

**TEXAS ASSOCIATION OF  
OTOLARYNGOLOGY**  
Invites You to Exhibit

**3RD  
ANNUAL  
MEETING**

**NOV. 3-4, 2023**

**SHERATON GEORGETOWN**

1101 Woodlawn Ave | Georgetown, TX

**[www.taohns.org](http://www.taohns.org)**

## **WHY EXHIBIT?**

- ▶ Recognition in the TAO meeting signage and website
- ▶ Breakfasts and refreshment breaks in the exhibit hall
- ▶ Free pre- and post-show attendee mailing lists
- ▶ Includes standard 6' skirted table and two chairs



Presented by the  
Texas Association of  
Otolaryngology.  
Educational Program jointly  
provided by the Texas Medical  
Association and the Texas  
Association of Otolaryngology

**[www.taohns.org](http://www.taohns.org)**





## GENERAL INFORMATION

### MEETING SITE

**Sheraton Austin Georgetown**  
1101 Woodlawn Avenue  
Georgetown, TX 78628

### RESERVATIONS

Call: (737) 444-2700

TAO has a special room rate of \$189 for singles and doubles. Room rates do not include tax. Please call by October 13, 2023 to make your reservations. Be sure to mention that you are a part of the TAO meeting.

### IMPORTANT DATES

- |                         |   |
|-------------------------|---|
| <b>July 3, 2023</b>     | Submit application to be included in the initial physician meeting brochure |
| <b>October 2, 2023</b>  | Payment due in full   |
| <b>October 3, 2023</b>  | Deadline to cancel exhibit without penalty, written notice required         |
| <b>October 13, 2023</b> | Hotel reservations deadline   |

### SCIENTIFIC PROGRAM

Because the program is still being finalized, please contact the TAO office to receive a tentative program schedule or go to the TAO website for more information.

### EXHIBITOR SCHEDULE (tentative)

#### Saturday, November 4th

- |             |                    |
|-------------|--------------------|
| 5 - 7 am    | Exhibits Set-Up    |
| 7 am - 5 pm | Exhibits Open      |
| After 5 pm  | Exhibits Breakdown |

### EXHIBIT HALL TRAFFIC

To encourage traffic to all displays, TAO will host a prize drawing for the attendees who visit each exhibiting company. Additionally, one breakfast and two breaks will be held in the exhibit hall.





## EXHIBITOR OPPORTUNITIES

	\$2,500 Standard Exhibitor	\$5,000 Silver Exhibitor	\$7,000 Gold Exhibitor	\$10,000 Platinum Exhibitor
Continental breakfast supporter				✓
Company logo placed on promotionals (e-blast, website, print)			✓	✓
Listing of exhibit level on meeting & booth signage		✓	✓	✓
Daily recognition during conference		✓	✓	✓
Recognition on the TAO website		✓	✓	✓
Recognition in our on-site meeting program	✓	✓	✓	✓
6' table top booth	1	1	1	2*

\*available upon request

## ADDITIONAL OPPORTUNITIES TO PARTNER WITH TAO

Gain recognition and generate visibility for your company by taking advantage of these unique opportunities to partner with TAO.

<b>Refreshment Break(s)</b>	<b>\$1,500</b>
<b>Continental Breakfast</b>	<b>\$2,500</b>
<b>Welcome Reception</b>	<b>\$3,500</b>

### GET SOCIAL!

Exhibitors are welcome to host private social events on Friday evening after 7:30 pm, and Saturday evening after 5:30 pm. You can also host a symposium by contacting the TAO office for more information.

### GRANTS/SUPPORT OPPORTUNITIES

Companies are invited to contribute to the meeting as supporters. Please note that, in accordance with ACCME guidelines, exhibit space is separate from grant contributions. Contact TAO to find out how your company can support the meeting with an education or sponsorship.

### PRE and POST ATTENDEE LISTING

Due to the recent changes in the Standards for Integrity and Independence in Accredited Continuing Education from ACCME, TAO will not share the names or contact information of learners without the explicit consent of the individual learner.





## EXHIBIT BOOTH DETAILS

Reminder: A single display table is \$2,500

### Assignment of Exhibit Space

Exhibitor may consider his/her space reserved in the TAO conference upon written acceptance of the application. Placement in the hall will not be assigned until full payment has been received. Exhibitors will be assigned the next available space closest to the exhibit hall entrance upon payment in full. Payment must be received by October 2, 2023 or TAO reserves the right to cancel the exhibitor's contract.

