



2021 VIRTUAL CREOG & APGO ANNUAL MEETING

BIGGER! BOLDER! BRIGHTER!

VIRTUAL CONFERENCE AND EXHIBITION: MARCH 3-5, 2021

EXHIBITOR PROSPECTUS

American College of Obstetricians and Gynecologists • Council on Resident Education in Obstetrics and Gynecology • Association of Professors of Gynecology and Obstetrics

EXHIBITS

IMPORTANT DATES TO REMEMBER

2020

TUESDAY, NOVEMBER 16, 2020

Early bird exhibit pricing deadline

TUESDAY, DECEMBER 8, 2020

Cancellation deadline for exhibit refund, less a \$500 processing fee

NO REFUNDS FOR CANCELLATIONS RECEIVED ON OR AFTER DECEMBER 9, 2020

**VIRTUAL CONFERENCE AND EXHIBITION:
MARCH 3-5, 2021**

EXHIBIT HOURS

Times are subject to change. Virtual Exhibit Booths will be accessible to attendees for a minimum of eight (8) weeks or until the platform closes. During the times below, exhibit personnel should be logged into the platform and be prepared to engage with attendees. Times listed are unopposed.

WEDNESDAY, MARCH 3, 2021

11:55AM - 12:40PM

THURSDAY, MARCH 4, 2021

12:05PM - 12:50PM

FRIDAY, MARCH 5, 2021

12:40PM - 1:25PM

***Note:** Virtual exhibit setup is the responsibility of the Exhibitor. Virtual booths should be completed no later than Sunday, February 21, 2021.

EXHIBIT HALL CONTACTS

Virtual Exhibit Manager

CHRISTY CARR
APGO Web Content Specialist
ccarr@apgo.org
(410) 451-9562

Booth Sales, Digital Advertising and Sponsorships

MARIANNE POE
APGO Deputy Director, Development
mkpoe@apgo.org
(410) 451-9563

SHOWCASE YOUR PRODUCTS & SERVICES

JOIN US IN IMPROVING WOMEN'S HEALTH CARE EDUCATION

Get to Know CREOG & APGO!

CREOG and APGO are among the leaders in women's health, representing more than 2,000 medical educators combined. These organizations share a mission: to promote excellence in women's health care by providing medical educators with the best available resources.

CREOG is a council of the American College of Obstetricians and Gynecologists (ACOG) that represents approximately 300 ob-gyn residency programs in United States and Canada. These programs include department chairs, program directors, resident educators and members of the Association of Program Managers of Obstetrics and Gynecology (APMOG).

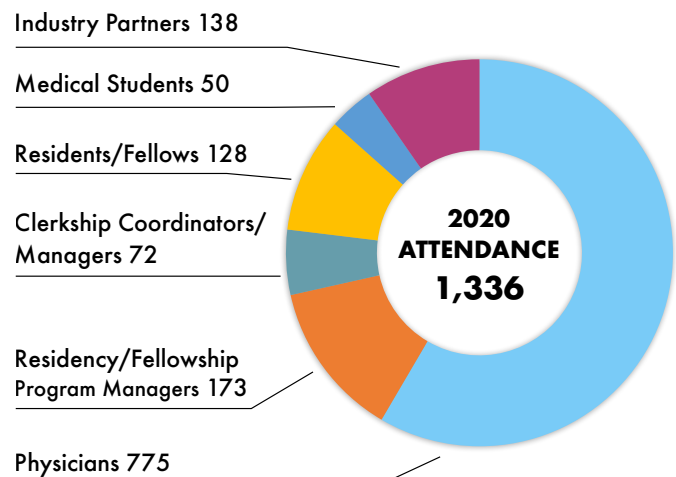
APGO is a nonprofit association representing 240 obstetrics and gynecology departments in allopathic and osteopathic teaching institutions in the United States and Canada. Additionally, APGO is home to 950 individual physician-educator members, as well as 165 members of the Medical Education Clerkship Coordinators in Obstetrics and Gynecology (MECCOG).

OUR RELATIONSHIP WITH INDUSTRY IS IMPORTANT

ACOG and APGO take every possible measure to ensure that Virtual CREOG & APGO Annual Meeting exhibitors follow the ethical standards and guidelines set forth by ACOG, APGO, PhRMA, AMA, AdvaMed and other regulatory organizations. ACOG and APGO are committed to ensuring that their educational mission is evidence-based and free from bias from all outside influences. It is the responsibility of exhibitors to ensure adherence to Food and Drug Administration (FDA) regulations, policies, practices and guidelines, and all other applicable industry guidelines (including but not limited to those listed above), concerning the demonstration, discussion, use and/or display of products, technologies, and/or services at the Virtual CREOG & APGO Annual Meeting.

ATTENDEE PROFILES

2020 ATTENDANCE



TOPICS OF INTEREST IN WOMEN'S HEALTH CARE EDUCATION

- Advocacy
- Behavioral Health
- Benign Gynecologic Disease
- Breastfeeding
- Business of Medicine
- Contraception and Family Planning
- Education Methodology
- EMR
- Exam Prep (UME/GME)
- Genetics
- Global Health
- Gynecology
- Infectious Disease
- Innovation and Technology
- Labor and Delivery
- Maternal Health
- Menopause
- Obstetrics
- Gynecologic Oncology
- Online Portfolio Systems
- Operative Gynecology
- Patient Safety
- Pelvic Pain
- Primary Care
- Recruiting in Ob-Gyn
- Remote Learning
- Reproductive Endocrinology and Infertility
- Sexual Health
- Surgery and Surgical Care
- Telemedicine and Teaching/Learning
- Transgender Patient Care
- Ultrasound
- Urogynecology

WHO EXHIBITS?

