

EXHIBITOR AND SPONSORSHIP

PROSPECTUS

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Exhibit Dates: Monday, February 12 – Wednesday, February 14

Saturday, February 10 – Wednesday, February 14

Gaylord National Resort & Convention Center
National Harbor, MD (near DC)



APPLY EARLY

CONTENTS

Invitation to Exhibit at the SMFM 2024 Pregnancy Meeting™	2
About SMFM and the Pregnancy Meeting™	3
Demographics	4
Benefits of Exhibiting	5
Exhibit Dates and Space Rates	6
Exhibit Information	6
Floor Plan	17
Exhibit Submission Guidelines	18
.....	
Commercial Support, Sponsorship, and Advertising Opportunities	
Attendee Experiences	19
Thought Leadership	22
Branding	23

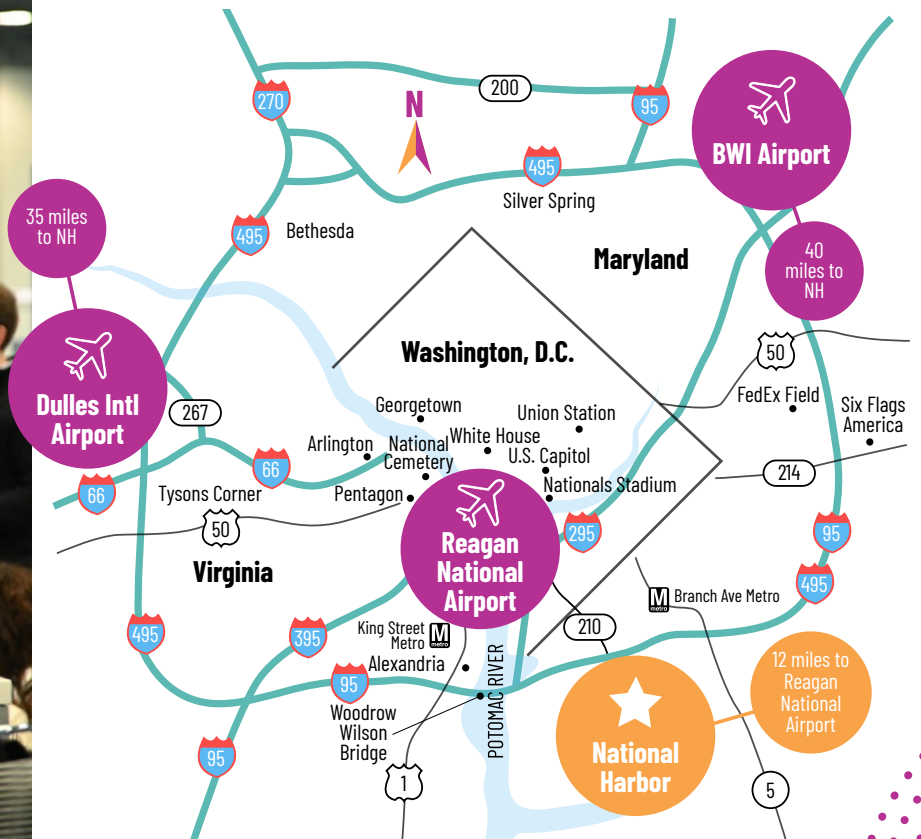


SMFM EXHIBIT / SPONSORSHIP SUCCESS TEAM

Kasey R. McNeil, CEM, HMCC
 Senior Director of Meetings and Corporate Partnerships
 (202) 599-8631 | kmcneil@smfm.org

Tracy Hall
 Senior Coordinator of Exhibits and Event Services
 (202) 644-9343 | thall@smfm.org

General Service Contractor
 AGS Expo Services
 4561 SW 34th Street, Ste. A
 Orlando, Florida 32811
 eventservices@ags-expo.com



INVITATION TO EXHIBIT AT #SMFM24

We invite you to partner with the Society for Maternal-Fetal Medicine by exhibiting at the SMFM 2024 Pregnancy Meeting™, taking place at the Gaylord Resort & Convention Center in National Harbor, MD (near DC), Saturday, February 10 – Wednesday, February 14, 2024.

Your participation in the 2024 event is the perfect opportunity to engage with over 3,000 maternal-fetal medicine subspecialists and other stakeholders, including nationally respected experts, leaders, and decision-makers in obstetrics and women's health.

The Pregnancy Meeting is the premier educational conference in maternal-fetal medicine; attendees travel worldwide to network with today's most influential leaders and explore the latest science and innovations. Our educational experience includes pre-meeting postgraduate courses, oral and poster presentations, state-of-the-art lectures, and scientific forums.

This year, we aim to provide an immersive experience that will educate and inspire beyond the lecture hall. Our new exhibit hall activations and activities are designed to inform attendees of the latest technologies, equipment, and emerging trends in maternal-fetal care.

The exhibit hall will feature an array of activations to attract attendees and allow exhibitors to showcase their services:

- Two networking events on the floor to foster engagement with attendees.
- Product Theaters.
- SMFM Networking area, including places to charge your devices and spaces to network with friends.
- Photo booth.

We are also excited to introduce new advertising opportunities, providing fresh, valuable, and in-demand marketing opportunities. They include:

- Hanging banners throughout the meeting space.
- Escalator and elevator clings that attendees use throughout the meeting space.
- Nook meeting pods – branded meeting space in the exhibit hall.

The Pregnancy Meeting provides a unique and valuable venue for your organization to increase exposure, build relationships, and enhance your company's image among the leaders in the field of obstetrics. We hope you will use this opportunity to showcase your products and services to this influential group of decision-makers.

Exhibit and sponsorship opportunities are limited, so make your selection today!

On behalf of the Society for Maternal-Fetal Medicine, we look forward to seeing you at the National Harbor in Maryland (near DC).



Christina J. Wurster, MBA, CAE
Chief Executive Officer

EXHIBITOR TESTIMONIAL



Thank you again Kasey and Tracy, for everything! This was our Fetal Treatment Center's most successful conference to date!

Grace Troup
Marketing Specialist, UCSF Health

ABOUT

SMFM

The Society for Maternal-Fetal Medicine (SMFM), founded in 1977, is a nonprofit organization representing more than 6,000 maternal-fetal medicine (MFM) subspecialists. MFM subspecialists are obstetricians with additional years of training and board certification, making them highly qualified experts and leaders in care for complicated pregnancies. Additionally, SMFM welcomes physicians in related disciplines, nurses, genetic counselors, ultrasound technicians, MFM administrators, and other individuals working toward optimal and equitable perinatal outcomes for all people who desire or experience pregnancy. For more information, visit [SMFM.org](https://www.smfm.org).

The Meeting

The Pregnancy Meeting is the centerpiece of SMFM's work, featuring postgraduate courses and workshops, luncheon roundtables, scientific forums, oral and poster presentations, and more. It is the premier event for presenting and learning about cutting-edge science in obstetrics and provides participants the opportunity to connect with leaders and colleagues in maternal-fetal medicine.

The Gaylord National Resort & Convention Center (Near DC)

201 Waterfront St.
National Harbor, MD 20745

Standing on the banks of the Potomac River, **Gaylord National Resort & Convention Center** welcomes Pregnancy Meeting™ attendees to an upscale experience in the heart of National Harbor. Located minutes from Washington, DC, and Old Town Alexandria, the resort is just steps away from the restaurants and entertainment of National Harbor including: The Capital Wheel, MGM National Harbor, Top Golf, and Tanger Outlets. With newly renovated guest rooms and suites, a 19-story indoor garden atrium, a premier steakhouse, sports bar, an award-winning spa, and a rooftop lounge – it is the ideal getaway.

Featuring year-round resort entertainment and a variety of dining options, Gaylord National features newly renovated guest rooms and spectacular suites that pay homage to American heritage with curated artwork and thoughtful spaces sure to provide comfort during your stay.

Visit book.passkey.com/go/2024 to make your hotel reservations. **Reservations are available at the special SMFM rate of \$294 per night until Friday, January 12.** Rooms may sell out prior to the deadline, so please make reservations as soon as possible to ensure availability.

Exhibiting

SMFM recognizes that issues in maternal-fetal medicine are ever-changing and has designed its exhibit program to help foster communication between industry, the Society, and its members.

As an exhibitor, you'll gain exposure to your target market of highly educated experts, who are also prime prospects with significant buying power.

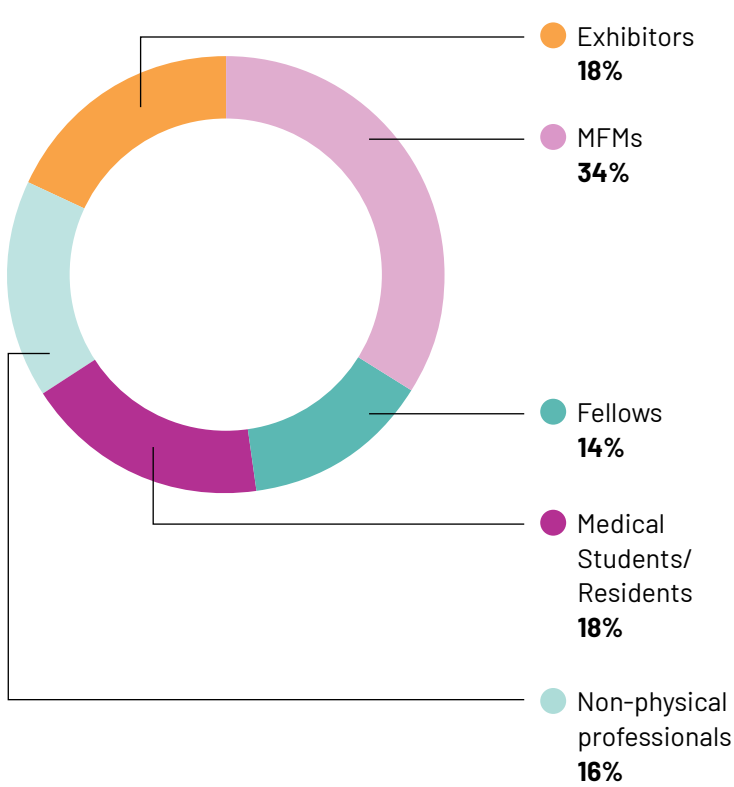
Whether your company is selling products or services, increasing its brand recognition, recruiting staff, or introducing new technology, exhibiting at the SMFM 2024 Pregnancy Meeting™ increases your visibility among the most influential leaders in obstetrics.



