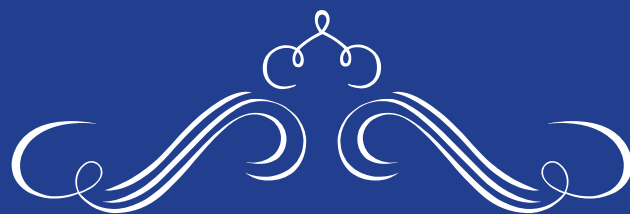
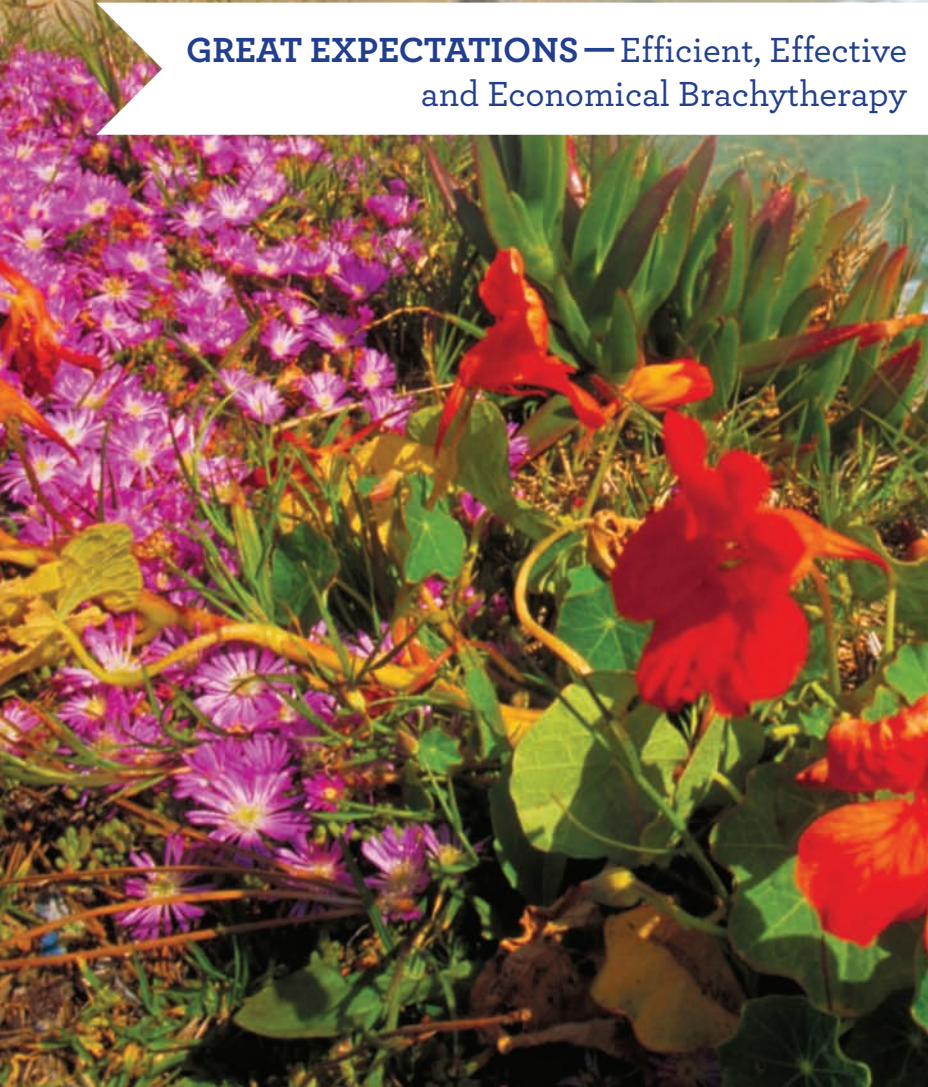




American  
Brachytherapy  
Society



**GREAT EXPECTATIONS** — Efficient, Effective  
and Economical Brachytherapy



AMERICAN BRACHYTHERAPY SOCIETY

# 2014

ABS ANNUAL MEETING

.....  
MANCHESTER GRAND HYATT

SAN DIEGO

APRIL 3–5, 2014  
.....

Exhibitor  
Prospectus





# President's Invitation

## DEAR PROSPECTIVE EXHIBITOR:

On behalf of the Officers and Program Committee Members of the American Brachytherapy Society (ABS), we are pleased to announce the ABS 2014 Annual Meeting, to be held Thursday, April 3 through Saturday, April 5, 2014, once again at the Manchester Grand Hyatt. This beautiful hotel on the waterfront has been recently remodeled and is close to all that San Diego has to offer.

