFHNOS)
- Intuitive Surgical
- JAMA Network, The
- Karger Publishers
- KARL STORZ Endoscopy-America, Inc.
- KayPENTAX Medical
- KLS Martin
- Lippincott, Williams & Wilkins
- Login Canada
- Medical Modeling
- Medtronic Surgical Technologies
- Olympus America Inc.
- OmniGuide, Inc.
- OXIGENE, Inc.
- Quality Medical Publishing Inc.
- Stryker Endoscopy
- Synovis Micro Companies Alliance, Inc.
- SYNTHES CMF
- Xlear, Inc

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5th World Congress of IFHNOS & Annual Meeting of the AHNS
PROGRAM SCHEDULE

The following is an outline of the scientific program. Detailed information will be available in the Advance Program in January.

SUNDAY, JULY 27, 2014

★ Exhibit Hall Open 10:00 am - 4:00 pm
Panels or Proffered Papers
- Nasopharyngeal Carcinoma
- Management of the Neck in Well-Differentiated Thyroid Cancer
- Nuances in Well-Differentiated Thyroid Carcinoma
- Photons, Protons or Neutrons?
- Regional Variations in Oral Cancer Around the World
- Oral Cancer – Awareness, Early Detection and Prevention (Screening and Prevention)
- Robotic Surgery Around the World
- Tumor Board: Thyroid Cancer
- Controversies in the Management of Parotid Tumors
- Parapharyngeal Space Tumors

Lunch with the Professors or Tumor Boards

Video Panels
- Transoral Approaches
- Endoscopic Skull Base Approaches
★ International Welcome Reception with Exhibitors 6:30 pm - 8:30 pm

MONDAY, JULY 28, 2014

★ Exhibit Hall Open 10:00 am – 4:00 pm
Panels or Proffered Papers
- Salvage Treatment After Chemoradiotherapy
- Reconstruction of the Complex Surgical Defect
- The Role of Regional Flaps in the 21st Century
- Malignant Melanoma: State of the Art

Lunch with the Professors or Tumor Boards

Memorial Sloan-Kettering Cancer Center Centennial Program Reception 7:00 pm - 8:30 pm

TUESDAY, JULY 29, 2014

★ Exhibit Hall Open 10:00 am - 4:00 pm
Panels or Proffered Papers
- Non-Melanoma Skin Cancers
- Safety, Value, and Ethics in Head and Neck Surgery
- Management of Incurable Disease
- Future Prospects in HPV-Associated Cancers
- HPV-Associated Cancer: Current Issues
- Imaging as a Prognostic Tool
- Molecular Tools in Diagnosis, Prognosis and Treatment
- Update of Current Clinical Trials

Lunch with the Professors

Debates
- Open vs Endoscopic Skull Base Surgery
- Surgical Versus Non-Surgical Organ Preservation for Advanced Laryngeal Cancer

Video Panel
- Surgical Pearls for Safe Thyroid Surgery

Gala Event 7:00 pm - 9:00 pm

WEDNESDAY, JULY 30, 2014

Panels or Proffered Papers
- Long-Term Functional Outcomes After Treatment

Debates
- Cost vs Effectiveness of Novel Surgical Treatments
- Aggressive or Conservative Treatment of Low Risk Thyroid Cancer
SUPPORT OPPORTUNITIES

DIAMOND CORPORATE VISIBILITY PACKAGE – $50,000
• One breakfast symposium on day of your choice (on a space availability basis)
• One 10 x 20 exhibit space
• One banner ad on meeting app
• One insert in attendee bag
• Acknowledged as sponsor of one coffee break
• Acknowledged as sponsor of Opening Reception
• Gobo projection of your logo on meeting level for the run of the meeting

PLATINUM LEVEL EDUCATIONAL SUPPORT – $35,000
Acknowledged as Supporter of:
• Two Scientific Panels of your choice
• The John Conley Keynote Lecture
• Preferential seating for up to 6 at the Opening Ceremony

Acknowledged as Platinum Level Supporter:
• On-site with signage, slides and verbal recognition in session room
• In Final Program
• In pre-meeting promotional materials
• On AHNS and IFHNOS websites with hyperlink to company website
• In AHNS journal, Archives of Otolaryngology
• In IFHNOS journal, Head and Neck

Receive Pre- and Post-meeting Registration List

GOLD LEVEL EDUCATIONAL SUPPORT – $25,000
Acknowledged as Supporter of:
• Two Scientific Sessions of your choice
• The Hayes Martin Keynote Lecture
• Preferential seating for up to 4 at the Opening Ceremony