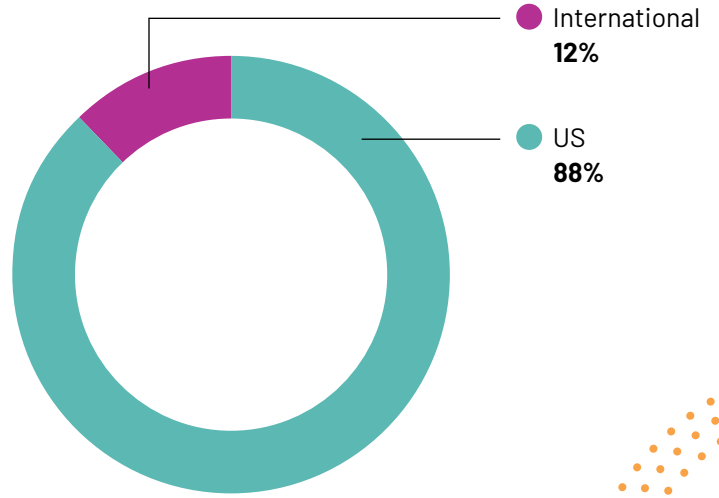
DEMOGRAPHICS

2023 Meeting Data

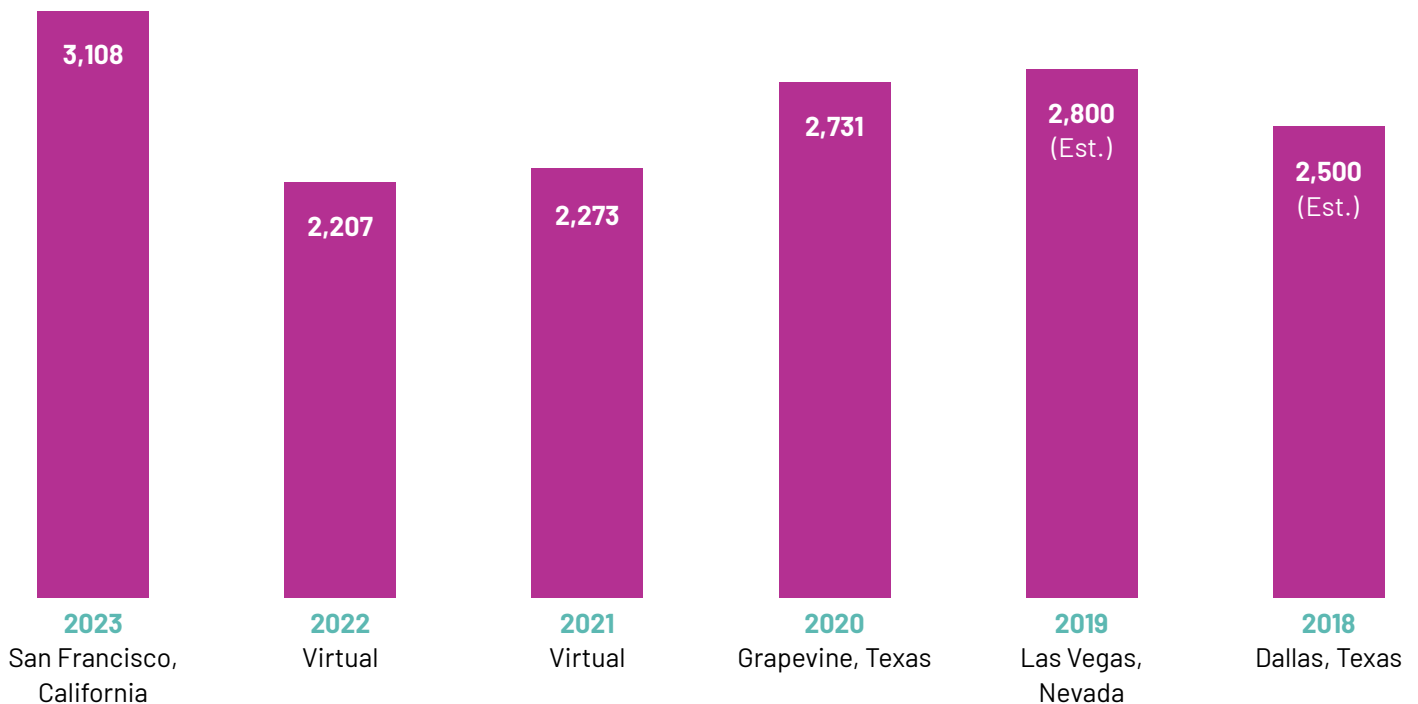
Attendance by Type



Total SMFM Membership



Pregnancy Meeting™ Attendance History



BENEFITS OF EXHIBITING

Each 10' x 10' booth space includes the following:

- 8' high draped back wall and 36" side drape (inline booths).
- 6' x 30" white draped table, two (2) chairs and a wastebasket. (non-profit companies only)
- 7"x44" booth identification sign with company name and booth number (inline booths).
- Two (2) exhibitor registrations per 100 square feet of space, which allows entrance to the meeting's scientific sessions, forums, two (2) receptions in the exhibit hall, and the exhibit hall during all set up, dismantle, and regular show hours. Additional exhibitor registrations are \$300 each. Access to postgraduate courses and other ticketed sessions is an additional fee.
- One (1) complimentary use of the SMFM member mailing list or one (1) use of the pre-meeting or post-meeting attendee mailing list physical addresses only; email and phone numbers are not included, or one (1) complimentary job post listing on the SMFM Online Job Board. Please contact kmcneil@smfm.org to take advantage of this benefit.
- Exclusive opportunities to provide meeting support, promotion, and advertising.
- Complimentary company listing in the printed meeting Program Book, on-site and online exhibitor listings, digital floor map, and mobile event app.
- Opportunity to purchase print advertising in the exclusive Pregnancy Meeting™ Program Book, which is distributed to all meeting attendees.
- Exclusive opportunity to rent meeting rooms and Nook pods located in the exhibit hall.
- Opportunity to purchase digital advertising on the meeting's mobile event app.
- Opportunity to reserve ICW (in conjunction with) meeting space, based on hotel availability of space outside SMFM meeting space, during the Pregnancy Meeting™ dates.

Traffic-Generating Features

There are several features designed to increase attendee traffic flow in the exhibit area including:

- Exhibit Hall with Activations & Activities
- SMFM Networking Hub
- Product Theaters
- Two (2) Networking Receptions

Exhibit Hall Receptions

The place to be for all attendees will be the SMFM 2024 kick-off in the Exhibit Hall on **Monday, February 12, 6 – 8 PM** for the opening of the exhibit hall and reception event. We'll continue the festivities the following evening on **Tuesday, February 13, from 6 – 8 PM** for a second night of networking and fun.

Exhibits and Poster Sessions

Attendees can visit the exhibit hall to mingle and connect with new and returning acquaintances and exhibitors while exploring the latest research during the poster sessions.

Poster Session Hours:

Tuesday, February 13	Wednesday, February 14
10:30 AM – noon 3:30 – 5 PM	8:30 – 10 AM

Please plan to staff your booth accordingly.

Beverage Breaks

Beverages will be served during the dedicated poster hours, and exhibitors may reserve optional beverage break sponsorships.



EXHIBIT INFORMATION

The SMFM 2024 exhibits will be open Monday, February 12, to Wednesday, February 14, in the Prince George's Exhibit Hall at the Gaylord National Resort & Convention Center. Exhibit hours have been scheduled to provide maximum interaction between meeting attendees and exhibitor personnel.

Exhibit Space Rate

Nonprofit	\$4,500
NEW RATE FOR 2024 – Recruiter or Publisher Booth	\$5,500
Standard Booth 10'x10' Inside/Inline/Standard	\$6,750
Standard Booth 10'x10' Corner	\$6,950
Island Booth	\$67.50 per sq. ft.

SMFM Career Fair

Powered by Jobs Connected

Returning in 2024! Recruiters have the opportunity to participate in the SMFM Career Fair on Monday, February 12, from 11:30 AM – 1 PM.

Benefits:

- One (1) dedicated highboy table with two (2) chairs to meet with prospective job seekers.
- Matchmaking platform to add your company profile and add your logo, set up and manage your content, and interact with potential job seekers prior to the Pregnancy Meeting™.

Career Fair Table Rate

Exhibitor	\$1,000
Non-Exhibitor	\$1,500 + cost of registration

Exhibit Hall Schedule-at-a-Glance

Monday, February 12

8 AM – 5 PM Exhibit Installation

6 – 8 PM Exhibit Hall Hours & Opening Reception with Exhibitors*

Tuesday, February 13

10:30 AM – 8 PM Exhibit Hall Hours (AM & PM coffee refreshment breaks on the floor*)

11:30 AM – 12:15 PM Product Theater Session 1*

12:45 – 1:30 PM Product Theater Session 2*

6 – 8 PM New! Networking with a Twist on the Exhibit Floor*

Wednesday, February 14

8 – 9 AM Product Theater Session 3

8 – 10 AM AM coffee/refreshment break or breakfast on the floor*

10 AM – 2 PM Exhibit Dismantle

All times are tentative and subject to change.

**Indicates where sponsorship opportunities are available. All times are tentative and subject to change. Contact the SMFM Exhibit/Sponsorship Success Team for more information.*





Access to Exhibits

During show days, exhibitors who are properly badged may enter the exhibit hall one hour prior to the opening of the exhibit hall and may remain in the hall one hour after the close of exhibits. Meetings with attendees and other non-exhibiting individuals in the exhibit hall may only occur during official exhibit hours and in designated areas. These individuals must have a meeting badge and can only gain access to the exhibit hall during official exhibit hours. Exhibitors may not enter another exhibitor's booth without the other exhibitor's express approval. SMFM, its representatives, and employees shall have free access to any exhibit at all times in the performance of their assigned duties.

ACCME Guidelines

No industry promotional materials shall be displayed or distributed in the same room immediately before, during, or after an education activity certified for credit. Industry supporter representatives may attend any Accreditation Council for Continuing Medical Education (ACCME) educational activity, but may not engage in sales activities immediately before, during, or immediately after in the room where the education activity takes place. Support of accredited CME activities does not influence booth space assignment decisions.

Advertising

Exhibitors' advertising and marketing of their participation in the meeting, including such activities on its website and elsewhere on the internet, shall comply with all contracts and shall not infringe or otherwise misuse the SMFM trademarks and other intellectual property. An exhibitor may, on its website or elsewhere, list the official name and date of an SMFM event and may indicate, upon approval of its application, that the exhibitor is an authorized exhibitor at such event, but the exhibitor may not state or imply that SMFM endorses its goods or services and may not otherwise use SMFM intellectual property without the prior written consent of SMFM. If, in the reasonable belief of SMFM, (i) Exhibitor's activities infringe any of the SMFM's federally registered trademarks ("Foundation Marks"), or (ii) Exhibitor's activities, including the exhibitor using, without permission, Foundation Marks on websites or in domain names, metatags, hypertext links, or any search engine sponsored links or search engine advertising programs (e.g., Google AdWords), are likely to cause confusion, mislead, or deceive, as to the affiliation, connection, or association of SMFM with the exhibitor or its goods, services, or other industry activities, SMFM reserves the right to cancel the exhibitor's space. SMFM's decision on all such matters shall be final. In addition, exhibitors may not leave merchandise or printed matter in any area of the convention center or SMFM facilities. Exhibitors may distribute materials only from their assigned booth.