We realize that our commercial exhibits represent a major component of the meeting for most of our attendees. You and your visitors will have ample space to meet and discuss business, in a professional atmosphere. The Exhibition Hall is near to the scientific sessions, and we will plan our food and beverage events within the exhibit area in order to attract attendees. This prospectus includes a floor plan of the exhibit area so that you will be able to select your first, second and third choices for location, which we will allocate on a first-come, first-serve basis. Standard exhibits will be six-foot tabletops, as well as booths measuring 8 feet x 10 feet.

With our experienced Scientific Committee, we believe we have organized an excellent meeting that will provide our colleagues with important worldwide advances in brachytherapy. Again this year, we will attempt to cover all aspects of brachytherapy in the lectures, panels, debates, poster sessions and proffered paper sessions. We invite you to participate in this incredible gathering of worldwide leaders by providing a technical exhibit for review and evaluation of the products and services your company provides in the area of brachytherapy. If you have information that you wish to share with the leaders in brachytherapy, you will not want to miss this opportunity to showcase your company at this meeting. Please contact the ABS National Office (703-234-4078, extension 4070, 4085 or 4071) for additional information. We hope to see you in April in San Diego.

Sincerely,

Akila N. Viswanathan, MD, MPH  
President

Catheryn M. Yashar, MD  
Scientific Program Chair





# ABS Annual Meeting

**APRIL 3 – 5, 2014**

MANCHESTER GRAND HYATT, SAN DIEGO, CALIFORNIA

## **YOUR BOOTH OR TABLETOP INCLUDES:**

- Listing in the final meeting program book
- Free registration for two of your representatives for each tabletop or booth space purchased
- A free pre-show registration mailing list for marketing purposes
- 24-hour security provided for exhibit area

## **EXHIBITOR BADGES**

### **AND REGISTRATION INFORMATION**

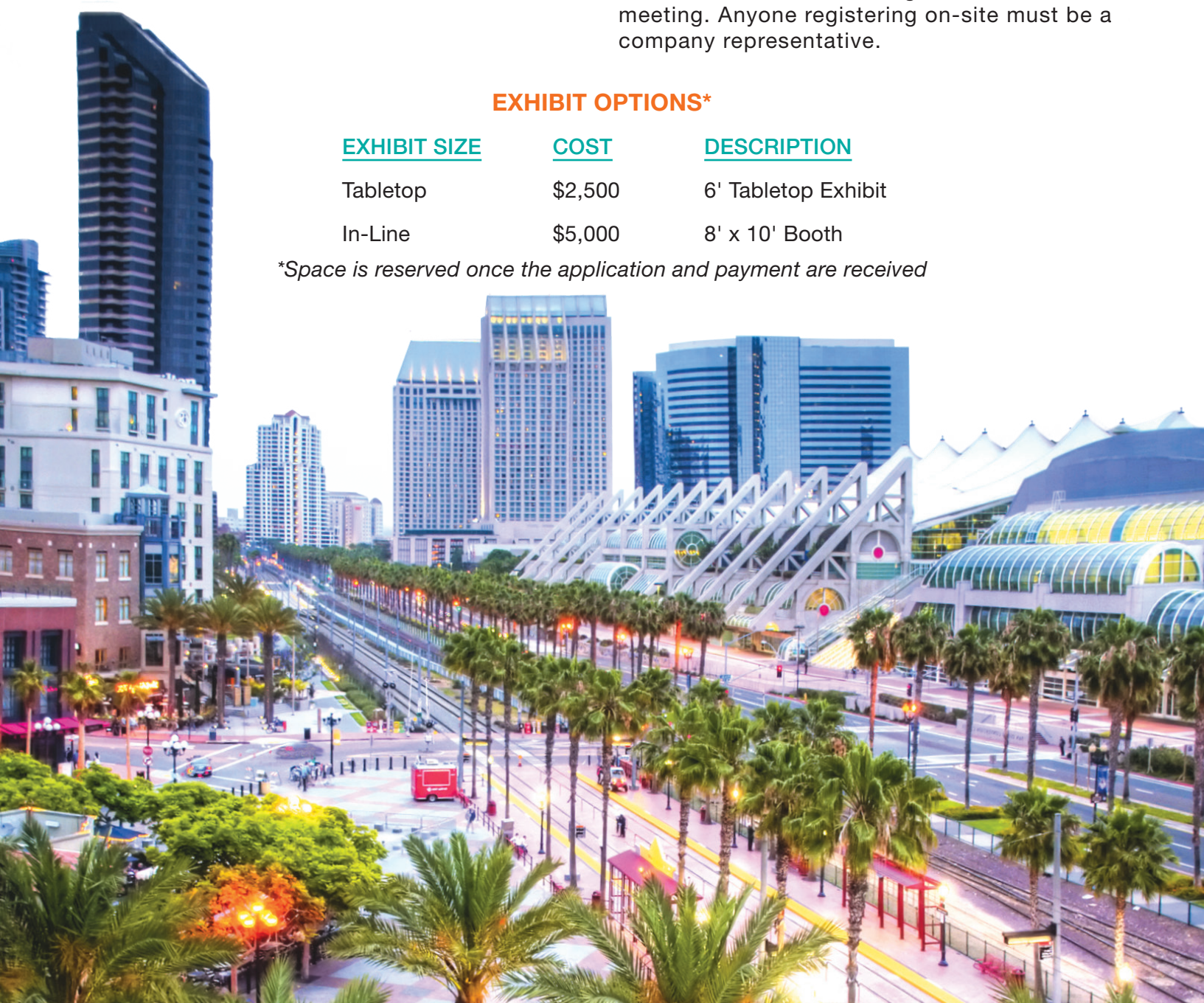
Badges must be worn at all times. A specific exhibitor registration form will be sent with the space assignment notification. This form must be completed and returned to the ABS by February 1, 2014.

