LOCATION
Fontainebleau
4441 Collins Ave
Miami Beach, FL 33140

MEETING DATES
March 12-15, 2018

EXHIBIT DATES
Monday, March 12
Tuesday, March 13
Wednesday, March 14
Thursday, March 15
*exhibit times are subject to change based on meeting program updates

EXHIBIT MOVE IN
Ocean Promenade East/West
Sunday, March 11th - 1:00pm - 5:00pm

Luster Gallery
Sunday March 11th - 7:00pm - 9:00pm

Exhibit Pre-Registration - March 11th - 1:00pm - 3:00pm

EXHIBIT MOVE OUT
Thursday, March 15th
12:00pm - 4:00pm
* All materials MUST be moved out by 4:00pm

IMPORTANT DATES
Exhibitor Kits | November 2017
Unwanted exhibit hotel rooms released back into room block | January 12, 2018
Exhibit Registration Deadline | January 12, 2018
Full payment due, for inclusion in participant book | January 12, 2018
Booth Cancellation Deadline (50% Refund) | January 12, 2018* No refund after this date
Exhibit Badge Names Due | January 12, 2018

AMERICAS HERNIA SOCIETY
Nicole Goddard
Director, Events & Communications | Tradeshow Specialist
4582 S. Ulster St, Suite 201
Denver, CO 80237
(P) 303-567-7899
(F) 303-771-2550
(E) nicole@americanherniasociety.org
**EXHIBITOR INFORMATION**

The International Hernia Congress mission is to provide a professional forum for the exchange of information and education regarding historic, current, and future methods of diagnosis and treatment of abdominal wall abnormalities.

Meet face-to-face with surgeons from around the world. Surgeons provide and develop brand preference, increase year-end revenue, and boost your competitive edge in the growing market of hernia surgery. Creating a preference for your product or service only happens face-to-face.

These include:
- a) The only International Hernia Meeting to be held in 2018
- b) An opportunity to generate 800-1000 leads with healthcare professionals from around the world
- c) Speak face-to-face with top hernia surgeons from around the world
- d) The exhibit hall is considered an extension of the attendees educational experience. Educate meeting participants about your company and product line.

More than 1000 physicians and other health care professionals are expected to come to Miami, FL to increase their understanding of sophisticated innovations in hernia research, technology, products and services. We invite you to share your knowledge and expertise with these surgeons from around the world.

**BOOTH PRICES**

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luster Gallery 8x10 Booth</td>
<td>$25,000</td>
<td>8x10 pipe &amp; drape booth, 15 comp badges, premium exhibit location, Banner Ad on mobile app, sponsorship acknowledgment</td>
</tr>
<tr>
<td>Luster Gallery Table Top</td>
<td>$20,000</td>
<td>8 comp badges, 6 foot table top exhibit, premium exhibit location, sponsorship acknowledgment</td>
</tr>
<tr>
<td>Ocean Promenade 8x10 Booth</td>
<td>$15,000</td>
<td>6 comp badges, pipe and drape</td>
</tr>
<tr>
<td>Ocean Promenade Table Top</td>
<td>$8,000</td>
<td>3 comp badges, 6 foot table top</td>
</tr>
</tbody>
</table>

*no CA discount

**CA = CORPORATE ALLIANCE**

**Additional Booth Information:**
- Booth pricing DOES NOT include additional items (i.e. tables, chairs, carpeting, etc). Tables will be provided with table top space
- Additional badges are available for purchase, and are non-refundable
- All additional items need to be ordered through Freeman, the official decorator of the show

**Additional badges may be purchased for representatives in attendance that exceed the allotted complimentary badges. Additional Badge Pricing:**
- $75 per badge before February 12, 2018
- $125 per badge after February 12, 2018
- $175 per badge on-site (The AHS will NOT exchange/swap representative badges on-site for those who are unable to attend. All reps who are NOT pre-registered will have to pay the on-site exhibit badge fee. NO EXCEPTIONS)
- Badges may be purchased on-line through the AHS website prior to the start of the meeting. If your company has an excess of additional badges, a list of representatives from your company should be sent to AHS, as an excel file, with separate columns for first and last name. Once the list is received an invoice will be provided to the key contact for payment. All additional badge purchases are final and non-refundable. Please see Badges/Booth Conduct for more information.
- All representatives who are not pre-registered will need to purchase an exhibit badge on-site. The AHS will NOT exchange representative badges on-site for those who are unable attend.