Americans with Disabilities Act (ADA)

All exhibiting companies are required to comply with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive and as reasonably accommodating as possible to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line, (800) 514-0301.

Booth Cancellations and Reductions

Exhibitors are required to submit a written notification of cancellation to the Meetings Department of SMFM at events@smfm.org. The date the exhibitor's written notice of cancellation is received in the Meetings Department will be the official cancellation date.

Booth Carpet

All booth spaces must be carpeted or covered with approved flooring. Carpeting of the exhibit booth is the responsibility of the exhibitor occupying that booth space. The carpet must be clean and in reasonable shape and appearance, as judged by SMFM Show Management. If the booth space is not carpeted by the posted deadline, carpet will be laid by the general services contractor, and the cost will be the responsibility of the exhibitor occupying that booth space.

Booth Construction

Standard 10-foot-deep and 10-foot-wide booths with a back-wall sign bearing the exhibiting company's name and booth number will be furnished to each exhibitor. The booth background drape is 8-foot-high with 3-foot-high side-wall dividers. The aisles in the exhibit hall are carpeted, so the exhibitor must supply the required booth carpeting. Booth furniture, carpeting, special drapery, and other special services are NOT supplied and may be obtained at the prevailing rates through the general service contractor using forms found in the online Exhibitor Service Manual. All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Exhibitors should ensure that any display fixtures, such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.

Booth Types Allowed

Linear/Corner/Perimeter

Defined as a 10' x 10' (3.05m x 3.05m), or a series of 10' x 10's, in a straight line and will generally have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle. A corner booth is a type of linear booth at the end of a series of inline booths with exposure to intersecting aisles on two sides. Corner booths can be a series of multiple linear

booths but will be listed as one corner booth with one booth number. A perimeter booth is a type of linear booth that backs to an outside wall of the exhibit hall or to a non-exhibit area, not to another exhibit booth. All guidelines of a linear booth apply with the exception of the back-wall height, which is a maximum of 12' (3.66m). Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8' (2.44m) high is allowed only in the rear half of the booth space with a 4' (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Linear booths may extend to 8' (2.44m) high only halfway, 5' (1.52m) from the back-wall drape line out toward the aisle. The front 5' (1.52m) from the middle of the booth to the front aisle has a height restriction of 4' (1.22m). Hanging signage is not permitted in linear booths.

Peninsula Booth

Defined as a booth space exposed to aisles on three (3) sides and is a 20' x 20' (6.10m x 6.10m) or larger. Peninsula booths normally will have one other peninsula booth or a linear booth on the other side of the back-wall or side-wall drape line. Approval from exhibitor involved must be received before the booth space assignment can become official. A fifty percent (50%) see-through effect on the portion of the booth from the floor up to a minimum of 8' in height is required. Compliance will be determined from a minimum of two (2) angles. No exhibit structure may span an aisle by roofing or floor covering. A twenty-five percent (25%) see-through effect on the portion of the booth from 8' up to the maximum height of 20' is required. Compliance will be determined from a minimum of two (2) angles. Display components from the floor to 8' in height may NOT be closer than 1' to any external boundary of the exhibit space. This applies only to displays that are 20' x 30' or larger. Display components from 8' to 20' in height may extend to the edge of the exhibit space. Complete scale drawings, both concept and construction, indicating applicable setback, exhibit height, live demonstration areas, and supplemental/back out lighting requests must be submitted to SMFM for approval no later than 45 days prior to the Pregnancy Meeting. A licensed structural engineer must approve exhibit and/or display components exceeding 12' in height before installation. A copy of the engineer's certificate or stamped floor plans must be available for on-site inspection. Move-in/set up may not begin without written preliminary approval of plans by SMFM's Exhibit Management. The final decision will be made during the installation of the exhibit. Any changes required to bring an exhibit into compliance with the peninsula and multistory display rules shall be made at the exhibitor's expense.

Island Booth

An island booth is a booth exposed to aisles on all four (4) sides. An island booth is 20' x 20' (6.10m x 6.10m) or larger. The entire cubic content of the space may be used up to the maximum allowable height of 20' (6.10m) while adhering to the see-through effect percentages. All island

and multistory displays must have access from all four (4) sides unless the exhibitor wanting limited access receives permission from SMFM (at SMFM's sole discretion). A fifty percent (50%) see-through effect on the portion of the booth from the floor up to a minimum of 8' in height is required. Compliance will be determined from a minimum of two (2) angles. No exhibit structure may span an aisle by roofing or floor covering. A twenty-five percent (25%) see-through effect on the portion of the booth from 8' up to the maximum height of 20' is required. Compliance will be determined from a minimum of two (2) angles. Display components from the floor to 8' in height may NOT be closer than 1' to any external boundary of the exhibit space. This applies only to displays that are 20' x 30' or larger. Display components from 8' to 20' in height may extend to the edge of the exhibit space. Complete scale drawings, both concept and construction, indicating applicable setback, exhibit height, live demonstration areas, and supplemental/back out lighting requests must be submitted to SMFM for approval no later than 45 days (November 2023) prior to the meeting. Exhibit and/or display components exceeding 12' in height must be approved by a licensed structural engineer prior to installation. A copy of the engineer's certificate or stamped floor plans must be available for on-site inspection. Move-in/set up may not begin without written preliminary approval of plans by SMFM Exhibit Management. The final decision will be made during the installation of the exhibit. Any changes required to bring an exhibit into compliance with the island and multistory display rules shall be made at the exhibitor's expense.

Cancellation of Event

If an emergency arises prior to the opening date of the event, or during the event, which prevents its scheduled opening and/or operation, including but not limited to strikes, destruction or damage of the exhibit hall, acts of God, terrorism or the threat of terrorism, disease or epidemic, a declaration of national emergency by the president, or any other event beyond the control of SMFM, it is expressly understood and agreed that SMFM will return all monies paid for space, or the exhibitor shall have the choice to roll over monies paid to the following year. No penalties will be applied, and no monies will be withheld. If for any reason, SMFM determines that the location of the exhibition should be changed, no refund will be made, but SMFM shall assign to the exhibitor, in lieu of the original space, such other space as SMFM deems appropriate and the exhibitor agrees to use such space under applicable rules and regulations. SMFM shall not be financially liable or otherwise obligated to the exhibitor in the event the exhibition is canceled, postponed, or relocated, except as provided herein.

Canopies and Ceilings

Canopies, including ceilings, umbrellas, and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or to allow for hanging products). Canopies for linear or perimeter booths should comply with line-of-sight requirements. (See "Use of Space" for linear or perimeter booths). The bottom of the canopy should not be lower than 7' (2.13m) from the floor within 5' (1.52m) of any aisle. Canopy supports should be no wider than three inches (3" (.08m)). This applies to any booth configuration that has a sight line restriction, such as a linear booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings, and other similar coverings. Check with the appropriate local agencies prior to determining specific exhibition rules.

Care of Exhibitor Space

Exhibitors must, at their expense, maintain and keep their booths and exhibits clean and in good order as determined by the sole discretion of the SMFM. Exhibitors and their designated agents shall be responsible for the cost of removing any excess waste, as deemed by the convention center and/or SMFM.

Children's Admission to the Exhibit Hall

Children (age of 18 years or less) are welcome in the exhibit hall during show hours, provided they are always accompanied by a registered attendee and/or registered exhibitor. No children are allowed in the exhibit hall during setup or dismantling. The registered attendee and/or exhibitor who is responsible for the child assumes all responsibility for damage(s) to any exhibits.

Code of Conduct

SMFM is committed to ensuring a safe and welcoming environment for all participants at the Pregnancy Meeting™. We expect all participants at the Pregnancy Meeting™ to abide

by this **Code of Conduct** in all venues at the meeting, including ancillary events and official and unofficial social gatherings.

- Exercise consideration and respect in your speech and actions.
- Refrain from demeaning, discriminatory, or harassing behavior and speech.
- Be mindful of your surroundings and of your fellow participants.

Contracted Services and Information

SMFM, in the best interest of the exhibitors, has selected AGS Expo to serve as the official general service contractor. The contractor will provide to the exhibitors, for a fee, all labor, equipment, and supervision. Complete information, instructions, and schedules of prices for services and rentals will be included in the online Exhibitor Service Manual, available November 2023.

Damage and Personal Injury

Exhibitors are responsible for all damage to the building or to the booth space and property of other exhibitors, including damage by employees, representatives, or agents. No nails, tacks, or screws shall be put into walls, woodwork, or flooring of the building. The exhibitor is also responsible for all personal injury caused by its employees, representatives, and agents.

Demonstrations

Exhibitors need to conduct sales presentations and product demonstrations in a manner that ensures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentations, audiovisual presentations, and demonstration areas to ensure compliance.

Exhibitors need to be aware of the local regulations regarding fire/safety and the environment which must be adhered to. Special caution should be taken when demonstrating machinery or equipment that has moving parts or potentially dangerous parts. A minimum setback of 3' (.91m) needs to be established to aid in preventing accidental injury to spectators. Demonstrations should be conducted by qualified personnel only.

Drawings and Raffles

Drawings and raffles may be conducted according to the following guidelines: the selection process for drawings and raffles cannot take place on the exhibit floor during normal hours of operation. Winners do not have to be present to win. The total prize awarded for the show's entirety must not exceed \$1,000 in retail value. SMFM reserves the right to prohibit booth activity that it deems not in keeping with the professional purpose of the exhibition. Contests and games outside of drawings and raffles of any kind in conjunction with all exhibitor activities are prohibited. All drawings and raffles must be approved by SMFM in advance of the Pregnancy Meeting™. Exhibiting companies that interact with physicians and other healthcare professionals during the Pregnancy Meeting™ are asked to review the codes of ethics developed by MITA, NEMA, PhRMA, AdvaMed, and the AMA. Ethical practices and industry conduct can differ among companies. It is the responsibility of each company to decide what types of activities are appropriate as they relate to sales and promotional events. Exhibitors also must ensure that drawings and raffles comply with all state and local laws.

Electrical Connections and Charges

All electrical wiring must be approved and installed in accordance with local regulations. An electrical order form can be found in the online Exhibitor Service Manual, available in November 2023.

Eligibility for Exhibiting

For an application to be accepted by SMFM, the products or services must be related to the MFM field. Applications from companies that have not previously exhibited at the Pregnancy Meeting™ will be reviewed by SMFM Show Management for eligibility before an assignment is made.

The materials required for review are:

- Background information about the company.
- Promotional brochures/literature for all products and services to be exhibited.
- A list of three (3) medical meetings where the company has recently exhibited.

Products or services that are not acceptable at the Pregnancy Meeting™ include but are not limited to:

- Not available throughout North and Central America and the Caribbean.
- Multilevel marketing/profit enhancement opportunities or any variation.