Badges will allow admission into the exhibit hall during the official show hours and the educational sessions during the annual meeting. Anyone registering on-site must be a company representative.

## **EXHIBIT OPTIONS\***

| <u>EXHIBIT SIZE</u> | <u>COST</u> | <u>DESCRIPTION</u>  |
|---------------------|-------------|---------------------|
| Tabletop            | \$2,500     | 6' Tabletop Exhibit |
| In-Line             | \$5,000     | 8' x 10' Booth      |

*\*Space is reserved once the application and payment are received*



# A Unique Forum

Members of America's first brachytherapy society are among the world's leaders in brachytherapy. The 2014 Annual Meeting will provide a unique forum and opportunity for reporting new developments in brachytherapy.

ABS meetings are unique in that they are a comfortable size, allowing you to get to know the people to whom you are selling your products while they are learning and socializing with their colleagues and friends.

- Breast brachytherapy
- Prostate brachytherapy
- Gynecological brachytherapy
- Recent developments in brachytherapy
- Systemic brachytherapy
- Physics and brachytherapy
- Brachytherapy economics
- Contouring
- Brachytherapy in the changing world of health policy
- Management of other diseases (skin, eye, rectum, etc.)





# Exhibit Schedule

## LOCATION

Manchester Grand Hyatt  
One Market Place | San Diego, CA 92101  
619-232-1234 | Fax: 619-239-5678  
<http://manchestergrand.hyatt.com/hyatt/hotels/index.jsp>

## EXHIBIT AREA

Douglas Pavilion CD (*Lobby level*)

## SET-UP

**Wednesday, April 2** | All Day

*Exhibits to be set-up by opening of breakfast on Thursday*

## EXHIBIT HOURS

**Thursday, April 3** | Breakfast – 5:30 pm

*Approximate ending time*

*Welcome Reception to be held in Exhibit Hall at conclusion of educational sessions*

**Friday, April 4** | Breakfast – 6:00 pm

*Approximate ending time*

**Saturday, April 5** | Breakfast – 12:00 pm

*Approximate ending time for meeting*

## DISMANTLING

**Saturday, April 5** | 11:30 am

*Approximate time, dismantling begins*

*Complete tear-down by 11:00 pm*

## OFFICIAL SERVICE DECORATOR

GES Exposition Services will provide all exhibit services. The exhibitor shall provide only the material and equipment that it owns and is to be used in its exhibit space. All other items are to be provided only the official service contractor. GES Exposition Services will have complete control of all dock and loading facilities and will receive and deliver all direct and advance shipments and provide all rigging, labor and equipment.

All services not ordered in advance must be obtained through the GES Exposition Services Center, which will be maintained in the exhibit area on Wednesday during setup hours and Saturday to facilitate the move-out process.

## EXHIBITOR SERVICE KIT

An Exhibitor Service Kit from GES containing order forms and information on furnishings, signs, accessories, electrical requirements, labor, drayage, shipping, audiovisual equipment, floral/plants, etc. will be e-mailed to you once they are available. Save money by placing your orders in advance.

## ENTERTAINMENT AND SOCIAL FUNCTIONS

Exhibitors intending to host entertainment or social functions must submit a written request to ABS for approval in advance. ABS will coordinate scheduling and space release for exhibitor functions. No entertainment or social function may be scheduled to conflict with the official ABS scientific program or exhibit hours, or other official ABS functions. Invitations to off-site cultural events such as concerts, theater productions and museum events, are subject to the same restrictions.