- Each standard exhibitor will be provided with a 6'x24" draped table and two chairs. Each space is 8-feet wide and 3-feet deep. Exhibitors must conform to this or equivalent floor space.
- Electricity, decorating services and internet connections are not provided by TAO. Keep in mind, the ballroom is carpeted.
- Security guard services are not provided by TAO. All items brought into the facility are done so at the Exhibitor's own risk. The Exhibitor is solely responsible for the security and safe guarding of their exhibit and its contents at all times.

Shipping information will be included in your exhibitor confirmation email.

"Suitcasing" is prohibited (see Exhibitor Regulations for more details).



Historic Downtown Georgetown



## EXHIBITOR REGULATIONS

### DEFINED TERMS

The term "TAO" means the Texas Association of Otolaryngology and each of its respective officers, directors, staff, agents and representatives.

The term "TAO Show" means the Texas Association of Otolaryngology 2023 Annual Meeting, November 3 - 4, 2023, in Georgetown, Texas. The TAO Show and all portions thereof, is owned, sponsored, produced, and managed by the Texas Association of Otolaryngology.

The term "Exhibitor" means, collectively, the company or person that applied for exhibit space and agreed to enter into the contract upon acceptance by the TAO.

Qualifications of an Exhibitor: The TAO Show Management will, in its sole discretion, determine whether a prospective Exhibitor is eligible to participate in the TAO Show. Exhibitors shall be limited to those whose products or services are related to otolaryngology medical, professional, or practice interests. The TAO reserves the right to refuse to provide exhibit space to any exhibitor not compatible with the general character and objectives of the TAO Show, or if the TAO Show is full upon receipt of the application.

### COMPLIANCE

Smoking inside the TAO Show is prohibited.

Exhibitors may not serve alcohol inside the TAO Show.

The TAO Show management reserves the right to reject, remove or prohibit any exhibit/display in whole or in part, or any Exhibitor or its representatives if, in the opinion of the TAO Show management, the exhibit or the activities of the Exhibitor or its representatives violates the contract, the Rules or Regulations, or are detrimental to the goals and purposes of the TAO Show.

Prohibited or inappropriate conduct which results in the Exhibitor removal will also result in the forfeiture of all exhibit fees, or any other fees; the Exhibitor will remain liable for any damages due to its actions.

Use of a booth space by two or more firms is not permitted. Subletting of space is not permitted.

Any Exhibitor who is a "No Show" meaning that the booth is not set up and staffed by the show opening time, without prior permission, will forfeit his/her booth space for the duration of the TAO Show. Non-attendance does not constitute cancellation on the Exhibitor's part, and no refunds or credits will be issued. The TAO Show Management will replace a "No Show's" booth space as it determines is in the best interest of the TAO Show.

**"Suitcasing" is prohibited.** Suitcasing is the act of soliciting business in the aisles during the exhibition or in other public spaces, including another company's booth or a hotel lobby, OR the act of attending the TAO meeting without registering as an exhibitor. If the exhibit hall is sold out, a vendor may still attend the meeting as an official participant, but the vendor must pay the full exhibit fee. Violators of this policy will be banned from future TAO meetings.

**Do Not Call Waiver** - The Exhibitor consents and agrees to receive messages regarding the TAO Show via email.

### ASSIGNMENT OF EXHIBIT SPACE

Exhibitor may consider his/her space as reserved in the TAO Show upon acceptance of the application. However, placement in the hall will not be assigned until full payment has been received. Exhibitor will be assigned the next available space closest to the exhibit hall entrance upon payment in full. Payment must be received by **October 2, 2023** or the TAO reserves the right to cancel the Exhibitor's contract.

Exhibitors and Supporters will be listed as such in the initial physician meeting brochure if application is received and accepted by **July 3, 2023**.

The TAO Show management reserves the right to assign exhibit space, change the floor plan or move Exhibitor's exhibit space, without prior notice, if the TAO Show management determines that it is in the best interest of the TAO Show.

### PAYMENT POLICY

Payment need not accompany the signed application. The Exhibitor will be listed in the initial physician mailing brochure if the application has been received by **July 3, 2023**.

Payment must be received by **October 2, 2023** in order to be listed in the onsite materials as an Exhibitor, and to avoid cancellation.