**BOOTH SPACE**

Booth space is assigned on a first-come, first-served basis as paid exhibit registrations are received. Priority booth selection is given to AHS Corporate Alliance members, based on Corporate Alliance rotation. If placement requests are unavailable at the time of registration, the AHS will assign the exhibitor the best available space. AHS reserves the right to assign all spaces, rearrange the floor plan, and relocate exhibits as needed. Exhibitor may not assign or sublet any space without prior written approval of the AHS.
Each 8’ x 10’ exhibit booth with 8’ high background drape with 3’ high side drape, and one company identification sign (supplied by Freeman). Each 6 foot table top will be draped with an identification sign. All materials for table top exhibits must fit within the 6 foot space and cannot impede aisles or adjacent exhibit space. The exhibit booth space does not include any additional items. All items (i.e. tables, chairs, carpet, etc) will need to be ordered through Freeman, the official exhibit decorator. Please note tables will be provided for the table top exhibit space. The Ocean Promenade is carpeted. Luster Gallery is not carpeted.

* CORPORATE ALLIANCE

The Corporate Alliance (CA) is a group of manufacturers who provide service and/or materials to assist professionals in the diagnosis or treatment of disorders of the abdominal wall. The CA is committed to supporting scientific programs of the AHS.

- Initial Joining Fee: $25,000
- 3-year Renewal Fee: $15,000

There are a number of benefits afforded to CA members, to include:

- Recognition on the website with a link to your industry website
- Exhibit booth priority and discounted exhibit booth fees for the annual meeting
- Priority selection of Breakfast & Learn and Lunch & Learn space during the annual meeting
- Annual meeting preregistration list for promotion

Selection is based on CA rotation for that year. Inclusion in the priority sponsorship rotation for the annual meeting, to include: meeting bags, program book, lanyards, hotel key cards, banners and more.

INSURANCE

Exhibitor must provide proof of insurance for the safeguarding of materials, goods, and equipment. The exhibit area will be secured by the hotel during non-exhibit times; however, neither the hotel nor AHS is responsible for damage or loss of exhibitor items. Exhibitor agrees to insure itself, at its own expense, against property loss and liability for personal injury. Exhibitor assumes full responsibility for property damage, personal injury, or death to any party by reason of the exhibitor’s participation in the exhibition, meeting activities, or social events. All matters not covered by the following are subject to the discretion of the Americas Hernia Society. Exhibitors agree to the above terms when registering to exhibit.

REGISTRATION & CONFIRMATION

Exhibitor registration forms need to be completed online or emailed to Nicole@americanherniasociety.org, faxed to 303-771-2550 or mailed to the AHS. The registration deadline is January 12, 2018. Registrations may be accepted after this deadline (based on space availability and at the discretion of the AHS); however, the AHS cannot guarantee the company will be included in the meeting participant book distributed to meeting attendees.

The key contact on the exhibitor registration form will receive all correspondence from the AHS regarding exhibit information. Exhibitor kits will be provided by Freeman, the official decorator of the show, November 2017.

Corporate Alliance members: your designated CA representative (not necessarily the key contact on the registration form) will receive the preregistration lists, we ask that your designated CA representative distribute the preregistration list within your company. Requests for the preregistration list from multiple members of your company will be directed back to the CA representative.

ASSIGNMENT OF SPACE

Should conflicts arise regarding space requests or conditions that are beyond the Society’s control, the AHS reserves the right to change the exhibit floor plan, without consultation of contracted exhibitors. The AHS reserves the right to relocate an exhibitor at anytime, with the understanding that if the exhibitor does not agree with such relocation to the extent that the exhibitor is unable to participate in the International Hernia Congress, the full payment for exhibit space will be refunded.

Corporate Alliance members have priority booth selection based on Corporate Alliance rotation. Each member of Corporate Alliance member will receive the exhibit information at the same time. Each company is responsible for registering by the deadline given in the email. Booth space will be confirmed based on the rotation for that year. After the deadline outlined in the email sent, if your registration has not been submitted, the AHS has the right to move onto the next CA company in the rotation for booth selection.