## SPONSORSHIP OPPORTUNITIES

There are many Sponsorship Opportunities to take advantage of to support the Annual Meeting while gaining your organization more exposure with attendees. Opportunities include:

- Breakfasts
- Thursday Boxed Lunch
- Wi-Fi for Meeting Rooms
- Coffee Breaks
- Annual Meeting Mobile APP
- Thursday Welcome Reception

# COMMERCIAL COMPANY EXHIBIT APPLICATION

## 2014 ABS Annual Meeting

Company Name (as it will appear in all ABS publications)

Address

City

State/Country Zip

Contact Name and Title

Phone

Fax

E-mail

### EXHIBIT SPACE:

Tabletop \_\_\_\_\_ x \$2,500\* = \$ \_\_\_\_\_

In-line (8' x 10') \_\_\_\_\_ x \$5,000\* = \$ \_\_\_\_\_

\* Tabletop and 8' x 10' booths include registration for two representatives per exhibit.

Please indicate your representatives:

- |          |          |          |
|----------|----------|----------|
| 1) _____ | 2) _____ | 3) _____ |
| 4) _____ | 5) _____ | 6) _____ |
| 7) _____ | 8) _____ |          |

### EXHIBITOR REPRESENTATIVES:

Add \$250 registration fee for each additional representative and list each below

(ABS will also invoice post-meeting given the number of final staffing changes before the meeting)

Number of additional representatives: \_\_\_\_\_ x \$250 = \$ \_\_\_\_\_

### ADDITIONAL REPRESENTATIVES:

- |          |          |          |
|----------|----------|----------|
| 1) _____ | 2) _____ | 3) _____ |
| 4) _____ | 5) _____ | 6) _____ |

**TOTAL \$** \_\_\_\_\_

to be paid or charged: (exhibit space, additional reps and sponsorship commitments)

### EXHIBITOR PREFERENCES:

Please enter your choices from the floor plan:

First Choice: \_\_\_\_\_ Second Choice: \_\_\_\_\_ Third Choice: \_\_\_\_\_

We prefer NOT to be next to (please write company name): \_\_\_\_\_

### PAYMENT:

I have Enclosed Payment:

Check #: \_\_\_\_\_

**Please Charge Credit Card:**

☐ American Express ☐ VISA ☐ MasterCard

Card Number

Expiration Date

Authorized Cardholder's Signature

Submitted By

Date

**DEADLINE DATE:**  
**FEBRUARY 1, 2014**

**Please return or fax to ABS**

12100 Sunset Hills Road  
Suite 130  
Reston, VA, 20190

**Phone:** 703-234-4078  
ext. 4070, 4085, or 4071

**Fax:** 703-435-4390  
(credit card payments only)

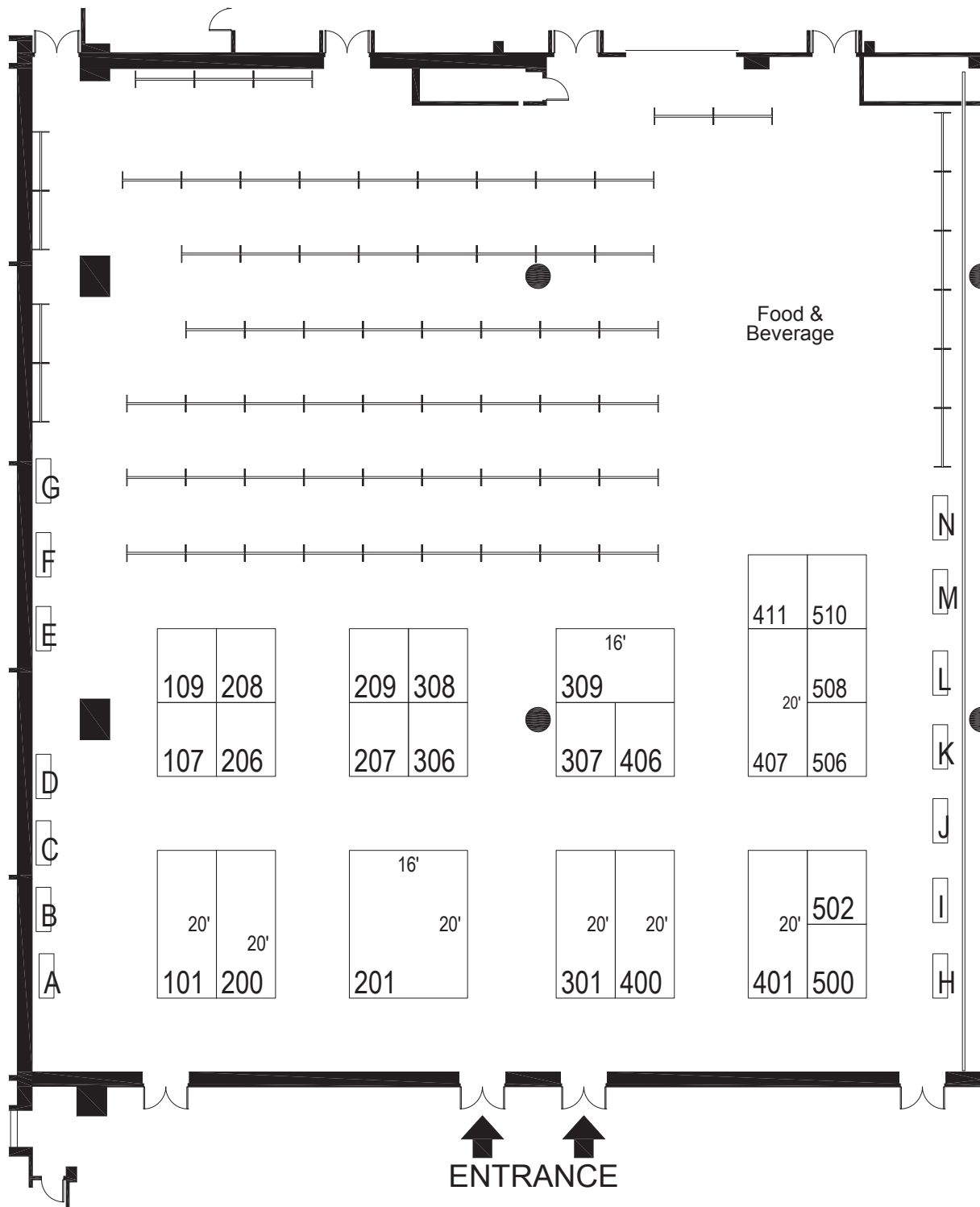
**E-mail:**  
rguggolz@drohanmgmt.com

SPACE IS RESERVED ONCE THE APPLICATION AND PAYMENT ARE RECEIVED.

# Exhibitor Floorplan

## 2014 ABS Annual Meeting

### April 3–5, 2014



# Hotel Accommodations

This year's Annual Meeting will be held  
at the Manchester Grand Hyatt  
One Market Place | San Diego, CA 92101

If you make your reservation by phone, please identify yourself as an attendee of the ABS Annual Meeting to that you are ensured the correct room rate. You may reach Hyatt Reservations at 888-421-1442 or reserve via the ABS website ([www.americanbrachytherapy.org](http://www.americanbrachytherapy.org)).

The deadline for reservations at the Hyatt is **March 13, 2014**.  
The special ABS room rates is \$269 Single/Double.

## Airline Reservations

Contact World Travel in Washington, DC (202-293-9272) for flight options to San Diego.

## FUTURE ABS MEETINGS

### Annual Meetings

#### 2014

Manchester Grand Hyatt, San Diego, CA  
April 3–5

#### 2015

Renaissance Seaworld, Orlando, FL  
April 9–11

#### 2016

World Congress  
City, Hotel and Dates TBD

### Schools

#### 2013

Mandarin Oriental, Las Vegas, NV  
October 24–25  
*Breast Brachytherapy*

#### 2014

Renaissance Seaworld, Orlando, FL  
February 7–8  
*Quality Assurance in Brachytherapy*

#### 2014

Westin North River, Chicago, IL  
July 11–14  
*Prostate and GYN Brachytherapy*





# The Best Exhibit Opportunity In The Field of Brachytherapy

- Access to worldwide leaders in brachytherapy
- Less-hurried exhibit atmosphere
- More dedicated time to meet with prospective customers
- Thursday box lunch in the exhibit hall
- Thursday night Welcome Reception to be held in the exhibit hall
- Attendee incentives provided by ABS for attendees that visit all exhibiting companies
- ABS general sessions room centralized near exhibits
- ABS abstract posters centralized in exhibit hall

## Sponsorship Opportunities

PROVIDE VALUE-ADDED SUPPORT AND GAIN COMPANY EXPOSURE

### ABS ANNUAL SPONSOR PROGRAM AND BENEFITS

#### Platinum Level

(\$60,000+ Annual Commitment\*)