Acknowledged as Gold Level Supporter:
• On-site with signage, slides and verbal recognition in session room
• In Final Program
• In pre-meeting promotional materials
• On AHNS and IFHNOS websites with hyperlink to company website
• In AHNS journal, Archives of Otolaryngology
• In IFHNOS journal, Head and Neck

Receive Pre- and Post-meeting Registration List

SILVER LEVEL EDUCATIONAL SUPPORT – $12,000
Acknowledged as Supporter of:
• One Scientific Session of your choice
• Poster Discussion Session

Acknowledged as Silver Level Supporter:
• On-site with signage, slides and verbal recognition in session room
• In Final Program
• In pre-meeting promotional materials
• On AHNS and IFHNOS websites with hyperlink to company website
• In AHNS journal, Archives of Otolaryngology
• In IFHNOS journal, Head and Neck

Receive Pre- and Post-meeting Registration List

BRONZE LEVEL EDUCATIONAL SUPPORT – $7,000
Acknowledged as Bronze Level Supporter:
• On-site with signage, slides and verbal recognition in session room
• In Final Program
• In pre-meeting promotional materials
• On AHNS and IFHNOS websites with hyperlink to company website
• In AHNS journal, Archives of Otolaryngology
• In IFHNOS journal, Head and Neck

Receive Pre- and Post-meeting Registration List

LEVEL SUPPORT: PANEL & SESSION SELECTION OPTIONS
Platinum, Gold and Silver level donors have the opportunity to select and be acknowledged for supporting one or more a Panels or Scientific Sessions being held at IFHNOS 5th World Congress and the AHNS annual meeting. Platinum supporters have a first priority choice on a first come, first served basis; Gold and Silver supporters have second and third priority respectively, all on a first come, first served basis.

The list of Panels and Scientific Sessions available for support acknowledgment will be provided to all Platinum, Gold and Silver level donors in early 2014.

*Educational Support: Support for the meeting will be acknowledged as an unrestricted educational grant in all program materials, on-site with signage and slides in the rooms in which a given event is held. If appropriate, support will be acknowledged with any course or event materials distributed on site. Please note the publication deadline for the Advance Program is November 3, 2013 and for the Final Program the deadline is June 6, 2014. Confirmation of support must be received prior to the deadlines for inclusion in the programs. Educational support for meeting is considered to be an educational grant, subject to ACCME Standards of Commercial Support. A signed Letter of Agreement must be received by AHNS for educational support to be acknowledged.
INDUSTRY SPONSORED SATELLITE SYMPOSIA

There will be 3 (three) Breakfast Symposia opportunities each day, Sunday – Wednesday from 6:45 am to 7:45 am. The fee for hosting a Breakfast Symposia is $15,000.

There will be 3 (three) Evening Symposia opportunities each evening, Saturday – Tuesday from 5:30 pm to 6:30 pm. The fee for hosting an Evening Symposia is $25,000.

A limited number of companies will have the opportunity to present an educational event of their choosing which may include, for example, a panel discussion or an invited speaker. Rooms for this event will be assigned on a first-come first-served basis. Symposia support will be acknowledged in the final program and on event signage. (Please complete satellite symposia application and return with your support confirmation.)

The symposia will be promoted in the Advance Program (if confirmed before publication) and in the Final Program. On-site signage will be produced to further promote the event at the meeting. Other marketing opportunities will be provided.

This is a great opportunity to have an exclusive audience with IFHNOS and AHNS attendees focused on education directly related to your goals. If your company is interested in learning more about this opportunity, please contact Colleen Elkins at the AHNS office at 310-437-0559, ext. 114 or, via email: colleen@ahns.info

VISIBILITY OPPORTUNITIES

EXCLUSIVE OPPORTUNITIES

Charging Stations – $10,000
Help keep attendees connected by sponsoring stations where meeting attendees may charge the batteries in their cell phones, iPads and other electronic devices. Charging stations will be located in the Exhibit Hall.

Exhibit Aisle Signs – $5,000
Make a bold statement with attendees by placing your company name throughout the exhibit hall. Each hanging aisle sign will include your company logo, helping to build brand identity with your target audience.

Key Cards – $9,500 + Production (subject to hotel costs)
Want to make a big visual impact? Put your company’s artwork on the hotel room key cards. One of the first things an attendee will see upon arrival, and something they will continue to use and see every day, is their hotel room key card. Put your company logo on the hotel room key for high visibility.