BADGE/BOOTH CONDUCT

All representatives of exhibiting companies must register and wear the official exhibitor badge for admission to and while in the exhibit hall. Company badges will not be accepted in lieu of the official badge. Exhibitors may not deface or mark badges in any manner. Affixing stick-on items, punching, stamping or marking badges is not permitted.

Individuals who do not have badges will not be permitted into the exhibit area. False certification of individuals as an exhibitor representative, misuse of exhibitor badges, or any other method of assisting unauthorized persons access to the AHS exhibit hall will be expelled from attending the current and future AHS meetings.
All exhibit advertising and distribution of literature must be made within the allotted space assigned to the exhibiting company, with the exception of purchasing additional sponsorship opportunities. Any literature or advertising that is outside the allotted space of the exhibitor will be removed and disposed without company consent.

Based on your booth purchase, you’re entitled to a certain number of complimentary badges. For all complimentary exhibit badges, the key contact will provide an excel spreadsheet with separate columns for first and last name to the AHS no later than February 12, 2018. Additional representative names may be included in the list and an invoice will be sent to the key contact for payment of any additional badges.

Any badges in excess will need to be purchased through the on-line exhibit badge registration on the AHS website. Should your company have an excess of additional badges for purchase, a list may be sent to the AHS, and an invoice will be sent to the exhibiting company for collection of payment.

Additional badges:
$75 per badge before February 12, 2018. $125 after February 12th. $175 on-site

Exhibitor badges may be picked up on-site by the individual. Exhibitor pre-registration will be during exhibitor set up on Sunday, March 11, 2018. Exhibitor badge pickup will be open the duration of the meeting for anyone who needs to collect an exhibitor badge. Exhibitor badge exchanges/swaps for those reps who are unable to attend need to be made before February 12, 2018.

All exhibitor representatives not pre-registered to attend will need to register on-site and pay the on-site exhibit badge fee. The AHS will NOT exchange/swap representative badges on-site for those who are unable to attend. All reps who are NOT pre-registered will have to pay the on-site exhibit badge fee.

Exhibitors MAY NOT register an individual as a representative of an exhibiting company who is eligible for registration as a meeting participant. Any company that the AHS finds has registered an employee who is considered a meeting participant will be invoiced the on-site participant registration fee for the meeting attendee.

Industry Representatives whose company is not registered to exhibit.

If your company is NOT registered to exhibit at the AHS meeting and a representative(s) from your company attend the International Hernia Congress, each representative in attendance will be charged a $2,000, NON-REFUNDABLE, exhibit badge fee, regardless of an affiliate membership in the AHS. If the fee is not paid, representative(s) will be asked to leave.

Representatives from a non-registered exhibit company, who have paid the $2,000 fee, are restricted to selling, conducting company business, and distributing products and materials in areas that do not interfere with registered exhibitors, scientific sessions, industry sponsored events, etc. The AHS reserves the right to prohibit your companies participation in future AHS meetings based on conduct and abuse of meeting participation as a non-registered exhibiting company.

EXHIBITORS ATTENDING SCIENTIFIC SESSIONS

Exhibitors may attend the General Session and Concurrent General Session(s) with the intention that if a session becomes too full, an exhibitor may be asked to give up their seat for a registered attendee of the meeting. Exhibitors MAY NOT attend breakfast or lunch sessions sponsored by another company. Company advertising or information MAY NOT be distributed inside scientific sessions.

CANCELLATION POLICY

Cancellations must be directed in writing to the Americas Hernia Society. The Americas Hernia Society will refund 50% of space rental for requests received by January 12, 2018. Any cancellations after the deadline or after the conclusion of the AHS meeting, are NON-REFUNDABLE. All additional badge purchases are final and non-refundable.

AMERICANS WITH DISABILITIES ACT

Each exhibitor shall be responsible for compliance with the Americans with Disabilities Act of 1992 (ADA) with regard to their booth space, including, but not limited to, wheelchair access.

FREEMAN


Once the AHS has received your exhibitor registration the AHS will send contact information for your company to Freeman who will send out the official exhibitor kits for the AHS meeting to the key contact on the exhibitor registration form. Exhibitor information provided by Freeman will be available November 2017.