Types of payment: Check drawn on a US bank, credit cards (VISA, MC, AMEX)

### CANCELLATION BY EXHIBITOR

A full refund will be made to the Exhibitor if written notice is received by **October 3, 2023**.

After this date, no refunds will be issued. There will be no credit for resale of space.

This cancellation date will apply regardless of the date on which the TAO Show accepted the Exhibitor's application.

The TAO assumes no responsibility for having included the name of the canceled Exhibitor in materials related to the TAO Show.

### CANCELLATION BY THE TAO

If, after the contract is entered into, the TAO fails or is unable to provide an Exhibitor with the opportunity to exhibit at the TAO Show, due to fire, strikes, authority of the law, act of God or any other cause or reason, and the Exhibitor is not responsible for such failure, the Exhibitor's sole and exclusive remedy shall be the return of all monies that it has paid in connection with the Application/Contract. In such case, the TAO shall bear no further liability or responsibility under such agreement.

If Exhibitor fails to make payment by the deadline, the TAO Show management may terminate the contract.

The TAO Show management reserves the right to refuse Exhibitor permission to move in and set up and exhibit if the Exhibitor is in arrears of any payment.

### RELOCATION

The TAO Show management reserves the right to cancel, rename, or relocate the TAO Show or change the dates on which it is held. In the unlikely event that the TAO Show management relocates the TAO Show to another facility within the same city, or changes the dates to dates that are not more than 30 days earlier or 30 days later than the dates on which the TAO Show originally was scheduled, no refund will be due the Exhibitor, but the TAO Show management will assign to the Exhibitor, in lieu of the original exhibit space, such other exhibit space as the TAO Show management deems appropriate. The Exhibitor agrees to use such space under the terms of the contract.

### INSURANCE REQUIREMENTS AND EXHIBITOR APPOINTED CONTRACTORS

Exhibitors shall carry their own insurance to cover exhibit material against damage and loss, and public liability insurance of at least \$1 million per occurrence and \$1 million aggregate, against injury to the person and property of others.

The Exhibitor shall, at its sole cost and expense, procure and maintain through the terms of the contract for exhibit space, workers' compensation insurance in full compliance with all federal and state laws governing all of the Exhibitor's employees engaged in performance of work for the Exhibitor.

Policies shall list the TAO as a named additional insured.

Carrier must be licensed to do business in Texas.

If requested by the TAO, Exhibitor may be required to submit a certificate of insurance evidencing the required insurance.

Exhibitor Appointed Contractors (EAC) are individually required, at their own expense, to secure and maintain insurance coverage equivalent to that listed above, and may also be asked to furnish a certificate of insurance.

Any EAC must adhere to and will be bound by the Rules and Regulations and terms stated in this contract.

Exhibitors will be responsible for their EACs.

*Promotional Errors: the TAO will not be liable for any errors or omissions in the TAO Show's attendee lists, websites, newsletter or any other promotional or onsite materials. The TAO assumes no responsibility for having included the name of a canceled Exhibitor in material related to the TAO Show.*



## REGISTRATION FORM

(Please complete both pages or reserve your exhibit online at [www.taohns.org](http://www.taohns.org))

Exhibiting Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Description of Product/Service: \_\_\_\_\_

List firms you do NOT wish to be in close proximity to: \_\_\_\_\_

### Exhibit Levels (see grid for more information)

- ☐ Standard Exhibitor ..... \$2,500
- ☐ Silver Exhibitor ..... \$5,000
- ☐ Gold Exhibitor ..... \$7,000
- ☐ Platinum Exhibitor ..... \$10,000

### Additional Sponsorships

- ☐ One Coffee Break ..... \$1,500
- ☐ Continental Breakfast ..... \$2,500
- ☐ Welcome Reception ..... \$3,500

### Payment Options

- ☐ **Check** - payable to Texas Association of Otolaryngology  
(TAO Tax ID: 74-2138262)

To pay by check, Mail this form with your payment to:

**TAO**

**Attn: Sylvia Hall**

**401 West 15th St., Suite 100**

**Austin, TX 78701**

- ☐ **Credit Card** - MasterCard, Visa or American Express  
To pay by credit card, contact Sylvia Hall at 512-370-1524  
or register online at [www.taohns.org](http://www.taohns.org)



**No refunds will be made after  
October 3, 2023**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_