Key Cards and Key Packs – $12,000 + Production (subject to hotel costs)
Double your impact when your logo appears on both the custom key cards and the custom key packs.

Official Hotel Door Drop – $7,500
Be one of the first companies visible to attendees when you partner with AHNS to exclusively sponsor the Hotel Door Drop. This is your chance to include announcements, invitations, samples and sales literature that will be hand-delivered to the hotel room of every registered attendee. As the exclusive supporter, you can design the door drop bag to include your company name and logo. (Sponsor is responsible for production costs.)

Wi-Fi Cyber Lounge – $6,000 per lounge
Attendees with laptops or PDAs with a wireless card can access designated wireless “hot spots” on the meeting level. Your company’s name will appear on signage in these areas. 3 lounges available.

NON-EXCLUSIVE OPPORTUNITIES

Attendee Bag Inserts – $2,500
Reach out to every attendee by placing your product or booth advertisement in the attendee registration bag. Show management must approve of insert prior to production.

Elevator Wrap – $5,000 (plus Production and Hotel Fees)
For maximum visibility, place your company message on the surround of the glass elevators which are the centerpiece of the hotel on the first floor.

Pillar Wrap – $3,000 per pillar (plus Production and Hotel Fees)
Wrap the pillars in the foyer of any one of the three meeting levels. Your company message will be prominently displayed as attendees make their way into the meeting rooms every day. Contact show management for size requirements. All artwork must be approved by show management prior to production.

Glass Railing Clings - $1,000 per panel per day (plus Production and Hotel Fees)
Turn the “invisible” glass railing into a visible messaging opportunity for your company. Place clings on the glass panels on one of three meeting room floors. Contact show management for size requirements. All artwork must be approved by show management prior to production.

GoBo Projections - $5,500 (plus Hotel Costs)
Project your company logo on walls or floors outside the meeting rooms where it will be seen by meeting attendees each day.

MEETING “APP” ADVERTISING

Put them in the palm of your hand by advertising on the IFHNOS 5th World Congress and AHNS meeting application for attendee mobile devices. Opportunities will include banner ads, extended company description for exhibitors, inclusion of media items in exhibit listing, and more. For list of opportunities and pricing contact Colleen Elkins, AHNS Director of Development at 310-437-0559, ext. 114, or via email at colleen@ahns.info.
BOOTH ASSIGNMENTS

There is a $100 discount on exhibit fees received prior to the January 31, 2014 early bird deadline.

The initial assignment of booth space occurs just after the January 31, 2014 early bird deadline. Applications received after January 31, 2014 will not be included in the initial space allocation.

All booths are assigned on a first-come, first-served basis.

EXHIBITOR FEES & SPECIFICATIONS

Early Bird Fees (prior to January 31, 2014)
- 10 x 10 Linear Booth: $2,700
- 10 x 10 Corner Booth: $2,900
- 20 x 20 Island: $11,600

Standard Fees (after January 31, 2014)
- 10 x 10 Linear Booth: $2,800
- 10 x 10 Corner Booth: $3,000
- 20 x 20 Island: $12,000

Included with each booth: 8’ high background drape, 3’ high side drape(s), exhibitor booth ID sign.

PAYMENT SCHEDULE

A deposit of 50% of the total exhibit rental charge must accompany signed application for it to be considered valid. Total balance due March 14, 2014.

If full payment is not received by March 14, 2014, the space may be reassigned or resold. All reservations must be made in writing.

SERVICES EXCLUDED

Booth rental fee does not include the following products and services: furniture, wastebasket, drainage, floral, electricity or audio-visual. Information regarding these items will be included in the Exhibitor Service Kit.

EXHIBITOR QUALIFICATION

All products and services to be exhibited must be directly related to the practice of surgery, medicine, or medical/surgical education, or contribute to the educational, instructional and professional atmosphere of the meeting. All exhibiting companies are subject to approval by Show Management, whose decisions in this regard are final. Exhibitors must comply with FDA regulations concerning the exhibition of investigational products and class III devices. Refer to Rules & Regulations for further clarification.