Please note the hotel will not provide supplies for an exhibit booth. This includes ice, trays, easels, refrigeration storage, telephones, etc. These items must be ordered through Freeman or provided by your company.
EXHIBIT SCHEDULE

EXHIBITS: OCEAN PROMENADE/LUSTER GALLERY

<table>
<thead>
<tr>
<th>Exhibitor Pre-Registration</th>
<th>Exhibitor Move-In</th>
<th>Exhibitor Move-Out</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, March 11, 2018</td>
<td>Monday, March 11, 2018</td>
<td>Thursday, March 15, 2018</td>
</tr>
<tr>
<td>1:00pm - 3:00pm</td>
<td>Ocean Promenade - 1:00pm - 5:00pm</td>
<td>12:00pm - 4:00pm</td>
</tr>
<tr>
<td></td>
<td>Luster Gallery - 7:00pm - 9:00pm</td>
<td></td>
</tr>
</tbody>
</table>

All exhibits must be show ready the morning of Monday, March 12th. Exhibitors may not enter the exhibit hall before 8:00am on Monday morning, please plan accordingly. Please note: packing of equipment, literature or dismantling of exhibits will not be permitted until after the exhibit hall officially closes. Exhibitors who dismantle early or do not keep their booths staffed and operational until the official closing time, jeopardize their participation at future AHS meetings.

EXHIBIT TIMES

<table>
<thead>
<tr>
<th>Monday, March 12, 2018</th>
<th>Tuesday, March 13, 2018</th>
<th>Wednesday, March 14, 2018</th>
<th>Thursday, March 15, 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
</tbody>
</table>

*Please note: Exhibit times can change at any time based on the final program.* The AHS encourages all your association partners to attend the Welcome Reception on Monday, March 12th. This is a great opportunity for exhibitors to mix and mingle with the surgeons in attendance.

LEAD RETRIEVAL

Bartizan is the official lead retrieval company for the International Hernia Congress. iLeads is a system created specifically for the iPhone®, iPad®, iPod touch® (minimum operating system required 9.0 or higher) and many Android™ (minimum operating system required 4.2.x) devices. If an exhibitor does not own one of these devices, you will be able to rent an iPod touch® or iPad® from Bartizan. To capture an attendee's data, exhibitor enters the attendee's unique registration number found on the participant name badge and the record is captured. Exhibitors get free access to their leads on-line (www.leadslightning.com) for one year from the conclusion of the event.

Captured records will be uploaded to exhibitors lead account instantly once the device has been connected to WiFi. If device is not connected to WiFi, leads are saved on the device and uploaded to exhibitors lead account once the device has been connected to WiFi or is shipped back and received by Bartizan. Please be patient, uploading of contacts could take up to several days after the meeting. Bartizan iLead Retrieval order forms will be available in the exhibitor kits. Bartizan will also send out ordering information to all exhibitors.

Once you receive your device, iLeads takes about 10 - 15 minutes to set up. We suggest setting up your iLeads device prior to the start of the show. Information for set up will be included in the lead packet. Bartizan will not have personnel on-site for questions. A contact phone number for Bartizan will be provided in your iLead packet for all troubleshooting needs. While the AHS is happy to help troubleshoot issues regarding iLeads, we ask that you first contact Bartizan directly.

HOTEL ACCOMMODATION

Fontainebleau
4441 Collins Avenue
Miami Beach, FL 33140

(Please let the hotel know you are with the Americas Hernia Society (AHS) meeting to receive the discounted room rate.)

The Americas Hernia Society asks that your company be respectful of the number of rooms reserved. Exhibitors receive meeting information before meeting attendees, thus giving exhibitors a chance to make room reservations before the meeting attendees.

Any exhibitor rooms not being used by your company's representatives should be released back into the block by January 26, 2018. The AHS has the right to contact your company in regards to releasing any unused rooms in your reservation. Rooms that are reserved and not used or appropriately canceled, including no-shows and early departures, will be the exhibiting companies obligation for the full room cost of the entirety of the length of stay. Room block expires January 26, 2018.

If your company requires a sub-block of rooms. Please contact the AHS before contacting the Fontainebleau.