- Sponsor signage at annual conference and ABS schools identifying sponsor and sponsor level
- Sponsor signage at annual conference and ABS schools for sponsored event if applicable
- Sponsor listing in ABS newsletter and half page ad in each issue (normally two per year)
- Sponsor listing on ABS website with company link
- Sponsor listing in ABS annual conference preliminary and final programs
- Sponsor listing in ABS quarterly journal (*Brachytherapy*)
- Verbal recognition at ABS annual conference and at annual membership luncheon
- Three mailing lists per year for ABS membership mailing (copy approval needed by ABS)
- Three promo e-mails per year by ABS including sponsor focus statement (copy approval needed by ABS)
- Recognition and promotion of symposium, dinner, etc. for annual conference attendees at ABS annual conference and in ABS annual conference publications (i.e. on-site educational event)

#### Gold Level

(\$50,000 to \$59,999 Annual Commitment)

- Sponsor signage at annual conference and ABS schools identifying sponsor and sponsor level
- Sponsor signage at annual conference and ABS schools for sponsored event if applicable
- Sponsor listing in ABS newsletter
- Sponsor listing on ABS website
- Sponsor listing in ABS annual conference preliminary and final programs
- Verbal recognition at ABS annual conference and at annual membership luncheon
- Two mailing lists per year for ABS membership mailing (copy approval needed by ABS)

### Silver Level

(\$40,000 to \$49,999 Annual Commitment)

- Sponsor signage at annual conference and ABS schools identifying sponsor and sponsor level
- Sponsor signage at annual conference and ABS schools for sponsored event if applicable
- Sponsor listing in ABS newsletter
- Sponsor listing on ABS website
- Sponsor listing in ABS annual conference preliminary and final programs
- Verbal recognition at ABS annual conference and at annual membership luncheon
- One mailing list per year for ABS membership mailing (copy approval needed by ABS)

### Bronze Level

(\$20,000 to \$39,999 Annual Commitment)

- Sponsor signage at annual conference and ABS schools identifying sponsor and sponsor level
- Sponsor signage at annual conference and ABS schools for sponsored event if applicable
- Sponsor listing in ABS newsletter
- Sponsor listing on ABS website
- Sponsor listing in ABS annual conference preliminary and final programs
- Verbal recognition at ABS annual conference and at annual membership luncheon

\*Annual Commitment combines all sponsorship and exhibitor revenue, including the two ABS educational schools

# Deadline Checklist for Exhibitors

The following items are due no later than the deadlines indicated. Use this checklist as your guideline to assure each item is completed on time. After the listed dates, we cannot guarantee prices or services. Should you have any questions, please contact the ABS National Office at 703-234-4078, extension 4070, or via e-mail at [rguggolz@drohanmgmt.com](mailto:rguggolz@drohanmgmt.com).

**Return Commercial Company Exhibit Application | February 1**  
(include full payment)

**Hotel Reservation Deadline at Hyatt | March 17**

**Return Exhibitor Personnel Registration Form | March 17**

**GES Service Kit Deadlines | Refer to kit that you will be e-mailed**

# SEE YOU IN

# SAN DIEGO!



# Rules and Regulations

NOTE: The Exhibit Hall height is 14 feet.

**Rules and Regulations:** The signed exhibit booth application and subsequent notice of space constitutes a contract between the American Brachytherapy Society and the exhibitor. The following rules are part of the contract. Any point not specifically covered by these rules is subject to the decision of the ABS, whose decision is final.

**Terms of Payment:** Payment of booth rental must accompany the application. Applications will not be processed or assigned without the required payment.

**Space Assignment:** Assignments will be made based upon the date the exhibit space application and payment are received. ABS reserves the right to make the final determination of all space assignments.

**Cancellation Policy:** Exhibitors may cancel their exhibit space and receive a 50% refund of space payments providing ABS receives a written notice of such cancellation prior to March 1, 2014. There will be no refund of exhibit space payments for cancellations made on or after March 1, 2014, although the paid fee can be applied to exhibit at a future ABS annual meeting.

**Eligibility for Exhibiting:** Any exhibitor whose proposed exhibit will enhance the educational and scientific goals of the ABS is encouraged to apply for space. ABS reserves the right to refuse rental of exhibit space to any company whose display of goods or services is not likely to be, in the opinion of ABS, compatible with the general character and objectives of the exhibition.

## Requirements and Regulations:

No person, firm, or organization not having contracted with ABS for the occupancy of space in the exhibit hall will be permitted to display or demonstrate products, processes or services, solicit orders or distribute advertising materials in the exposition facility or elsewhere in the host hotel. Noncompliance with this regulation will result in the prompt removal of the offending person and property.