Exhibitors may not offer, and the attendees cannot receive, any type of monetary compensation for the use of a product or service, referrals, or any similar activities.

SMFM reserves the right to accept, reject, or conditionally accept, based on SMFM's sole discretion, for any reason, which need not be disclosed to the applicant. All outstanding obligations to SMFM from the potential exhibitor, including payment of debts, must be fulfilled.

Enforcement of Laws, Rules, Regulations, and Policies

As a condition of exhibiting under this contract, each exhibitor agrees to observe all applicable SMFM rules, regulations, and policies, as well as all applicable federal, state, and local laws, rules, regulations, and policies. This shall include, but not be limited

to, the Americans with Disabilities Act; FDA laws, regulations, rules, and policies; union regulations; state and local laws, rules and regulations; and the convention center guidelines.

Identification of a rule violation results in written communication to exhibitor representatives explaining the nature of the violation. The written notice explains the timing/process for correcting the violation: (a) immediately, if violation poses a safety hazard, (b) by 6 PM the evening before official opening when the violation occurs during installation, or (c) before the opening of the next exhibition day, if the violation occurs during an official day of the exhibition. A written notice will identify a specific time for reinspection of the specified violation. If the violation has not been corrected by that time, a second notice will be issued.

As a rule: no failure by SMFM to enforce, or any delay in the enforcement of, any rules, regulations, laws, or any right, power, or remedy that SMFM may have under this Agreement, shall impair any right, power, or remedy that SMFM may have under this Agreement.

Environmental Responsibility

Exhibitions and events, by their very nature, create waste. Properly managed, exhibitions and events can recycle excess materials and supplies in useful and meaningful ways, and they can do so using methods that result in a minimized impact on the environment. Exhibits should utilize recycled, renewable, and energy-efficient materials whenever possible. Exhibitors planning to dispose of, or leave behind, any property from their booth must make arrangements with the general services contractor for disposal and all appropriate and applicable fees will apply.

Exhibitor Appointed Contractors (EACs)

Exhibitor Appointed Contractors (EACs) may enter the exhibit hall one hour prior to the opening of the show each day. They must have company identification to be allowed in the hall. The exhibiting company is responsible for the actions of its EAC and is subject to violations incurred by the EAC. The EAC is considered an agent of the exhibiting company and will be held and bound by SMFM policies and procedures. The SMFM reserves the right to remove EACs whose actions jeopardize the on-time opening of the exposition or whose employees fail to observe the rules, regulations, and procedures contained in the Exhibit Prospectus, website, and online Exhibitor Service Manual. The contractors appointed by SMFM must be used for services such as electrical, plumbing, telephone, material handling, rigging, booth cleaning, floral, and photography work. EACs, nonofficial or independent contractors, are allowed to install and dismantle at the SMFM meeting as long as there is compliance with the following rules: SMFM must be notified in writing by the dates specified in the Exhibitor Service Manual. The EAC Request Form will be provided in the Exhibitor Service Manual. Notification by the EAC is NOT acceptable; the EAC must furnish SMFM with a Certificate of Liability Insurance no later than the date on the form. The liability insurance must have a limit of not less than \$1,000,000 per occurrence; \$3,000,000 aggregate; the EAC must have current contracts with appropriate unions and provide stewards in the required ratio; The EAC may not solicit or accept new business for future SMFM shows on the show floor; and the EAC must have all appropriate federal, state, and local licenses, permits, etc. NOTE: An EAC will not be permitted on the show floor unless the above rules are observed. NO EXCEPTIONS. The exhibiting company must still furnish the SMFM with the proof of insurance listed below, even if using an EAC.



Exhibitor Service Manual

An online Exhibitor Service Manual will be available to exhibiting companies in November 2023. In case of conflict with the stated rules and regulations herein, the rules included in the Exhibitor Service Manual will prevail.

Floor Plan

The floor plan for this exhibit hall will be maintained as originally presented whenever possible; however, SMFM reserves the right to modify such plan to the extent necessary for the best interests of the market, exhibitor's safety, industry, and changing needs of the Pregnancy Meeting™.

Fire Regulations

All display material must be flame proof and subject to inspection by the local fire marshal. No flammable fluids or substances may be used or shown in the exhibit area.

Food and Beverages

Nonalcoholic beverages and food products are permitted in the exhibit if ordered through the center's official caterer. Menus can be reviewed in the Exhibitor Service Manual, available November 2023.

Food and Drug Administration (FDA) Regulations

All medical devices or pharmaceuticals exhibited must have fulfilled all applicable FDA regulations, rules, and policies, and all exhibit activities must comply with such regulations, rules, and policies. It is the exhibitor's responsibility to familiarize themselves with FDA regulations. For more information on FDA compliance, please visit www.fda.gov.

Giveaways

Please consider QR codes for your printed materials in an effort to maintain a greener meeting. Handout materials are to be straightforward, professional, and non-combative in nature. Small token gifts that are not worn or displayed and may be carried in the pocket, such as pens, pencils, luggage tags, or pocket calendars, are acceptable and may be distributed from the exhibitor's booth without prior approval. Such token gifts must meet American Medical Association ethics guidelines and should not be of substantial value. It is the responsibility of the exhibitor to receive prior approval for any handout/novelty item that may be questionable in nature. Exhibiting companies that interact with physicians and other healthcare professionals during the Pregnancy Meeting™ are asked to review the codes of ethics developed by MITA, NEMA, PhRMA, AdvaMed, and the AMA. Ethical practices and industry conduct can differ among companies. It is the responsibility of each company to decide what types of activities are appropriate as they relate to sales and promotional events.

Hanging Signs and Graphics

Hanging signs and graphics in all standard peninsula and island booths, are allowed up to a maximum height range of 16' to 25' (4.88m to 7.62m) from the top of the sign. End-cap booths do not qualify for hanging signs and graphics. The distance is measured from the floor to the top of the sign. Whether suspended from above or supported from below, they should comply with all ordinary use-of-space requirements. For example, the highest point of any sign should not exceed the maximum allowable height for the booth type. Hanging signs and graphics should be set back 10' (3.05m) from adjacent booths and be directly over contracted space only. Approval for the use of hanging signs and graphics, at any height, should be received from the exhibition organizer at least 60 days prior to installation. Variances may be issued at Exhibit Management's discretion. Drawings need to be available for inspection.

Height Variances

Height variances may be issued for all types of booths. However, in a linear booth, the backside of any structure over 8' (2.44m) must be free of trademarks, graphics, and/or logos. Tall flags or markers on the front aisle of linear booths are prohibited. Pop-up tents or canopies may be allowed but must follow all local fire and facility regulations.

Helium Balloons

Helium balloons are not permitted in the exhibit hall or as part of an exhibitor's display.

Hotel Policies and Procedures

All exhibiting companies must utilize the official housing block at The Gaylord National Resort & Convention Center.



ICW Meeting Requests and Off-Site Events/Affiliate Meeting Requests

The Pregnancy Meeting™ commences on **Saturday, February 10, at 8 AM**, and adjourns on **Wednesday, February 14, at 5 PM**. During that period, neither exhibitors nor their agents may conduct or sponsor any education, marketing, or media activities directed toward SMFM meeting professional registrants other than as part of the SMFM scientific program or as specifically authorized by SMFM. Exhibiting companies and organizations cannot offer CME credit to SMFM professional attendees within their exhibit space. All meeting requests and off-site events must be approved and reserved through the Meetings Department. It is a violation of SMFM regulations to reserve space directly at any facility. Exhibitors interested in holding a meeting/function during the Pregnancy Meeting™ must complete an application and abide by the SMFM ICW guidelines. Cancellation of exhibit space will result in the immediate forfeiture of approval and the release of any assigned meeting space.

[Click here to submit a meeting request.](#)

Installation and Dismantle

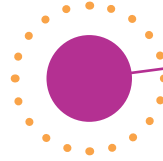
Installation will begin on **Sunday, February 11, at 8 AM**. Setup must be completed, and exhibits must be “show-ready” by **5 PM on February 12**. All display material, packages, etc., not attended to by **5 PM on Monday, February 12**, will be removed by the service contractor on a charge basis. All crated material must be off the floor by **5 PM, February 12**. Any space not claimed and occupied one (1) hour prior to the opening time of the exhibition may be resold or reassigned without refund. Dismantling may begin promptly at **10 AM on Wednesday, February 14**. Dismantling exhibits before the official closing without just cause and/or permission from the SMFM exhibits staff will violate the rules and regulations and may jeopardize the right to exhibit at future events. Please be aware that union regulations apply to all industry and allied exhibitors.

Laser Policy

Exhibiting companies planning to demonstrate laser equipment and other potential hazardous light sources must complete and send completed information to SMFM Show Management for approval. Please contact Kasey McNeil at kmcneil@smfm.org.

Liability

Space is leased with the understanding that the SMFM, AGS, and the convention center will act for the exhibitor and his representatives only in the capacity of agent, and not as a principal, and assume no liability for damages for any acts of omission in connection with the said agency. Neither



SMFM nor its contractors, nor either of their directors, officers, employees, agents, and members, or other representatives shall be held liable for, and they are hereby released from any damage, loss, harm, or injury (including any lost profits, sales or business opportunities, or any other type of direct or consequential damages alleged to be due from a breach of this contract) to the person or property of the exhibitor or any of its visitors, business invitees, officers, agents, employees, or other representatives, resulting from exhibitor's participation in the event or and/or use of exhibition space hereunder, whether resulting from terrorism or any other cause. The exhibitor's sole remedy for a breach of this contract will be for a partial or full refund of all amounts paid by the exhibitor pursuant to this contract. The exhibitor shall indemnify, defend, and hold harmless SMFM and its contractors and their respective owners, directors, officers, employees, agents, and representatives, from any and all claims, liabilities, losses, damages, costs, or expenses, including reasonable attorney's fees and costs of litigation, of any kind, relating to or arising out of the exhibitor's participation in this event, provided that the foregoing shall not apply to actions caused by the sole negligence of either SMFM or its contractors. It is the responsibility of the exhibitor to maintain adequate insurance coverage for its property and liability and to provide evidence thereof to SMFM. To comply, it is mandatory that a Certificate of Liability Insurance or documents that show proof of insurance coverage be presented to SMFM Show Management before the first day of the show. Failure to comply will result in the exhibitor not being able to set up or enter the show until these documents are provided.

SMFM shall not be responsible for any loss of or damage to any property of the exhibitor for any reason, including theft unless such loss or damage is caused solely by the gross negligence of SMFM or any of its employees. The exhibitor is required to follow and use all of the security arrangements made by SMFM for property and valuables when the show is not open. In addition, the exhibitor is required to provide and keep in force during the show period, including move-in and move-out periods, the following insurance coverage:

Worker's compensation and employer's liability insurance covering its employees in the state in which the show is

being held, in accordance with applicable state statutes, rules, and regulations.