ADDITIONAL MARKETING OPTIONS

Reinforce your message through additional marketing options. Your company must be registered to exhibit at the International Hernia Congress to participate in marketing options. Companies who sponsored items at the previous years meeting get priority sponsorship of the same item at this year's meeting. Sponsorship pricing does NOT include any additional costs associated with sponsorship, (included but not limited to, hotel sponsorship costs, product production, printing, installation/hanging fees, shipping, etc). Please note the AHS has the right to change, update or delete any sponsorship opportunity at anytime. For questions and additional details on sponsorship items please contact the AHS.
<table>
<thead>
<tr>
<th>Service</th>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meeting Bags</td>
<td>Each registered attendee will receive a bag with your company’s logo and AHS meeting information. Bags will need to be shipped directly to the hotel and be received no later than Friday, March 9, 2018. Quantities based on number of meeting attendees. Production and shipping costs are the responsibility of the sponsoring company.</td>
<td>$8,000</td>
</tr>
<tr>
<td>Lanyards</td>
<td>Each registered attendee will receive a lanyard with company’s logo. Lanyards must have a bulldog clip to accommodate attendee badges. Lanyards will need to be shipped directly to the hotel and be received no later than Friday, March 9, 2018. Quantities based on # of meeting attendees. Production and shipping costs are the responsibility of the sponsoring company.</td>
<td>$8,000</td>
</tr>
<tr>
<td>Custom Gobo</td>
<td>Sponsoring company’s logo projected on a wall in the exhibit hall or in the AHS meeting space per approval from the hotel. Sponsoring company will need to work with the hotel AV Company for set up. All set up costs are not included in the sponsorship cost.</td>
<td>$3,500</td>
</tr>
<tr>
<td>Hotel Key Cards</td>
<td>Each meeting attendee in the AHS room block at the Fontainebleau will receive a key card with your company’s branding. All graphics must be approved before production. The required purchase amount in 2.5 times the number of peak rooms blocked. Sponsor is responsible for production costs and providing them to Convention Service Manager &amp; Marketing Manager for distribution. Specs provided by the Fontainebleau. Hotel sponsorship costs are not included in the AHS sponsorship fee.</td>
<td>$5,000</td>
</tr>
<tr>
<td>Hotel Key-sleeves</td>
<td>Each meeting attendee in the AHS room block at Fontainebleau will receive a custom key sleeve for their room key. Sponsor is responsible for manufacturing of sleeve and providing to Convention Services/Marketing Manager at the hotel for distribution. Graphics must be approved prior to production. Specs to be provided by Fontainebleau. Hotel sponsorship costs are not included in the AHS sponsorship fee.</td>
<td>$5,000</td>
</tr>
<tr>
<td>Preregistration List</td>
<td><strong>Non-Corporate Alliance members</strong> will be able to advertise to the AHS meeting participants prior to the start of the show. <strong>ONE</strong> preregistration list will be emailed to the key contact on the registration form two weeks prior to the start of the AHS meeting. This list contains first name, last name, and mailing address. We ask that your company only use this list for advertising pertaining to your company’s participation at the AHS annual meeting. Abuse of the list will result in exclusion of future participation as an exhibitor at the AHS meeting.</td>
<td>$1,000</td>
</tr>
<tr>
<td>Wall Clings/Escalator Clings</td>
<td>Draw attention with these easy-to-apply graphics that make a big impact on your brand message. Your company must use the hotel affiliate for printing and installation. Any additional hotel/production costs are not included in the sponsorship cost. Any damage to the walls or structures during removal is the responsibility of the sponsoring company. Hotel sponsorship costs are not included in the AHS sponsorship fee.</td>
<td>Contact AHS for pricing</td>
</tr>
<tr>
<td>Onsite Digital Signage</td>
<td>17 interactive signs are sprinkled throughout the conference areas of the Fontainebleau, available for your company to splash company branding, promote events, and let everyone know you’re in the building. Hotel sponsorship costs are not included in the AHS sponsorship fee. For specific locations please contact AHS.</td>
<td>$2,000</td>
</tr>
<tr>
<td>Meter Boards</td>
<td>Firm but lightweight signage can be used to reinforce your company’s brand with meter boards distributed throughout the AHS contracted meeting space. Meter boards can be printed on two sides to double your exposure. Additional production costs are not included in AHS sponsorship fee.</td>
<td>$3,000 per board</td>
</tr>
<tr>
<td>Mobile Banner</td>
<td>Enforce your brand with a mobile banner on the official meeting app. Link to your company’s website.</td>
<td>Available only for 8x10 booth purchase in Luster Gallery</td>
</tr>
<tr>
<td>Exhibit Pavilion</td>
<td>In addition to your exhibit booth or in lieu of an exhibit booth, your company can purchase a pavilion during the International Hernia Congress. Pavilions are designed to offer a more company focused space to showcase company products and offer quality engagement with meeting participants. Pavilion space is based on space availability. Company is responsible for all room set up costs to be paid directly to the hotel.</td>
<td>$20,000</td>
</tr>
</tbody>
</table>
Hotel Door Drop
Provided by:
General Surgery News