EXHIBITOR STAFF CONDUCT

- Exhibitors must set up, occupy, and staff their exhibits during all hours exhibits are open.
- Exhibit personnel are expected to remain in their rented space and not view other exhibits except by invitation of other exhibitors.
- Interviews, demonstrations, and the distribution of literature must be made within the booth area assigned to the exhibitor.
- Canvassing or distributing of advertising materials beyond the parameters of the exhibitor’s own booth is not permitted.
- Exhibitors are prohibited from posting signs relating to exhibits or any company activity outside the parameter of the exhibitor’s own booth.
- When food and beverage are served in the Exhibit Hall during lunch and breaks, exhibit personnel may participate but are expected to allow attendees to participate first.

POLICY FOR EXHIBITORS ATTENDING SCIENTIFIC SESSIONS

Exhibitors may attend didactic sessions with the caveat that if a session becomes too full, an exhibitor may be asked to give up their seat for a registered meeting attendee. Exhibitors may not attend any course that is not part of the general sessions (Instructional Courses and Lunch With the Professors) and for which attendees have to register and pay separately. Exhibitors may not register as company staff any individual who is eligible for registration as a meeting attendee.

Exhibitors may not engage in sales while in the session rooms.

EXHIBITOR GUEST POLICY

Guests of exhibitors should be included on the individual company’s staff list. Charges for additional badges over the number included with the purchase of booth space will be assessed at $50 per badge. An exhibitor may not register as staff any person eligible for registration as a meeting attendee.

CANCELLATION & REDUCTION/RELOCATION POLICY

Notification of cancellation or reduction of space must be in writing. If this agreement is canceled by the exhibitor for any reason or by Show Management because of Exhibitor’s default or violation of this agreement, monies paid to the AHNS by the Exhibitor shall be retained as follows:
- $100 per space if application is canceled on or prior to January 31, 2014
- $1,000 per space if application is canceled after January 31, 2014 and prior to March 14, 2014

NO REFUNDS for any cancellations or reductions after March 14, 2014.

SUBLETTING OF SPACE

Exhibitors may not assign or apportion to others the whole or any part of the space allocated, and may not display goods or services other than those manufactured or regularly distributed by applicant(s).
SERVICE CONTRACTOR INSTALLATION & DISSMANTLE

OFFICIAL SHOW SERVICE CONTRACTOR

Freeman Decorating Company
909 Harrison Avenue, Kearney, NJ 07032
PHONE: 201-299-7575

Provided that all payments and information required have been submitted, Freeman will send an Exhibitor Service Kit to you via email in April 2014.

EXHIBITOR APPOINTED CONTRACTORS

Use of exhibitor appointed contractors is permitted. Submission of a completed Exhibitor Appointed Contractor form is required and the form will be included in the Exhibitor Confirmation Kit provided by Show Management. Exhibitor Appointed Contractor information must be accompanied by a Certificate of Insurance and received by Show Management before May 9, 2014. Exhibitors who use independent contractors and do not provide Certificates of Insurance will not be allowed on the exhibit floor.

AUDIO VISUAL SERVICES

A form for ordering AV will be included in the Freeman Exhibitor Service Kit.

TELECOMMUNICATIONS

Complete details and order forms will be provided in the Freeman Exhibitor Service Kit.

LABOR

Freeman will provide the labor for set-up, dismantling, electrical, and material handling. Labor will be available based upon advance orders. To ensure that the correct craftsmen are available, exhibitors are urged to order labor in advance. Complete details and order forms will be provided in your Freeman Exhibitor Service Kit.

NOTE: To facilitate move-in, exhibitors are advised to send shipments to the warehouse. Warehouse and on-site shipping information will be included in the Exhibitor Service Kit. For further details, please contact Jenay Root at 310-437-0559, ext. 127 or via email: jenay@ahns.info.

INSTALLATION/DISSMANTLING LABOR

Rates subject to change. Updated and detailed information will be provided in the Freeman Exhibitor Service Kit.

Straight Time: $188.75 per hour
Overtime: $253.85 per hour

Additionally, rates for electrical labor will be included in the Freeman Exhibitor Service Kit.

FREIGHT HANDLING & SHIPPING

The official drayage contractor will have control of all dock and loading facilities and will receive direct and advance shipments and handle all freight. All services not ordered in advance must be obtained on-site through the Exhibitor Service Desk. On-site freight handling, also called drayage, is charged by weight. Shipments made directly to the hotel are billed at the same rate as those shipped in advance to the warehouse. Advance shipment rates include up to 30 days of storage for your shipment in the contractor’s warehouse facility. Drayage rates include delivery of shipment to your booth and the removal of empty crates to storage.