Comprehensive general liability insurance, including **blanket contractual liability insurance** naming SMFM as an additional insured, with limits of \$1,000,000 combined single limit for bodily injury and property damage or industry general liability insurance naming SMFM as an additional insured with limits not less than \$2,000,000 general aggregate, \$1,000,000 products-completed operations aggregate, \$1,000,000 personal and advertising injury limit and \$1,000,000 each occurrence limit.

All-risk property insurance covering all of the exhibitor's property brought into or used in connection with the show, including the move-in and move-out periods, with insurance coverage to be set forth in an insurance policy that includes:

- A. A waiver of subrogation against SMFM, its members, officers, employees, and agents.
- B. Limits of liability providing minimum coverage (with no deduction or participation provisions) of not less than the full replacement cost of the property lost or damaged.
- C. Each of the exhibitor's insurance policies required herein must contain an express waiver by the exhibitor's insurance company of any right of subrogation as to any claims against SMFM. SMFM shall be named as additional insured on exhibitor's insurance policies and the exhibitor shall provide to SMFM Certificates of Insurance indicating this status. The exhibitor shall also provide the SMFM with copies of its policies upon request.
- D. The Exhibitor understands that neither SMFM nor the convention center maintains insurance covering the exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance.

The above-mentioned insurance is mandatory for all exhibitors and no sort of waiver will be accepted in its place. Exhibitors using EACs or other hired workers or labor must still provide proof of insurance listed.

Space is leased with the understanding that SMFM will act for the exhibitor and his representatives only in the capacity of agent, and not as principal, and assume no liability for damages for any acts of omission in connection with the said agency. Neither SMFM nor its contractors, nor either of their directors, officers, employees, agents, and members, or other representatives shall be held liable for, and they are hereby released from any damage, loss, harm, or injury (including any lost profits, sales or business opportunities, or any other type of direct or consequential damages alleged to be due from a breach of this contract) to the person or property of the exhibitor or any of its visitors, business invitees, officers, agents, employees or other representatives, resulting from exhibitor's participation in the event or and/or use of exhibition space hereunder, whether resulting from terrorism or any other cause. The exhibitor's sole remedy for a breach of this contract will be for a partial or full refund of all

amounts paid by the exhibitor pursuant to this contract. The exhibitor shall indemnify, defend, and hold harmless SMFM and its contractors and their respective owners, directors, officers, employees, agents, and representatives, from any and all claims, liabilities, losses, damages, costs, or expenses, including reasonable attorney's fees and costs of litigation, of any kind, relating to or arising out of the exhibitor's participation in this event, provided that the foregoing shall not apply to actions caused by the sole negligence of either SMFM or its contractors.

Lighting

It is important to remember that lighting issues need to be identified as early as possible during the move-in process so they can be addressed and corrected while the necessary equipment is still available on the show floor and booths can be accessed. Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to the organizer for approval.
- Lighting should not project onto other exhibits or exhibition aisles. Lighting, including gobos, should be directed to the inner confines of the booth space.
- Lighting that is potentially harmful, such as lasers, ultraviolet lights, or flashing or strobe lights that can trigger photosensitive epilepsy should comply with facility rules and be approved in writing by the organizer.
- Lighting that spins, rotates, pulsates, and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.
- LED lights can be very bright yet generally generate less heat.
- Currently, some convention facilities are not allowing certain types of quartz halogen lighting fixtures in exhibits due to potential fire hazards.
- Reduced lighting for theater areas should be approved by the SMFM, the utility provider, and the convention center.

Medical and Hazardous Waste Disposal

Hazardous waste requires special arrangements to be prepared in advance of event dismantle with either the facility or a local independent disposal company. Exhibitors are responsible for all costs associated with such specialized removal. Current law requires all businesses that generate medical waste to treat that waste, or have someone else treat it, prior to disposal. This holds true for all exhibiting companies. Types of medical waste that require special handling are: laboratory wastes – specimen or microbiologic cultures, stocks of infectious agents, live and attenuated

vaccines, and culture mediums; blood or bodily fluids – liquid blood elements or other biohazardous bodily fluids, or articles contaminated with blood or other biohazardous bodily fluids; sharps – syringes, needles, blades, broken glass; contaminated animals – animal carcasses, body parts, bedding materials; Surgical specimens – human or animal parts or tissues removed surgically or by autopsy; isolation waste – waste contaminated with excretion, exudates, or secretions from humans or animals who are isolated due to the highly communicable diseases listed by the Centers for Disease Control as requiring Biosafety Level 4 precautions. The disposal of medical/hazardous waste, the treatment, and transportation of medical/hazardous waste must be pre-arranged with a qualified medical/hazardous waste disposal company.

Music and Other Copyrighted Material

Each exhibitor is responsible for obtaining all necessary licenses and permits to use live or recorded music, photographs, and other copyrighted material in the exhibitor's booth or display. No exhibitor will be permitted to play, broadcast, or have performed any live or recorded music or use any other copyrighted material, such as photographs or other artistic works, without first presenting proof satisfactory to SMFM that the exhibitor has, or does not need, a license to use such live or recorded music or copyrighted material. SMFM reserves the right to remove or prohibit from the exhibit hall all or any part of any booth or display which incorporates live or recorded music, photographs, or other copyrighted material and for which the exhibitor fails to produce proof that the exhibitor holds all required licenses. The exhibitor shall remain liable for and shall indemnify, defend, and hold SMFM, its directors, officers, agents, and employees harmless from all loss, costs, claims, causes of action,

suits, damages, liability, expenses, and costs, including reasonable attorney's fees, arising from or out of any violation or infringement (or claimed violation or infringement) by the exhibitor, exhibitor's agents, or employees of any patent, copyright, or trade secret rights or privileges.

Nonprofit Organizations

Nonprofit tax-exempt organizations, [501(c)(3), 501(c)(4), or 501(c)(6)], may request the discounted nonprofit rate listed on the application. An IRS letter of determination must be submitted to SMFM confirming the company's tax-exempt status and a detailed description of the products and services to be displayed before the nonprofit fee is approved. Only one discounted booth will be rented to a nonprofit organization. Additional booths are full price.

Photography/ Videotaping and Camera Crews

The examining of another exhibitor's equipment or display without permission is forbidden (including but not limited to photographing, including use of a camera-enabled cell phone; videotaping; or by any other means). Live public/media broadcasts by exhibitors are strictly prohibited. Exhibitors that wish to use a photographer other than the designated official show photographer and/or mobile camera crew must comply with the rules developed by SMFM. Contact events@smfm.org for additional information.

Professional Codes

SMFM adopts these codes to reinforce the core principles that help us maintain actual and perceived independence. Adopting these codes helps to ensure that SMFM's interactions with companies will be for the benefit of patients and members and for the improvement of care in the field of OB/GYN.

AdvaMed Code: All exhibiting companies must comply with the AdvaMed Code of Ethics on interactions with health professionals, as listed on www.advamed.org.

PhRMA Code: All exhibiting companies must comply with the PhRMA Code on interaction with healthcare professionals, as listed on www.phrma.org.

The Sunshine Act: The Physician Payments Sunshine Act requires manufacturers of drugs, medical devices, supplies, and biologicals that are located or conduct activities within the United States to report certain payments and transfers of value given to physicians and teaching hospitals. Manufacturers are required to collect and track payment, transfer, and ownership or investment interest information beginning August 1, 2013. For details visit www.cms.gov.

Registration and Badges

Exhibiting companies are allocated two (2) complimentary full meeting badges per 100 square feet (10' x 10') of space. All exhibitor badges over and above that allotment will be \$300 each (these badges will allow each attendee into the scientific sessions); ticketed sessions are additional costs. Booths must be staffed at all times. Please note that you will be in violation of the regulations if the booth is not staffed.

Restrictions

SMFM reserves the right to establish additional restrictions for exhibits to enhance the success of the Pregnancy Meeting™. These restrictions may cover persons, conduct, printed materials, or anything which, in the sole discretion of SMFM, may be objectionable to or disrupt the Pregnancy Meeting™. If SMFM finds an exhibit in violation of any rule or restriction, SMFM may order the violation removed or may remove the booth space from the floor. Upon such violation or eviction, SMFM shall not provide any refund and is expressly not liable for any damage or injury resulting from such

eviction. Exhibitors are expected to conduct themselves in a professional manner at all times and in a manner that will not disturb other exhibitors or detract from the decorum of the event, as determined in the sole discretion of SMFM. Any complaints will be resolved by SMFM or an agent of SMFM.

Rules and Regulations

SMFM reserves the right to amend these rules and regulations and other terms and conditions at any time. Breaches or infractions in the letter or spirit of the policies, terms, rules, and regulations in this contract, by a current or prospective exhibitor at any time may be considered by SMFM, in its sole discretion, in determining whether to close an exhibit or to refuse an application or provide a less desirable location for any future year. Such action may also be taken against any current or prospective exhibitor that engages in practices in connection with the exhibition that is deemed unfair or deceptive by SMFM, in its sole discretion, including but not limited to past violation of any policies, rules, or regulations of SMFM.

Safety

All exhibits must be constructed and operated safely. Construction shall be substantial and fixed in position for the duration of the exposition. No exhibit that violates any municipal or state law, rule, or regulation, including safety codes, will be permitted. All materials used for decorative purposes shall be flameproof. Crepe paper, corrugated paper, cardboard, smoke machines, or other combustible materials are prohibited. Explosive materials and inflammable materials which conflict with the Underwriters Fire Prevention or Fire Department rules are prohibited. Exhibitor must, when installing a display with a ceiling or a second level, check with the local Fire Department to ensure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

Security

Solely as a courtesy and accommodation to exhibitors, watchman service for the perimeter of the exhibit area will be furnished by SMFM during the show. The furnishing of such services does not serve as a guarantee against any loss or theft of any kind.

Selling of Products/Services

Order taking and sales of exhibited products will be permitted at the Pregnancy Meeting™.

Sharing Space

No two (2) or more companies can share a single booth space. A company is defined as the same business or firm and can involve only a single line of business. Exhibitors may not permit non-exhibiting companies' representatives to work in their booth. Exhibitors agree not to assign or sublet the whole or any portion of the rented space.

Solicitation

The aisles and other spaces in the exhibition and conference areas, not leased to exhibitors, shall be under the control of SMFM. All displays, equipment demonstrations, presentations, distribution of literature, or any other type of activity shall be conducted in a professional nature, avoiding the use of sideshow or theatrical gimmicks inside the contracted space. Standing in aisles, or in front of any exhibit booth, for advertising purposes is strictly prohibited. Persons connected with non-exhibiting concerns are prohibited from any dealing, exhibiting, or soliciting within the exhibit hall, convention facilities, or hospitality suites and suites of SMFM conference hotels. Exhibitors are urged to report immediately any violations of this rule to the Exhibit Manager or a member of the SMFM staff.