Be one of the first to reach out to attendees on-site. A bag containing product literature and/or product samples will be delivered directly to the AHS official room block at the Fontainebleau, putting your company in the forefront as attendees plan their trip to the exhibit hall on Monday morning. The door drop provides a convenient and unique way to reach your target audience and puts your company information in the hands of attendees before the exhibit hall opens!

Questions about door drops, please contact Michael Enright at General Surgery News: menright@mcmahonmed.com | Phone: 212-957-5300 x272

Must be an exhibitor at the AHS meeting to participate in the door drop.

$2,000 per insert
Order form included in exhibitor packet. Please send to GSN.

Name Your Own Sponsorship

At the AHS we strive to provide a memorable experience for our sponsors and attendees. Have an idea not listed in the brochure? Work directly with Nicole Goddard, the AHS Tradeshow Specialist, to create a unique sponsorship opportunity that meets the needs of your company.

Nicole@americanherniasociety.org or 303-567-7899

IMPORTANT CONTACTS

<table>
<thead>
<tr>
<th>Americas Hernia Society</th>
<th>Official Decorator &amp; Contractor</th>
<th>Hotel Conference Services</th>
<th>Door Drop Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nicole Goddard</td>
<td>Stephanie Murphy</td>
<td>May Wong Fontainebleau</td>
<td>Michael Enright</td>
</tr>
<tr>
<td>AHS Tradeshow Specialist</td>
<td>Freeman</td>
<td></td>
<td>General Surgery News</td>
</tr>
<tr>
<td>Phone</td>
<td>303-567-7899</td>
<td>Phone</td>
<td>407-313-5893</td>
</tr>
<tr>
<td><a href="mailto:nicole@americanherniasociety.org">nicole@americanherniasociety.org</a></td>
<td><a href="mailto:stephanie.murphy@freemanco.com">stephanie.murphy@freemanco.com</a></td>
<td><a href="mailto:mwong@fontainebleau.com">mwong@fontainebleau.com</a></td>
<td><a href="mailto:menright@mcmahonmed.com">menright@mcmahonmed.com</a></td>
</tr>
</tbody>
</table>
EXHIBIT LAYOUT
Ocean Promenade / Luster Gallery - Booths 8' deep x 10' wide - T= 6ft Table Top

MAIN SESSION

CONCURRENT SESSION

LUSTER GALLERY

Hotel Guest Walk way

Meeting participant walkway

Escalator to Breakfast/Lunch & Learns

Back of house

3rd concurrent Session

On-Site Registration

A-Z Registration

Exhibitor Registration

Registration
# AHS 2018 INTERNATIONAL HERNIA CONGRESS EXHIBITOR REGISTRATION

## Contact Information - Key contact will receive all exhibitor correspondence.

**Company** (Please give name exactly as it should appear on all meeting materials):

<table>
<thead>
<tr>
<th>Key Contact:</th>
<th>Email:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td>State:</td>
</tr>
<tr>
<td>Zip:</td>
<td>Country:</td>
</tr>
<tr>
<td>Phone:</td>
<td>Fax:</td>
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</tbody>
</table>