- All exhibits must conform to and enhance the professional, educational and instructional atmosphere of the meeting.
- Exposed parts of any display must be finished so as not be objectionable to other exhibitors of ABS.
- Exhibits must render a safe assembly during installation and dismantling and exhibition periods.
- Materials used in the exhibit hall must be flame retardant in accordance with the Massachusetts electrical code.
- No part of the exhibit may be suspended from or attached to any part of the exposition facility.
- Devices/drugs awaiting FDA approval must be identified to ABS as such at the time of application for exhibit space.
- The exhibitor must, at his/her expense, maintain and keep the booth and exhibit in clean and good order.
- Exhibitors are not permitted to display products or conduct demonstrations in hotel suites/rooms regarding products.



**Exhibit Space:** Standard tabletops are 6' long. Standard in-line spaces are 8' wide x 10' deep. The booth equipment package includes an 8' high back wall drape, 3' sidewall dividers, one identification sign bearing your company name, two plastic side chairs, one 6' draped table and one wastebasket. The tabletop exhibit package includes one 6' draped table, 1 wastebasket and two plastic side chairs.

**Tabletops (6'):** Standard tabletops are 6' long. Exhibit must be confined to the table. No aisle space is to be utilized.

**In-line Exhibits** (8' x 10' or multiples thereof): The back one-half of the basic exhibit may be furnished up to a height of 10'. The front one-half of the rented space may be furnished from the floor up to a height of 4' with the height limit but may not be higher than 8' and must be placed so as not to block the view of or impede the sight lines of adjacent exhibits.

**Installation:** Exhibitors may begin installing exhibits on Wednesday, April 2, at approximately noon. All installation must be complete by Thursday, April 3, before the first breakfast starts, and all aisles must be cleared of exhibit material and crates. If setup of any exhibit has not started by 7:00 am on Thursday, April 3, ABS may order the exhibit to be set up and the exhibitor billed for any charges. After this hour no installation work will be allowed without special permission from ABS management. ABS will not be responsible for any damage incurred.

**Badges:** Badges are required for entry into the exhibit hall on installation days and may be obtained at the exhibitor registration beginning at 10:00 am on Wednesday, April 2. Because of safety considerations, no children under the age of 16 will be allowed on the exhibit hall floor during installation and dismantling.

**Dismantling:** The official (tentative) closing time for all technical exhibits is Saturday, April 5, 2014, at 1:00 pm. No packing of materials or equipment can begin until this time. By this agreement for booth rental the exhibitor agrees not to begin dismantling until the exhibit hall is officially closed. All exhibit material must be packed and ready for shipment by 11:00 pm, Saturday, April 5, 2014. If exhibits cannot be removed by 11:00 pm, special arrangements must be made. All material not called for by that time will be shipped at the exhibitor's expense by carrier selected by the official drayage contractor.

**Service Contractor:** The ABS has contracted with GES Exposition Services for exhibition management. Service kits will be e-mailed to each exhibitor by GES, and all supplies for individual booths will be ordered through the official contractor. Use of an exhibitor appointed contractor (supplier other than the ABS-designated contractor) must be requested on the application for exhibit space, and a certificate of insurance must be forwarded to ABS management.







**Labor Regulations:** Union labor claims jurisdiction for installation and dismantling labor as well as for all material handling services. Full-time employees of an exhibiting company are allowed to install and dismantle their own exhibit without assistance from the local trade unions. Any labor service that may be required beyond what your regular full-time employees can provide must be rendered by local authorized union personnel.

### **Registration and Fee for Additional Exhibitor Personnel:**

Exhibitor registration will be open on Wednesday, April 2, 10:00 am–6:00 pm and Thursday, April 3, starting at 7:00 am. Each company may register two (2) people per tabletop or 8' x 10' booth. The number of representatives exceeding two per tabletop or two per 8' x 10' space, must be registered at a fee of \$250 per person (ABS will invoice post-meeting based on your final number of attending reps).