Sound

Exhibitors may use sound equipment in their booths as long as the noise level is not disruptive to the neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Sound and noise levels should not exceed 85 decibels when measured from the aisle immediately in front of a booth. Please refer to OSHA at www.osha.gov for additional information.

Storage

Fire regulations generally prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables. Please contact the general services contractor on-site to make these arrangements. Exhibitors may store a limited supply of literature or product appropriately within the booth area as long as these items don't impede access to utility services, create a safety problem, or look unsightly.

Structural Integrity

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.



Suitcasing Policy

Our Suitcasing Policy Statement is derived from IAEE, the International Association of Exhibitions and Events. As we continue to do our best to see that your company has a successful show, Show Management has mandated increased measures to protect exhibitors from suitcasing at the Pregnancy Meeting™. Please note that while all meeting attendees are invited to the floor, any attendee who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of the Exhibition Policy, will be asked to leave immediately. Additional penalties may be applied. Please report any violations you may observe to Show Management. Show Management recognizes that suitcasing may also take the form of industry activity conducted from a hotel guest room or hospitality suite; a restaurant, club, or any other public place of assembly. For the purposes of this policy, suitcasing violations may occur at venues other than the exhibition floor and at other events. Show Management must be informed of any hospitality suites and expressed consent must be received prior to the event.

Terms of Payment

Companies submitting applications must submit at least a 50 percent (50%) deposit with their application. The deposit amount will be charged upon receipt of application unless otherwise noted to charge payment in full. **FINAL PAYMENT IS DUE BY Friday, November 17, 2023.** If full payment is not received by Friday, November 17, 2023, booth space will be forfeited and returned to inventory. All payments for exhibit space are nonrefundable.

Towers and Multi-Story Exhibits

A tower is a freestanding exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space configuration being used. Fire and safety regulations in many facilities strictly govern the use of towers. A building permit or safety lines may be required. A multistory exhibit is a booth where the display fixture includes two or more levels. In many cities, a multistory exhibit requires prior approval by the exhibit facility, and/or relevant local government agency, as well as the organizer because it is deemed to be a "structure" for building purposes. The city building department generally needs to issue a building permit based on an application and drawings prepared and submitted by a licensed architect or engineer. Exhibitors should obtain local building regulations early on to ensure that all time constraints are met. Organizers should be prepared to assist exhibitors in this application process. It is recommended that organizers require exhibitors to provide engineering stamped documents for all multistory exhibits and towers over 8' (2.44m) in height. If engineering stamps are not required, exhibitors using these types of structures should, at a minimum, provide drawings for inspection.

Use of Exhibit Space

SMFM reserves the right to approve the character of the display and to prohibit any display which, because of noise or other objectionable features, detracts from the general character of the event. No exhibitor shall assign, sublet, or apportion the whole or any part of the space allotted to him. Each exhibitor must keep an attendant in the display during the open hours of the exhibition. All attendants must wear SMFM exhibitor badges and be registered as exhibitors. If an exhibiting company finds it necessary to expand the size of its booth, all attempts will be made to accommodate the exhibiting company's existing location; however, SMFM will not relocate those companies that may interfere with your expansion if they do not wish to move. Downsizing will result in loss of previously assigned exhibit space location and the company will be moved where SMFM sees fit.



FLOOR PLAN

Gaylord National – Prince George
Ballroom – Exhibit Halls C, D, & E

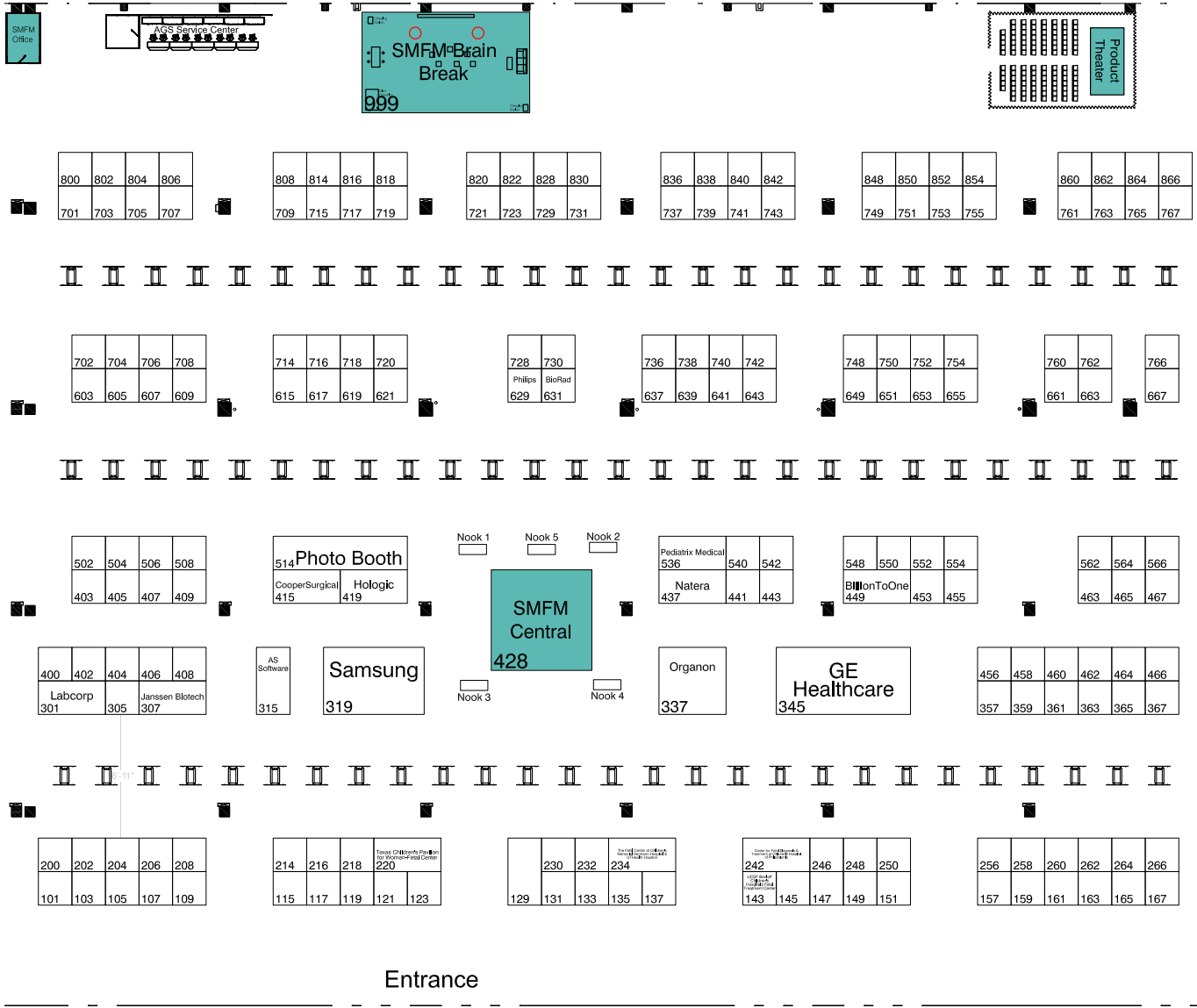


EXHIBIT SUBMISSION GUIDELINES

Space Is Limited - Reserve Your Booth Today!

<https://bit.ly/SMFM24Expo>

We must receive your application and payment by **Friday, December 1, 2023**, to have your company name listed in the SMFM 2024 Pregnancy Meeting™ Program.

As an exhibitor, your company will be entitled to participate in this portion of our program. **Upon request**, SMFM will provide each 10' x 10' or combined (2 or more 10' x 10' spaces) booths with one booth package consisting of one six-foot draped table, two (2) chairs, and an identification sign. The exhibit area is NOT carpeted. **Exhibitors are responsible for carpeting their booth space. All booths must have carpeting or flooring.**

Demand for exhibit space has been fierce with continually growing interest from companies wishing to reach the SMFM audience. With recent years' exhibits selling out, priority is a critical factor in determining booth assignments and availability.

A portion of any exhibit and/or sponsorship revenue received by the Society for Maternal-Fetal Medicine or the Foundation for SMFM may be directed toward the other entity. Both SMFM and the Foundation for SMFM are separate 501(c)(3) entities. The mission of the Foundation for SMFM is to support education and research in maternal-fetal medicine.

Please provide the exhibiting organization's description in **75 words or less**. Describe the products and/or services that you plan to exhibit. This description will appear in the Pregnancy Meeting™ program, provided you follow these requirements. A link will be sent to the contact on file from the Cadmium Exhibit Harvester, where you will be able to add your company description, using the following guidelines:

1. Limit your description to **75 words or less** and one paragraph (bulleted lists and multiple paragraphs will be edited to one paragraph);
2. Use © for registered product names and ™ for trademarks;
3. Clearly write product and service names so that upper and lowercase letters are unmistakable;
4. Pharmaceutical companies must adhere to FDA guidelines. SMFM reserves the right to edit text so that it conforms to these requirements. Only descriptions received by **December 1, 2023**, will be included in the Pregnancy Meeting™ Program.

Exhibit Space Selection

To provide the best Exhibit and Sponsorship Application experience and security measures, you must apply to exhibit online at SMFM's **secure exhibit application portal**. Paper application forms for exhibits and sponsorships are no longer accepted. Please check the **Pregnancy Meeting™ website** for general meeting information and FAQs and select the **Exhibit and Sponsorship Application link** to view the exhibit floor plan, select your booth(s), and additional sponsorships.

Keep in mind that many companies apply for the same space(s) so make your selections as early as possible.

Booth Pricing

Both Type	Cost
Standard/Inside/Inline	\$6,750
Corner	\$6,950
Nonprofit	\$4,500
New booth costs for 2024 for Recruiters / Publishers	\$5,500
Island	\$67.50 per sq. ft.

By applying to exhibit, exhibitor hereby agrees to and does indemnify, hold harmless, and defend SMFM from and against all liability, responsibility, loss, damage, cost, or expense of any kind whatsoever that SMFM may incur, suffer, be put to, pay or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission by exhibitor or any of its employees, servants, or agents. SMFM shall not be responsible in any way for damage, loss, or destruction of any property of exhibitor or injury to exhibitor or its representatives, agents, employees, licensees, or attendees.



ENHANCE THE ATTENDEE EXPERIENCE

Meet the Fellows and Residents Reception® \$15,000 | Exclusive

On Tuesday evening, residents applying for MFM fellowship and current maternal-fetal medicine fellows are invited to attend this exclusive reception, held at the Gaylord National Resort and Convention Center, to network with SMFM Leadership and their peers.

Benefits:

- Logo/company name recognition on the Pregnancy Meeting™ website, meeting app, program book, and on-site signage.
- The Sponsor will also be invited to attend the event and have the opportunity to network with the attendees.