## Booth Registration Fee(s)

<table>
<thead>
<tr>
<th>Fee Description</th>
<th>Fee Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25,000 Luster Gallery 8x10 Booth</td>
<td>[ ]</td>
</tr>
<tr>
<td>$20,000 Luster Gallery Table Top</td>
<td>[ ]</td>
</tr>
<tr>
<td>$15,000 Ocean Promenade 8x10 Booth</td>
<td>[ ]</td>
</tr>
<tr>
<td>$8,000 Corporate Alliance - Ocean Promenade 8x10 Booth</td>
<td>[ ]</td>
</tr>
<tr>
<td>$8,000 Ocean Promenade Table Top</td>
<td>[ ]</td>
</tr>
<tr>
<td>$5,000 Corporate Alliance Ocean Promenade Table Top</td>
<td>[ ]</td>
</tr>
</tbody>
</table>

**# of booths/tables ____________________**

## Booth Assignment Preferences - See diagram for booth numbers. Requests for booth assignments are not guaranteed

<table>
<thead>
<tr>
<th>1st Choice:</th>
<th>2nd Choice:</th>
<th>3rd Choice:</th>
<th>4th Choice:</th>
</tr>
</thead>
</table>

## Meeting Support Options - Based on first come, first serve basis

<table>
<thead>
<tr>
<th>Option</th>
<th>Fee Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meeting Bags $8,000</td>
<td>[ ]</td>
</tr>
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<td>Lanyards $8,000</td>
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<td>Custom Gobo $3,500</td>
<td>[ ]</td>
</tr>
<tr>
<td>Hotel Key Cards $5,000</td>
<td>[ ]</td>
</tr>
<tr>
<td>Hotel Keysleeves $5,000</td>
<td>[ ]</td>
</tr>
<tr>
<td>Pre-registration List $1,000</td>
<td>[ ]</td>
</tr>
<tr>
<td>Wall Cling $TBD</td>
<td>[ ]</td>
</tr>
<tr>
<td>Onsite Digital Signage $2,000</td>
<td>[ ]</td>
</tr>
<tr>
<td>Meter Boards $3,000/ per board</td>
<td>[ ]</td>
</tr>
<tr>
<td>Pavilion $20,000</td>
<td>[ ]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th># of boards ________</th>
<th>Name your own Sponsorship $TBD. Contact Nicole @ the AHS.</th>
</tr>
</thead>
</table>

## Payment Options: AHS Tax ID# 65-0720354 (checks made payable to American Hernia Society (must be in US dollars)

**Total Payment $ __________________________**

<table>
<thead>
<tr>
<th>Payment Method</th>
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## Billing Address: If different from above

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## Questions? Contact Nicole Goddard at the AHS. Nicole@americanherniasociety.org | Phone: 303-567-7899
Exhibiting at this year's meeting?
Use this opportunity to keep your products in front of your target audience.

Details:
• Approximate number of physician attendees: 1,000
• Exhibitor cost per insert to participate in the Doctors Bag: $3,800
• Deadline for receipt of materials: February 15, 2018

* The door drop is scheduled to be delivered the night before the exhibit hall opens

Exhibitor Exposure:
General Surgery News has entered into a partnership with the American Hernia Society to offer exhibitors the opportunity to include your company’s announcements, invitations, samples or sales literature that will be distributed to every attendee registered with the AHS.

Benefits to Exhibitors:
• Guaranteed distribution of your materials to all registered attendees.
• Added exposure of your company’s products.
• Opportunity to announce any events you are conducting at the meeting.

Yes, I would like to participate in the AHS Doctors Bag

Billing Information:
Company: _________________________________________________________
Address:  __________________________________________________________
Contact Name: _____________________________________________________
Phone: __________________________ Fax: ___________________________
Email:______________________________________________________________
Number of Items Submitted*: 1 2 3 4 (please circle)
* Inserts are 1 page Journal Sized and can be two-sided. Please request a quote for anything larger.

Questions?
Please call (212) 957-5300

Michael Enright, Group Publication Director  x272
Gordon McNiff, Account Manager  x278

Payment and 1,000 copies of the materials must be received by February 15, 2018.

Ship materials to:
Attn: AHS Doctors Bag
General Surgery News
545 W. 45th Street, 8th Floor
New York, NY 10036

Fax this form back to (212) 957-7230
Modernize Your Booth Marketing

iLeads Cloud-Based Lead Retrieval

What is the iLeads App?