Drayage rates are calculated per hundred pounds (hundred weight [cwt]). A minimum of two hundred pounds (2 cwt.) will be charged for each round-trip shipment. Shipments of less than 100 pounds will be rounded up (75 lbs. to 1 cwt); shipments of less than 200 pounds will be rounded up (125 lbs. to 2 cwt), and so on.

Advance Shipment Rate: $178.30 per cwt, $356.60 minimum. Accepted up to 30 days in advance to contractor’s warehouse. Address to be published in the Exhibitor Service Kit.

Direct Shipment Rate: $192.75 per cwt, $385.50 minimum. Shipments sent directly to show site. Address and dates that shipments can be received to be published in the Exhibitor Service Kit.
BOOTH CONSTRUCTION INFORMATION

A complete set of construction specifications will be sent with the Exhibitor Service Kit to be emailed in April 2014.

• Exhibits must conform to the educational/professional environment of the meeting.
• Exhibits must be designed and exhibit personnel must operate so that traffic in aisles is not impeded.
• Exhibitor identification on all signs, graphics and literature must be the company name submitted on the Exhibitor Application.
• Exhibits must be assembled and dismantled safely.
• Materials used in the exhibit must be flame retardant in accordance with the Fire Ordinances of the City of New York, New York.
• Electrical equipment must conform to the electrical codes of the City of New York, New York.

BOOTH DESCRIPTION

Included with each linear or corner booth will be an eight (8) foot high background drape, three (3) foot high side drape and one (1) 7” x 44” identification sign. Special requirements, electrical hook-ups, audiovisual rental, etc., must be arranged through the appropriate service contractor and billed directly to the exhibitor. The exhibit hall is carpeted.

HANGING SIGNS OR BANNERS

Information about hanging signs and banners will be available in the Exhibitor Service Kit.

LINEAR EXHIBITS

One or more exhibits in a straight line

• Minimum space is 8’ x 10’
• The rear one half of the exhibit may be occupied up to a height of eight (8) feet.
• The front half of the space may be occupied up to a height of four (4) feet, except for equipment which may be up to eight (8) feet provided it does not block sight lines of other exhibitors.
• Live or video demonstrations must not block sight lines of other exhibitors.
• Exhibits located along the perimeter walls may have a rear height of up to twelve (12) feet with prior approval from Show Management.

ISLAND EXHIBITS

20’ x 20’ or larger

• Maximum height including hanging signs is twenty (20) feet.
• Equipment and/or structure must be located so as not to place the viewer or exhibit personnel in the aisle.
• Design of the booth must allow for see-through visibility and accessibility from all aisles.
• The two (2) foot area immediately within the boundaries of the exhibit space may be occupied ONLY IF, in the opinion of Show Management, there is no interference with other exhibitors. Full use of the rest of the space is permitted.
• Solid walls that are four (4) feet or higher must be set a minimum of two (2) feet back from the booth line.
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 officers, and hold harmless AHNS, IFHNOS and Show Management, their 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 AHNS, IFHNOS, Show Management and the Marriott Marquis Times Square 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 Marriott Marquis Times Square, AHNS and IFHNOS regarding the exhibit premises and further an exhibitor shall at all times protect, indemnify, save and keep harmless the AHNS, IFHNOS, Show Management and the Marriott Marquis Times Square 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. Although security is provided by Show Management, furnishing of such security shall not be deemed to affect the non-liability of AHNS, IFHNOS or Show Management, their members, representatives, official service contractors or the Marriott Marquis Times Square 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 AHNS, IFHNOS 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 AHNS, IFHNOS 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 AHNS, IFHNOS or Show Management, their members, directors, agents or employees for losses or damages that may occur due to such inability to occupy assigned space.

SECURITY

Show management will furnish security staff to be on duty in the exhibit hall when exhibits are closed, but the safekeeping of the exhibitor’s property shall remain the responsibility of the exhibitor at all times. Exhibitors may hire additional security personnel for their booths. Complete information for obtaining security services will be provided in your exhibitor service kit. AHNS and Show Management assume no responsibility for any losses sustained by exhibitors.

CARE OF BUILDING

Nothing shall be affixed to walls, drapes, electrical outlets, etc., by the use of nails, tacks, staples, or scotch tape. Where food and liquids are displayed, there must be suitable floor coverings to protect facility property. Any damage to facility property through carelessness of exhibitors or their employees or agents will be the financial responsibility of the exhibitor causing such damage.

