

CALIFORNIA THORACIC SOCIETY

Virtual Educational Conference Exhibitor Guidelines

The following Guidelines are established by the CTS to assist exhibitors in their decision to support the Virtual Exhibit Hall and CTS to better ensure the quality of the exhibits.

Please note: the content of the exhibitors does not offer CME unless approved by the CTS and ATS according to ACCME Standards.

CONFERENCE / EXHIBIT HALL:

1. The Conference is scheduled for Sept 11-12, 2020
2. The virtual exhibit hall can accommodate up to 35 exhibitors.
3. Exhibitors are able to support an Exhibit at a Platinum, Gold or Silver Level.
4. Exhibit hall access will mirror educational session access – until October 23rd. *Each exhibitor will be responsible for development of its own landing page, providing GTR with an approved copy of its logo for posting on the Exhibit Hall landing page and content for their exhibit and other special features.*
5. NOTE: Exhibit Hall vendors must provide all necessary information to GTR no later than Friday, September 4th.

LEVELS OF PARTICIPATION:

- Platinum Level ... Opportunity Fee, \$3,000.00 (\$2,500.00 if you exhibited at the January 17-18, 2020 Monterey Conference)
Visitors tour the virtual exhibit with an explanation and demonstration of products and procedures, provide links to webinars, educational posters/abstracts and other information the vendor deems appropriate.
- Gold Level... Opportunity Fee, \$2,000.00 (\$1,500.00 if you exhibited at the January 17-18, 2020 Monterey Conference)
Visitors tour the virtual exhibit with explanation and demonstration of products and procedures, provide links to educational posters/abstracts and other information the vendor deems appropriate (*excluding webinars or other similar educational tools*).
- Silver Level... Opportunity Fee, \$1,000.00
Visitors tour the virtual exhibit, with an explanation and demonstration of products and procedures, provide links to product (s), and other information the vendor deems appropriate (*excluding webinars, posters, abstracts or other similar educational tools*).

REGISTRATION:

Registration for the conference will have two key aspects:

- Paid program registrants will participate in one or two day registrations and are able to view presentations on the day(s) indicated in the registration.
- CTS will provide complimentary registration to all CTS members for access to the conference home page AND the virtual exhibit hall. These registrants will not be provided access to any educational sessions with continuing medical education (CME) credit. GTR will provide these complimentary registrants with a unique log in for access to the virtual exhibit hall of the conference.
- Exhibitors at the Platinum Level will receive three complimentary program registrations
- Gold Level, two complimentary program registrations
- Silver Level, One Complimentary program registration.

GTR ROLE:

- GTR will coordinate recording live Q&A following each session, per the provided agenda.
- Pre-recorded sessions plus the recorded Q&A sessions will be available to paid registrants until Friday October 23rd, 5 pm Pacific time.

SPECIAL OTHER SUPPORT OPPORTUNITIES:

As with its onsite meeting CTS offers Exhibitors and opportunity to support the following special items in addition to those covered by those offered by support of the platinum, Gold or Silver Levels.

- 1) Rotating Banner on CTS website for 6 months Opportunity fee: (\$3,500) or 12 months. (\$4,500) plus development fee not to exceed \$1,500
Note: Development fee will not exceed \$1,500.
- 2) Podcasts enables commuters to learn while they drive. Opportunity Fee: \$650.00 plus development fee not to exceed \$1,500.
- 3) Prime position in the virtual Exhibit Hall: \$500