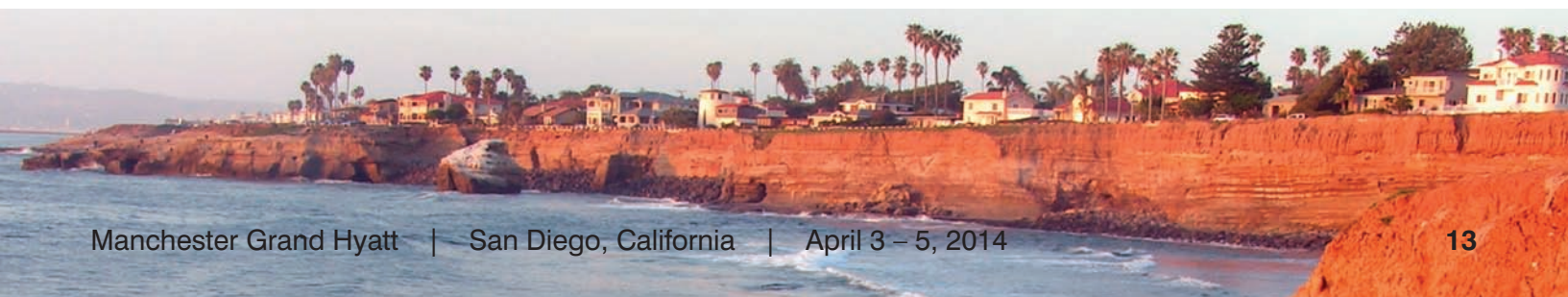
**Attendance Badge Control/Exhibit Hall:** Exhibition hall attendance is restricted to qualified exhibitors and those certified by them and those covered under the ABS general registration procedures. The official badge must be worn whenever a representative of an exhibitor is in the exhibit hall. Badges are not to be defaced by inserting company cards or applying stick-on novelty items. Exhibitor badges are not to be issued to individuals who wish to gain admittance for the purpose of contacting other exhibitors.

**Safety/Fire Codes:** Each exhibitor is responsible for compliance with all fire and safety codes established by the city of San Diego and the Manchester Grand Hyatt. If inspection indicates that an exhibitor has neglected to comply with these regulations or otherwise incurs fire hazards, the right is reserved to cancel all of such part of the exhibit as may be irregular, at the exhibitor's expense.

**No Smoking:** ABS has established a no-smoking policy for all of its meetings. As the exhibit hall is considered to be an integral part of the annual meeting, the no-smoking policy applies to the exhibit hall as well as the meeting rooms.

### **Security in the Exhibit Hall:**

Security services will be provided by the ABS for the duration of the exhibition, but neither security service nor ABS nor GES Exposition Services will be responsible for loss or damage to any property for any cause. Each exhibitor must make provisions for safeguarding of its goods, materials, equipment and display at all times. Badges must be worn at all times to gain entry to the exhibit space. No one will be allowed in the exhibit hall after the published closing time without permission from ABS. No luggage will be allowed in the exhibit space during the entire show. ABS reserves the right to inspect any package, box, handbag, or other means of conveyance entering or leaving the show at any time.





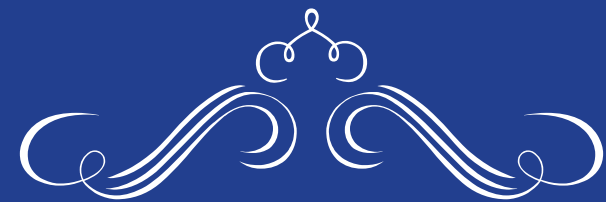
**Cancellation of Event:** In the event the exhibition is canceled, or the exhibitor does not exhibit due to circumstances within the control of the ABS, the liability of the ABS will be limited to a refund of all money paid by the exhibitors for exhibit booth rental and registration fees.

**Violation and Penalties:** Substantial violation of any of these rules and regulations by the exhibitor or its employees or agents may, at the option of the ABS management, forfeit the exhibitor's right to occupy exhibit space and such exhibitor shall forfeit to ABS all monies paid or due. Upon evidence of substantial violation, ABS may take possession of the space occupied by the exhibitor and remove

all persons and goods. The exhibitors shall pay all expenses and damages that ABS may incur through the enforcement of this rule.

### **Amendments and General Supervision:**

All exhibit matters and questions not covered in these rules and regulations are subject to the decision of ABS management. These rules and regulations may be amended at any time by ABS, and all amendments shall be equally binding on all parties. In the event of any amendment or addition to these rules and regulations, written notice will be given by ABS to such exhibitors as may be affected.



## **GREAT EXPECTATIONS**

Efficient, Effective  
and Economical  
Brachytherapy







# 2014 : APRIL 3 – 5, 2014

## ABS ANNUAL MEETING : MANCHESTER GRAND HYATT

# SAN DIEGO

[www.americanbrachytherapy.org](http://www.americanbrachytherapy.org)

American Brachytherapy Society  
12100 Sunset Hills Road, Suite 130  
Reston, VA 20190

2014 ABS Annual Meeting  
April 3 – 5, 2014  
Manchester Grand Hyatt

FIRST CLASS  
U.S. POSTAGE  
PAID  
LAUREL, MD  
PERMIT NO. 6326



**AMERICAN BRACHYTHERAPY SOCIETY**  
**2014** | **APRIL 3–5, 2014**  
**ABS ANNUAL MEETING** | **MANCHESTER GRAND HYATT**  
**SAN DIEGO**  
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