FIRE PRECAUTIONS

No combustible décor, such as crepe paper, tissue paper, cardboard, or corrugated paper shall be used by exhibitors in the exhibit hall at any time during the exhibition. All packing containers, excelsior, and wrapping paper which must be flame proof, are to be removed from the floor and must not be stored under tables or behind displays. All muslin, velvet or any other cloth décor, must withstand a flameproof test. All materials and fluids that are flammable are to be kept in safety containers. Open flame, butane gas, oxygen tanks, etc. are not permitted without permission of the Marriot Marquis Times Square. No obstructions shall be placed in any aisle, passageway, lobby or exit leading to any fire extinguishing appliance. Direct passageways leading to any fire alarm or telegraph communication must be kept free of any obstructions. A complete set of applicable fire regulations will be included in the Exhibitor Service Kit.
**RULES & REGULATIONS**

**AMERICANS WITH DISABILITIES ACT**
Exhibitors shall be fully responsible for compliance with all applicable provisions of the Americans with Disabilities Act (ADA) with regard to their booth space. This includes, but is not limited to, the wheelchair access provisions.

**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.

**GIFTS AND GIVEAWAYS**
Small token gifts may be distributed with Show Management’s prior approval. Requests to distribute handout items must be submitted in writing, along with a sample, photograph or description of each item. Please submit all such requests by May 9, 2014.

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

**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 AHNS or IFHNOS. 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.

**EXHIBITOR HOSTED EVENTS (OUTSIDE OF EXHIBIT HALL)**
Exhibitors may host social events, meetings, or educational activities, with approval by Show Management at the following times:

- Saturday, July 26, before 8:00 am
- Saturday, July 26, after 6:30 pm
- Monday, July 28, after 6:30 pm

If there is an official meeting activity taking place, including educational activities, exhibit viewing, or social events, exhibitors are not permitted to host activities during those times.

All events hosted by exhibitors during non-program hours must be cleared through Show Management. A completed Function Request Form must be submitted to Show Management to obtain space at the Marriott Marquis Times Square. Show Management will contact the hotel which will release the space for exhibitor use. A Function Request Form must be submitted for all events to be held at the hotel. This form will be included in the Exhibitor Confirmation Kit.

**IN-BOOTH EXHIBITOR PROGRAMS AND PRESENTATIONS**

- Exhibitor presentations may take place in exhibitors’ booths during any hours the exhibit hall is open to registrants.
- Exhibitor programs or presentations must be confined to the exhibitor’s booth 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. Exhibitors may be sanctioned if appropriate sound levels are not reasonably maintained.
- Programs or presentations are to be straightforward in nature and must avoid the use of sideshow or theatrical gimmicks.
- Videotapes and films may be shown provided that screens are placed in the rear of the booth 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 Kit and must be completed and returned to the Show Office by May 9, 2014.

**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 AHNS or IFHNOS.”
POLICY ON ACCME SCS

POLICY ON ACCME STANDARDS FOR COMMERCIAL SUPPORT (SCS)

As an ACCME accredited provider, AHNS is committed to presenting CME activities that promote improvements or quality in healthcare and are independent of the control of commercial interests. As part of this commitment, AHNS requires clear separation between exhibit/marketing/advertising activities and educational activities.

Exhibitors are requested to review the ACCME Standards for Commercial Support (http://www.accme.org/requirements/accreditation-requirements-cme-providers/standards-for-commercial-support), and in particular, Standard 4: Appropriate Management of Associated Commercial Promotion:

STANDARD 4: Appropriate Management of Associated Commercial Promotion

• STANDARD 4.1: Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

• STANDARD 4.2: Product-promotion material or product-specific advertisement of any type is prohibited in or during CME activities. The juxtaposition of editorial and advertising material on the same products or subjects must be avoided. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME. There will be no ‘commercial breaks.’ For live, face-to-face CME, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after a CME activity. Providers cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or place of the CME activity.

• STANDARD 4.3: Educational materials that are part of a CME activity, such as slides, abstracts and handouts, cannot contain any advertising, trade name or a product-group message.

• STANDARD 4.4: Print or electronic information distributed about the non-CME elements of a CME activity that are not directly related to the transfer of education to the learner, such as schedules and content descriptions, may include product-promotion material or product-specific advertisement.

HOTEL RESERVATION POLICY

The AHNS and IFHNOS has made special arrangements with the Marriott Marquis Times Square to offer attendees and exhibitors a discounted rate on a first-come, first-served basis. Exhibitors are required to reserve rooms within the meeting room block. Exhibitors may book their hotel rooms directly with the hotel.