The award winning iLeads is the first and most widely used exhibitor lead management app. Capture leads by typing Badge ID # or scan the QR code when available.

**Supported devices:**

- iPod touch®, iPhone®, iPad®
  *(Minimum Operating System required is 9.0 or higher)*
- Android™ Smartphone, tablet or Android based Kindle
  *(Minimum Operating System required is 4.2.X)*

- Contact Management.
- Works Offline
- Capture sales leads anywhere, any time.
- Customizable. Add action items and notes to leads.
- Follow up instantly by tapping attendee’s telephone # or email address
- Live Reporting. Run real-time lead analysis reports.
- Backed up and synched on a secure website.

**Marketing Extras, included, no extra charge**

- **Attendee Notification**
  Bartizan e-mails each attendee with an interactive list of the booths they visited.
  
  *Lets attendees follow up on you.*

- **Lead Management Software**
  Using LeadsLightning, track the attendees who stopped by your booth. View, sort, print and download leads.
  
  Identify best leads by filtering and prioritizing.
  
  Access anywhere, anytime up to 12 months after the show.

- **Exhibitor Education**
  Free Exhibitor Marketing Toolkit, guidelines, e-mail templates, check lists and more.
**Mobile Lead Management Packages**

**All Lead App Packages Include:**
- ✔ iLeads App Data Licenses for Your Booth
- ✔ Exhibitor Education: Free Exhibitor Marketing Toolkit, guidelines, e-mail templates, check lists and more.
- ✔ Attendee Notification: E-mail with the list of booth visited.

### Lead Retrieval Options

Capture leads by typing Badge ID # or scan the Barcode when available by using your own device.

**Booth Price Packages:**

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Additional Licenses available for $50.00 per license

**iPod touch® Rental:** Includes iLeads lead retrieval app pre-loaded.

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**iPad® Rental:** Includes iLeads lead retrieval app pre-loaded.

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**Company Name** ___________________________________________ **GRAND TOTAL** ___________________________________________

**Please Note:** Upon placing this order you agree to the full Terms & Conditions on the attached document. All attendees will receive an email a few days after the show containing a list of booths that they visited, extending your reach after the show. To make the most of this free listing please click the link in the email you will receive to provide your info. Without your complete company contact information, the list sent to attendees will contain only your name and booth number.
### 19th Annual Hernia Repair
Fontainebleu
Miami, FL
March 12-15, 2018

## CONTACT INFORMATION

| COMPANY:__________________________________________ | BOOTH #: __________________________ |
| ADDRESS:__________________________________________ |                                 |
| CITY:________________STATE:________ZIP:________COUNTRY:________ |                                 |
| PHONE#:________________________FAX #:________________________ |                                 |
| ORDER CONTACT:________________________EMAIL:________________________ |                                 |
| ONSITE CONTACT:________________________CELL #:________________________ |                                 |

### ORDER ONLINE:
http://shop.bartizan.com/AHS.html

**Mail Checks to:**
Bartizan Connects,
Attn: Customer Service
P.O. Box 327
Jefferson Valley, NY 10535
Phone: 800.899.2278 Order by Fax: 914-965-7746

### TERMS AND CONDITIONS

1. Cancellations made 7 or more days prior to the event are subject to a $50.00 cancellation fee. Cancellations made less than 7 days prior to the event will result in forfeiture of the entire rental fee.

2. Limitation of Liability: Bartizan bears no responsibility for any consequential damages suffered by the exhibitor. Its liability is limited to the cost of the goods and services it provides. Bartizan is not responsible for events beyond its control such as power failures, erratic electrical power, exhibitor’s failure to comply with instructions or force majeure.

3. It is the Exhibitor’s responsibility to ensure that the device they use at the show meets the minimum requirements to run the iLeads app. Exhibitor is responsible for returning the rental device to Bartizan Connects within 4 business days using the FedEx label provided.

4. Replacement cost for lost equipment: iPod Touch®: $300.00. iPad®: $650.00

### PAYMENT

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<th>Authorized Signature</th>
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<td>(Card holder &amp; signature represents above company and authorizes this credit card to be used as payment for this contract)</td>
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