SMFM All Fellows Reception® \$10,000 | Exclusive

All MFM fellows (1st-, 2nd-, and 3rd-year fellows) are invited for networking reception at Pose Lounge located on the 18TH floor of the Gaylord National Resort and Convention Center, with sweeping views of National Harbor, Old Town Alexandria, and the Washington Monument in the distance. Please join your colleagues on Monday evening for conversation, at the '80s themed event, which will include neon lights, retro arcade games, Insta-worthy environments, and after-dinner refreshments.

Benefits:

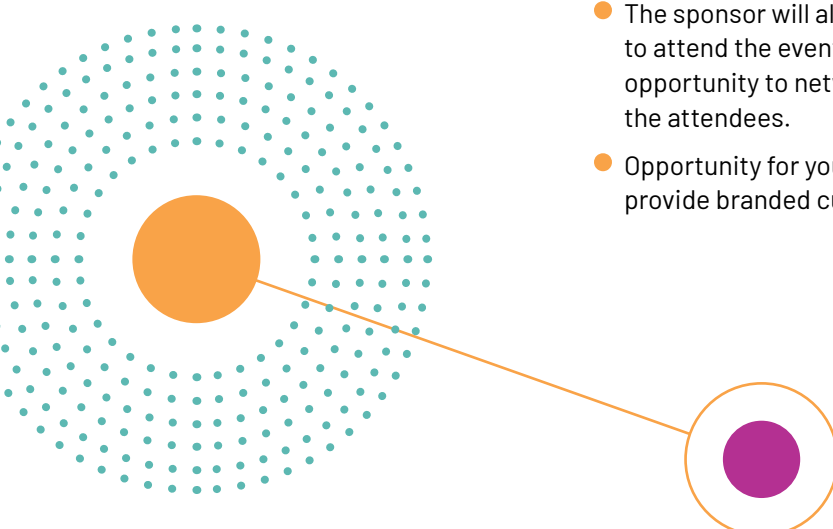
- Logo/company name recognition on the Pregnancy Meeting™ website, meeting app, program book, and on-site signage.
- The sponsor will also be invited to attend the event and have the opportunity to network with the attendees.
- Opportunity for your company to provide branded cups and napkins.

Lactation Lounge \$10,000 | Exclusive

Attendees who are lactating will appreciate this relaxing and private space! Included with this exclusive sponsorship: Recognition on the acknowledgments page in SMFM program book and Pregnancy Meeting™ website, your company's logo on Lactation Lounge sponsor appreciation signage outside and inside the Lactation Lounge and the opportunity for you to provide branded items such as water bottles, pillows, or healthy snacks.

Benefits:

- Logo/company name recognition on the Pregnancy Meeting™ website, meeting app, program book, and on-site signage.
- Signage inside the Lactation Lounge and the opportunity for you to provide branded items such as water bottles, pillows, or healthy snacks for all to enjoy.
- Opportunity for your company to provide branded items such as water bottles, pillows, or additional healthy snacks for all to enjoy.



Break Upgrade – Looking for an opportunity to upgrade the beverage break to more than just coffee?

Contact Kasey McNeil,
kmcneil@smfm.org.

Exhibit Hall Beverage Breaks \$15,000 | Exclusive

Learning is hard work, and SMFM attendees will need a break and attendees always look for a pick-me-up or ways to stay hydrated during an event! Be the hero, while gaining premium exposure by being that one company that offers a refreshment break. Two (2) push notifications alerting every attendee to the free beverage your company has provided will be part of this sponsorship.

Benefits:

- Your brand will be on display during the break. Logo/company name recognition on the Pregnancy Meeting™ website, meeting app, program book, and on-site signage.
- Signage with your logo will appear near the break stations.
- Sponsors can also supply branded cups, cup sleeves, napkins, or anything to complement a beverage break to add even greater visibility to this high-impact sponsorship. Items must be approved by SMFM.

Exhibit Hall Opening Reception – Monday \$30,000 | Two (2) available

Help us kick off SMFM 2024 by welcoming attendees into the Exhibit Hall during the Opening Reception, sponsored by YOU! Mingle with SMFM leadership, attendees, and fellow exhibitors. Attendees can discover the latest technology and publications, connect with peers over light refreshments, and make new connections at the SMFM Networking booth!

Benefits:

- Your brand will be on display during the Opening Reception. Logo/company name recognition on the Pregnancy Meeting™ website, meeting app, program book, and on-site signage.
- Signage with your logo will appear near the entrance of the exhibit hall and bar/food stations.
- Sponsors can also supply branded cups, napkins, or anything to complement a reception. Items must be approved by SMFM.

Networking with a Twist – Tuesday \$25,500 | Two (2) available

Your brand will be on display during the reception held on Tuesday evening. This highly anticipated event on the exhibit floor will generate some excitement and draw attendees to the exhibit hall for another night of networking and a good time! Start your Tuesday evening off right at our SMFM Networking with a Twist! Enjoy activations, games, hors d'oeuvres, and an open bar while you explore the exhibit hall. We will have a 360-photo booth, giveaways at the SMFM Networking area, Mirror photo booth, a walking magician, a VR Golf Simulator, and much more.

Benefits:

- Your brand will be on display during the event. Logo/company name recognition on the Pregnancy Meeting™ website, meeting app, program book, and on-site signage.
- Signage with your logo will appear near the entrance of the exhibit hall and bar/food stations.
- Sponsors can also supply branded cups, napkins, or anything to complement a reception. Items must be approved by SMFM.

Photo Booth Sponsorship \$17,500 | Exclusive

Allow attendees to capture a memory at the meeting. Visitors to the photo booth will take home a printout of images from their photo booth session. Your company name or logo will be displayed on the photo booth and on the photos provided to visitors. Your company will be acknowledged in the official meeting program book. Additionally, you may provide theater props or takeaways to visitors of the photo booth. There are many unique exposure opportunities for this incredible sponsorship! **Exclusive.**

Benefits:

- Logo/company name recognition on the Pregnancy Meeting™ website, meeting app, program book as well as on-site signage.
- Branded photo booth props.
- Catering at the photo booth provided by sponsor.



Social Media Wall

\$18,000 | Exclusive

With prominent placement in the meeting registration area, the Social Media Wall will display all the excitement during the meeting and is a great way to keep attendees in the loop on all things taking place during SMFM 2024.

Benefits:

- Logo/company name recognition on the Pregnancy Meeting™ website, meeting app, program book, and on-site signage and Digital Banner on the Social Media Wall.

DEI Reception

\$30,000 | Exclusive

The annual Diversity, Equity, and Inclusion Reception celebrates the diversity of our members. It provides a welcoming atmosphere and a chance for members to connect and network. The reception highlights those featured in SMFM Member Spotlight and honors the recipient of the 2024 SMFM Diversity, Equity, and Inclusion Award.

Benefits:

- Logo/company name recognition on the Pregnancy Meeting™ website, meeting app, program book as well as on-site signage.



THOUGHT LEADERSHIP

Apply early to ensure your prime exhibit space!

Industry-Sponsored

Learning Lunches

\$25,000 | Two (2) per day (Sunday – Wednesday)

Held each day of the conference, the Industry Sponsored Lunches are a great way to present your message and informally network with meeting attendees. SMFM provides the registration services, space, and standard AV services for the Industry Sponsored Learning Lunches. The capacity for lunch participants is a minimum of 100 attendees, and the sponsor is responsible for the cost of food and beverage. Participating companies determine and manage their Sponsored Lunch topics and speakers independently of SMFM; however, the content must be reviewed and approved in advance by the SMFM Program Committee. There will be (2) lunches permitted each day, and they sell out fast. If you would like to reserve one of these opportunities, act immediately.

Returning in 2024 – Product Theaters

\$25,000 | Three (3) Available

A one-hour marketing presentation about your company's products or services. These sessions do not offer CME credits; rather they give exhibitors the freedom to create a presentation centered on their company's products and new research. Product theaters are designed to be solely promotional in nature. Only exhibitors with a secured exhibit contract at the Annual Meeting are eligible to host a product theater. These are commercial presentations conducted by exhibiting companies in specially constructed theaters on the exhibit floor. Product Theaters are forums organized by industry and designed to enhance your learning experience.

Benefits:

- Theater-style seating for 100 people in the exhibit hall (Product Theaters only).
- Pre-registration services (luncheon will be listed on our annual meeting website).
- Program signage outside the event.
- The capacity for lunch participants is a minimum of 100 attendees (Industry Supported Lunches only).
- Badge scanner/lead retrieval device for on-site admission tracking.
- AV equipment included (two (2) lavalier microphones, one (1) podium microphone, one (1) wired aisle microphone, two (2) 70 monitors, sound amplification and mixer system, and VGA switcher) and electricity.
- One mailing list of conference attendees, addresses only.
- Marketing announcements on social media.
- Day-of push notifications on the mobile app.
- Logo/company name recognition on the Pregnancy Meeting™ website, meeting app, program book, and on-site signage

Final listing information (title and description) for the program book, mobile app, and website is due

Friday, December 1, 2023.



BRANDING

Program Book Ads

Where do SMFM attendees go to find information for all things related to the 2024 Pregnancy Meeting™? The official meeting program, of course! Each attendee will receive a copy of the meeting program on-site. The meeting program contains a schedule of events, sponsored events, useful site maps, and all the information that attendees need to know to plan their Pregnancy Meeting™ activities. Advertising opportunities in the final program are available for every budget. File specifications and deadline(s) will be sent after you have reserved the ad position.

- Full Page with bleed 8.75x11.25
- Half Page 7.5x4.75
- Quarter Page 3.625x4.75

Premium Positions

Inside Back Cover	\$8,000
Inside Front Cover	\$8,000
First Full Page	\$8,000

Standard Positions

Full Page	\$7,000
Half Page	\$4,000
Quarter Page	\$2,500

Gaylord Door Drop \$10,000 | Exclusive

A hotel door drop is a convenient and cost-effective exhibitor marketing tool that delivers your promotional materials, new product announcements, invitations, or samples directly to the hotel rooms of meeting attendees. The door drop provides added visibility for your company, exhibit booth, or event. This service helps reach late and on-site registrants that mailings may miss. Door drops must be approved by Show Management; for more information, contact Kasey McNeil at kmcneil@smfm.org. **Delivery fees for the door drop will be charged to the sponsor.**

Room Distributions (Room Drops) The hotel bell staff will distribute your customized materials to attendees' guest rooms.

- Popular items include newspapers, printed publications such as brochures or flyers, and gift baskets.
- Items are priced on a per-item basis according to the size of the item.

Gaylord Hotel Key Cards \$15,000 | Exclusive

Make your company visible to attendees every time they open their hotel room door with this exclusive sponsorship opportunity. This is premium exposure for your company throughout the week with your company logo, booth number, and/or marketing message on each attendee's hotel room key. Card production and delivery fees will be charged to the sponsor, and art must be approved by SMFM and the hotel.