Exhibitors should follow the hotel reservation policy as defined in the exhibitor confirmation packet. Reservations must be made by June 23, 2014 in order to receive the discount. Rooms may be available after these dates but not at the discounted rates.

The following special discounted room rates for AHNS meeting attendees is $279.
5th WORLD CONGRESS OF IFHNOS & ANNUAL MEETING OF THE AHNS
ADVANCE PROGRAM ADVERTISING ORDER FORM

Ad Placement Deadline: November 1, 2013
Art Materials Deadline: November 22, 2013

The Advance Program for the 5th World Congress of IFHNOS & Annual AHNS Meeting will now be in a digital format, posted on our website, with a link emailed to approximately 10,000-15,000 surgeons and oncologists in the US and abroad, including AHNS members and applicants, members of ASCO, ASTRO, ASHNR and a mailing list of colleagues around the world. The Advance Program will be a 11”W x 8.5”H horizontal format.

AD SPECS
Full page trim size: 11”W x 8.5”H
Half page trim size: 5.5”W x 8.5”H

FILE SUBMISSION GUIDELINES
All ads should be in color. Acceptable file formats include PDF, JPG, PSD (flattened) or TIFF (flattened). Please do not send native program files such as Quark, Pagemaker, Illustrator or InDesign files. Please make artwork to size and at 150 dpi. No bleed necessary.

Please return this form to Jenay Root at:
11300 W. Olympic Blvd., Suite 600
Los Angeles, CA 90064
PHONE: 310-437-0559, ext. 127
FAX: 310-437-0585
E-MAIL: jenay@ahns.info

Please submit artwork to Jenay Root at:
jenay@ahns.info

CONTACT INFORMATION

COMPANY NAME

CONTACT PERSON

TELEPHONE
FAX

EMAIL

ADVERTISING RATES/ORDER FORM

Type of Advertisement Fee Amount
Full Page - Inside front cover $1,125
Full Page - Inside rear cover $1,045
Full Page - Interior $850
Half Page - Interior $550

TOTAL COST OF AD $

50% deposit required (Deadline November 1, 2013) $ 
BALANCE DUE (November 22, 2013) $ 

Please make check payable to the American Head & Neck Society or Please charge $ ________ to the credit card below:

❑ Visa  ❑ Mastercard  ❑ American Express

Card#: __________________________ Expiration: __________

Name on card: __________________________

Signature: __________________________
5th WORLD CONGRESS OF IFHNOS & ANNUAL MEETING OF THE AHNS FINAL PROGRAM ADVERTISING ORDER FORM

Ad Placement Deadline: June 6, 2014
Art Materials Deadline: June 20, 2014

The Final Program for the 5th World Congress of IFHNOS & Annual AHNS Meeting will be distributed to approximately 2,000 surgeon attendees at the meeting, guests and a mailing list of colleagues around the world. The Final Program will also be available on the AHNS website at www.ahns.info. The Final Program will be a 11” W x 8.5” H horizontal format. Total print run is approximately 2,400.

AD SPECS
All interior ads are black and white.
All ads are non-commissionable.

Full page, with 1/8” bleed: 11.25”W x 8.75”H
Trim size: 11”W x 8.5”H

Half page, with 1/8” bleed: 11.25”W x 8.75”H
Trim size: 5.5”W x 8.5”H

FILE SUBMISSION GUIDELINES
All ads should be in grayscale, and have a 1/8” bleed all the way around. Acceptable file formats include PDF, JPG, PSD (flattened) or TIFF (flattened). Please do not send native program files such as Quark, Pagemaker, Illustrator or InDesign files. Please make artwork to size, including a 1/8” bleed, and at 300 dpi.

CONTACT INFORMATION

COMPANY NAME

CONTACT PERSON

TELEPHONE  FAX

EMAIL

ADVERTISING RATES/ORDER FORM

Type of Advertisement       Fee          Amount
Full Page - Inside front cover $950          $
Full Page - Inside rear cover  $850          $
Full Page - Interior          $750          $
Half Page - Interior          $500          $

TOTAL COST OF AD $ $

50% deposit required (Deadline June 6, 2014) $
BALANCE DUE (June 20, 2014) $ $

Please make check payable to the American Head & Neck Society or Please charge $ _______ to the credit card below:

❑ Visa  ❑ Mastercard  ❑ American Express

Card#: ____________________________________________ Expiration: __________

Name on card: ____________________________________________

Signature: ______________________________________________

Please return this form to Jenay Root at: 11300 W. Olympic Blvd., Suite 600, Los Angeles, CA 90064
PHONE: 310-437-0559, ext. 127 • FAX: 310-437-0585 • E-MAIL: jenay@ahns.info

Please submit artwork to Jenay Root at: jenay@ahns.info
EXHIBITOR REGISTRATION

The deadline for submission of your exhibitor staff list is June 27, 2014. Do not submit hard copy lists of your exhibitor staff. All exhibitor registration is done online. Show Management will email complete instructions for the online registration system at the time your Confirmation Kit is mailed.

Exhibitor badges may be picked up on-site by the individual, or one company representative may pick up all badges. If one person is retrieving all badges, please advise show management in advance. Badges are filed under the company name. Badges must be worn at all times the exhibitor is on the show floor or in an educational session.

The exhibit registration fee includes a maximum of four (4) personnel per 10’ x 10’ space. Regardless of booth size, the total maximum number of personnel included in an exhibit registration fee is 40.

After the close of online registration on June 27, 2014, all additions or changes to badge lists must be made onsite. All onsite changes or additions made onsite are subject to a $50 fee for each change or addition to be paid onsite.

Registration of exhibit personnel beyond maximum allowed, either in advance or on-site, will have an additional registration badge fee of $50. Companies will be invoiced after the meeting for all badges over their maximum allowance.

Exhibitor badges are not to be given or lent to any individual except the exhibit personnel to whom the badge has been issued. Business cards may not be inserted over badge name.

The person who signs the application, or a designee, shall be the exhibitor’s official representative.
5th WORLD CONGRESS OF IFHNOS & ANNUAL MEETING
OF THE AHNS EXHIBITOR SPACE APPLICATION

We, the undersigned, apply for technical exhibit space at the above referenced meeting to be held at the Marriott Marquis Times Square New York City, New York. We accept the conditions, rules, regulations, terms, and policies printed in the Exhibitor Prospectus, which form part of this agreement.

EXHIBITOR INFORMATION
Please type this information exactly as it should appear in all official publications.

COMPANY NAME

ADDITIONAL COMPANY NAMES
used in recent past or used presently (for office reference only)

STREET ADDRESS
CITY
STATE ZIP
COUNTRY

TELEPHONE
FAX
EMAIL
WEBSITE

Please return this form to Jenay Root, AHNS Show Management, at:
11300 W. Olympic Blvd., Suite 600
Los Angeles, CA 90064
PHONE: 310-437-0559, ext. 127
FAX: 310-437-0585 • E-MAIL: jenay@ahns.info


CONTACT INFORMATION

PRIOR TO MEETING CONTACT

TELEPHONE EMAIL

ON-SITE EXHIBIT MANAGER TITLE

CELL PHONE EMAIL

EXHIBIT RESERVATION See page 9 for layout.

Yes, please reserve ___ 10’ x 10’ linear booth(s) which includes pipe and drape, and a booth ID sign. For additional items please see the exhibitor kit which will be mailed April 2014.

Please list at least three choices by booth number(s): 1st choice: ______ 2nd choice: ______ 3rd choice: ______

We prefer not to be in the proximity to the following exhibitors: _____________________________

Early Bird Booth Prices (prior to January 31, 2014)
10’ x 10’ Linear Booth $2,700
10’ x 10’ Corner Booth $2,900
20’ x 20’ Island $11,600

Standard Booth Prices (after January 31, 2014)
10’ x 10’ Linear Booth $2,800
10’ x 10’ Corner Booth $3,000
20’ x 20’ Island $12,000

PAYMENT SCHEDULE

• After March 14, 2014 total booth price due with application.
• Please pay by Credit Card or US Bank check.

Total Estimated Cost of Exhibit: $ ______ Deposit (50%): $ ______ TOTAL AMOUNT ENCLOSED: $ ______

❑ Check enclosed. Please make check payable to the American Head & Neck Society.
❑ Credit Card Payment. AHNS accepts: ❑ Visa ❑ Mastercard ❑ American Express
Card#: __________________________ Expiration: ____________

Name on card: __________________________
Signature: __________________________

Your signature on this application indicates that you understand and agree to comply with all the policies, rules, regulations, terms, and conditions contained in this Exhibitor Prospectus, and will abide by the payment schedule as outlined above, and have read the rules and regulations and agree to distribute them to those involved with your booth.