Gaylord Sleeping Room Door Hangers (Do Not Disturb Signs) \$50,000 | Exclusive

Your company's message will hang in the hotel attendees' rooms throughout their stay. SMFM has a block of more than 1,000 rooms, making this sponsorship one you do not want to miss because of the endless exposure opportunities. Sponsor will work directly with the vendor to create the sign. All graphics from the sponsor must be approved by SMFM before they are sent to production. Contact Kasey McNeil, kmcneil@smfm.org for additional details.

Mobile App Banner Ads \$6,000 | Call for Availability

Connect with attendees on the go by taking advantage of one of the five (5) rotating banner ads in the mobile app! Attendees use the app before and throughout the meeting to stay updated with the latest happenings, build their schedules, access the map, explore abstracts, and more.

Benefits:

- Banner ad and link to exhibitor listing or website URL.

Limited ads available.

Reserve your mobile app ad space ASAP!



Exhibit Hall Floor Clings \$7,000

Create a path of floor clings from exhibit entrance area to your booth. These clings can be either 8 different messages or 8 of the same messages that attendees need to see and read prior to getting to your booth to claim a prize. The messaging would be up to the sponsor but approved by SMFM. Production of the clings is included in the cost.

**Limited
ads available.**

Reserve your ad
space ASAP!

Pregnancy Meeting Website Home Page Ads

Navigation Banner Advertisements available:

- (3) Right-Side Navigation Banner Ad \$8,000
- (3) Left-Side Navigation Banner Ad \$12,000
- (3) Middle Banner Ad \$10,000

Engage with prospective attendees ahead of the 2024 meeting! Purchase ad space on the official meeting site now to increase your exposure. Prospective attendees visit the official site to find current information about abstracts, exhibits, and the final meeting schedule. Advertisements will stay online for the entire life cycle of the meeting through June 2024. Ads also include a link to the exhibitor listing or website URL.

Wi-Fi Sponsored with Splash Screen in the Exhibit Hall \$50,000 | Exclusive

Be the exclusive sponsor of the vital Wi-Fi network at the convention center. Supporting this opportunity provides the sponsor with a custom landing splash screen upon joining the event Wi-Fi network. Be creative and create a unique call-to-action, which attendees can opt-in to receive, either at your booth or post-event!

Hanging Banners Call for Pricing.

Various sizes and locations are available throughout the convention center. Have your call-to-action grab center stage in the most heavily trafficked parts of the Pregnancy Meeting™ for all four days. Call for size and location options.

Aisle Signs \$32,500 | Exclusive

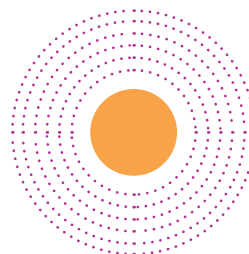
Have your company or product logo and booth number on our 15+ aisle signs. Attendees will see your branding as they navigate the exhibit hall. No matter where they are trying to go, they will know you are close by.

NEW! Escalator Clings and Graphics \$45,000 | Exclusive

Place your message on two (2) escalator locations at the convention center. Tell your branding story to thousands of attendees a day in this highly stylish branding opportunity. Two (2) locations available in the lobby area.

NEW! Nook Meeting Pods \$15,000 | Five (5) Available

Nook Event Pods offer a branding canvas where creativity has no limitations: A mobile, modular meeting spot that provides exceptional attendee experiences and offers you new meeting-space alternatives. Design to highlight your message. Nook Event Pods provide places to work, make a phone call, or simply to relax and recharge. Nook Event Pods are charging stations and podcast studios. They act as meeting space in a booth or as an extension of your brand, and they are quiet, comfortable, calming, and relaxing. Available in 10'x10' and 20'x20'.





NEW! On-Site Sponsorships

Increase your visibility at the SMFM 2024 Pregnancy Meeting with on-site sponsorships and promotions. The additional branding can help increase traffic to your booth, expand your company's reach, and assist with generating new sales leads. The Gaylord has a number of on-site sponsorships that SMFM will also manage. The list below is not a comprehensive list of all the items that are available; visit www.smfm.org/2024 to see the full list.

Our knowledgeable sales team can help you create a package tailored to fit your company's budget and goals.

- Hanging banners.
- Window, door, mirror clings.
- Stairwell clings/treads.
- Pillar wraps.

Have a sponsorship idea that you want to explore but is not listed here? Get in touch with the SMFM Exhibits Team to discuss additional opportunities!

Deadlines and Production Artwork Due to AGS

The deadline for all production-ready artwork is **Friday, January 12, 2024**. Surcharges will apply for artwork submissions and approvals after this date. The following pricing model will be in effect after this date:

- January 13 - 19, 2024, a rate increase by 25%
- January 20 - January 26, 2024, a rate increase by 50%

Graphic proof will be sent up to five (5) business days after receipt of production artwork and sample pdf. Approval or revisions will be required 48 hours after receipt. If revisions are needed due to layout changes or improper sizing, the new date when AGS receives the updated artwork will be considered the new date for pricing. Production will not continue until balance and any late charges are paid in full, which can further affect increases. All production copy must be approved by SMFM.

Charging Stations

\$6,000 | Four (4) Available

These charging stations will be available in high-traffic areas. The kiosk itself is brandable, and attendees will see your brand at a 365-degree angle. These charging stations are widely used by all attendees, and your logo and/or branding will be viewable as they plug in their devices.

Benefits:

- Opportunity to have a QR code linking to company website on signage and single promotional item displayed on the kiosk.

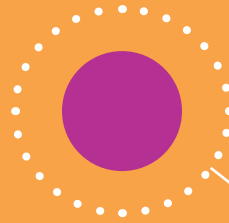


SMFM PARTNERS

Thank you for your continued support in our mission.
We look forward to seeing you in 2024!

Previous Pregnancy Meeting™ Exhibitors

ACF Adoptions
ACOG Family Planning Programs
ACOG Strategies for Health Equity
AdaptX
AdventHealth Medical Group
Advocate Children's Hospital
Advocate Aurora Health
Akron Children's Hospital
Allegheny Health Network
American Institute of Ultrasound in Medicine (AIUM)
Applied Medical
AS Software, Inc.
Assurgent Medical Staffing
The Chicago Institute for Fetal Health
Balchem Corporation
Bayhealth Medical Center
Baylor Scott & White Health
Billings Clinic
BillionToOne Inc.
BioMarin Pharmaceutical, Inc.
Bio-Rad Laboratories, Inc.
Birthly
Boston Children's
Boulder Abortion Clinic, PC
CARE-Clinics for Abortion & Reproductive Excellence
Carle Physician Group
The Center for Fetal Diagnosis and Treatment at The Children's Hospital of Philadelphia
Children's Health
Children's Hospital Los Angeles
Children's Wisconsin
Children's National Fetal Medicine Institute
Children's Mercy Kansas City
Children's National Prenatal Pediatrics Institute
CHRISTUS Trinity Mother Frances Health System
Cincinnati Children's Fetal Care Center
Colorado Fetal Care Center
CompHealth
CookMedical
Connecticut Children's
Constant Media
CooperSurgical
Covenant Medical Group
CoxHealth
Dexcom
Digisonics
Down Syndrome Diagnosis Network
Driscoll Children's Hospital
DuPont Clinic
Ecomed Solutions
Elsevier
Ferring Pharmaceuticals
The Fetal Care Center
The Fetal Center at Children's Memorial Hermann Hospital
The Fetal Center at Vanderbilt-Monroe Carell Jr. Children's Hospital Vanderbilt University
Fetal Health Center at Children's Mercy Kansas City
Fetal Medicine Foundation USA
GBR Medical
GE Healthcare
GenBioPro, Inc.
GenPath Women's Health
Grant Scott Bonham Fetal Center at Primary Children's Hospital
Grifols
Gundersen Health System
Hayes Locums
HCA Healthcare
HealthCare Partners of Nevada
Hera Women's Health
Hologic
Hope Story
HPSRx Enterprises
Huntsville Hospital
Hyperemesis Education and Research (HER) Foundation
ICP Care
Illumina
InfuCare RX
Inozyme Pharma
Integrated Genetics
International Society of Ultrasound in Obstetrics and Gynecology (ISUOG)
Invitae
Jack's Basket
Janssen
Jaskson Health System
Johns Hopkins Center for Fetal Therapy
Labcorp
Laborie Medical Technologies
Limbs & Things
Los Angeles Fetal Surgery
Machaon Diagnostics
Malama Health
Maternal and Pediatric PRecision in Therapeutics (MPRINT) Hub
Mayo Clinic
Medical City Women's Hospital-Dallas
Medical Interactive Community
Medicem, Inc.
Medscape
MetroHealth Metro Center
Michigan Medicine
Midwest Fetal Care Center
Mirvie
Mississippi Center for Advanced Medicine
MoMMAs Voices
MotherToBaby Pregnancy Studies
Myriad Women's Health
Natera
National Abortion Federation
National Association of Nurse Practitioners in Women's Health (NPWH)
National Organization for Disorders of the Corpus Callosum
Nationwide Children's Hospital
NewYork-Presbyterian
Norton Medical Group
Novant Health
NTD Genetics/Eurofins
Nuvo
OBIX By Clinical Computer Systems Inc.
Option Care
Optum OB Homecare
OHSU Doernbecher Children's Hospital Fetal Care Program
Organon, LLC
Owensboro Health
Pacira Biosciences
Paradigm Medical Systems
Partners in Abortion Care
Pediatrics
Penn State Health
Perinatal Access
Perinatal Quality Foundation
PerkinElmer Diagnostics
The Permanente Medical Group
Philips Healthcare
POM Wonderful
ProMedica
Recurrent Pregnancy Loss Association
Remote Medical Technologies
Roche Diagnostics Corporation
Rush University Medical Center
Sage Therapeutics
Samsung
Sera Prognostics
Southwestern Women's Options
Sparrow Health System
SSM Health St. Louis Fetal Care Institute
Stanford Children's Health
Surgical Science/Simbionix Simulators
Sutter Health South Valley
Texas Children's Pavilion for Women-Fetal Center
Thieme Medical Publishing
UC Davis Fetal Care and Treatment Center
UCSF Benioff Children's Hospitals Fetal Treatment Center
University of Maryland Medical Center-Center for Advanced Fetal Care
Uscom Inc.
USF Fetal Care Center of Tampa Bay
Utah Fetal Care Center at Intermountain Primary Children's Hospital
Valley Children's Medical Group
Variantyx, Inc.
VirtaMed, Inc.
Vision Chips, Inc.
VitalCells
Wellstar Medical Group
Wolters Kluwer
WVU Medicine



SMFM EXHIBIT/SPONSORSHIP SUCCESS TEAM

Kasey R. McNeil, CEM, HMCC

Senior Director of Meetings and Corporate Partnerships

(202) 599-8631 | kmcneil@smfm.org

Tracy Hall

Senior Coordinator of Exhibits and Event Services

(202) 644-9343 | thall@smfm.org