2020 EXHIBITORS

3D Systems Symbionix	BAYER	Lutech Industries, Inc.
ACOG Fetal Alcohol Spectrum Disorders (FASDs) Prevention Program	CaseNetwork	Mayne Pharma
ACOG Strategies for Health Equity	Council on Resident Education in Obstetrics and Gynecology (CREOG)	medpro
America's OB/GYN Board Review Course	CryoProbe	myTIPreport, L.L.C.
American Association of Pro-Life Obstetricians and Gynecologists	Down Syndrome Diagnosis Network	Natera
American Board of Obstetrics and Gynecology	Dr. McSherry's Ob-Gyn Test Prep	National Abortion Federation
American College of Academic Addiction Medicine (ACAAM)	Dr. Wall's ObGyn Board Prep	Ob Hospitalist Group
American College of Obstetricians and Gynecologists	DYSIS MEDICAL INC	Operative Experience, Inc.
American Osteopathic Board of Obstetrics & Gynecology (AOBOG)	Ferring Pharmaceuticals	Paradigm Medical Systems/Model-Med
Applied Medical	Florajen Probiotics	QGenda
ASCCP	Gaumard Scientific	Rosh Review
Association of Professors of Gynecology and Obstetrics (APGO)	Hologic	Ryan Residency Training Program
	Innovating Education in Reproductive Health, UCSF	Safe Obstetric Systems Inc
	KARL STORZ Endoscopy-America, Inc.	SonoSim
	Limbs & Things	Surgical Science, INC
	LiNA Medical	TrueLearn
	Lupin Pharmaceuticals	UNC Health Care
		VirtaMed AG
		Wolters Kluwer

2021 EXHIBIT HALL FEATURES

- Unopposed Virtual Exhibit Hall hours
- Virtual booth accessible to attendees for minimum of eight (8) weeks
- Option for live attendee interactions
- Gamification to promote Exhibit Hall visits
- Option to upload/post promotional materials
- Unlimited number of exhibit representatives per company
- List of attendee names and institutions

EXHIBIT INFORMATION & PRICING

EARLY-BIRD DEADLINE

Contract and Payment Received by November 16, 2020

PAYMENT

Full payment must accompany the application in order to be processed. Acceptable forms of payment are Visa, MasterCard, American Express or company check. All checks must be in United States dollars and made payable to CREOG & APGO.

BOOTH PACKAGES

Tier 1

- Company Logo
- Marketing Materials
- Promotional Handouts and Videos
- Live Q&A
- One (1) Static Advertisement Opportunity
- One (1) Video Advertisement Opportunity

Early-Bird: \$2,750 After 11/16/20: \$3,250

Tier 2

- Company Logo
- Marketing Materials
- Promotional Handouts/Videos
- Live Q&A
- One (1) Static Advertisement Opportunity

Early-Bird: \$2,500 After 11/16/20: \$3,000

Tier 3

- Company Logo
- Marketing Materials
- Promotional Handouts and Videos
- No Live Q&A

Early-Bird: \$2,350 After 11/16/20: \$2,850

Note: Applications submitted without the required payment will not be processed until a payment is received.

Note: Virtual exhibit booths will be listed on the virtual platform in tiered order with all Tier 1 exhibitors listed first, Tier 2, second and Tier 3, third.

EXHIBIT SPACE APPLICATION AND PAYMENT

Complete the Exhibit Application/Contract in its entirety online. The Exhibit Application/Contract must be signed/dated by an authorized representative of the applicant.

The exhibit contact noted in the application will receive all correspondence concerning the meeting.

Full payment must be received in order for application to be considered complete.

BOOTH STAFFING

Exhibit representatives are required to staff their exhibit space during official Virtual Exhibit Hall hours.

PROPER ATTIRE

Proper dress for this conference is business casual or business attire. All exhibitors and their agents are expected to dress and conduct themselves in a professional manner at all times and to comply with the rules, regulations, and policies enforced by ACOG and APGO during the Virtual CREOG & APGO Annual Meeting. If your company is using models to demonstrate your product or service, such as examining tables, they should wear a loose sweat suit and sneakers. No leotards, shorts, bikinis, or stretch pants are permitted.

PRODUCT THEATERS

A limited number of timeslots have been allocated for Product Theater. If you would like to host a

Product Theater, contact Marianne Poe at mkpoe@apgo.org or (410) 451-9563 as there is a separate application process.

The event fee to hold a Product Theater is \$12,500 and includes a Tier 2 virtual exhibit booth.

More information on page 12.

CONDITIONS OF CONTRACT TO EXHIBIT

1. CONTRACT

By signing the Exhibit Application and Contract, the exhibitor agrees to abide by all of the requirements contained in the Exhibitor Prospectus, the Conditions of Contract to Exhibit and any correspondence from Council on Resident Education in Obstetrics and Gynecology (CREOG) of the American College of Obstetricians and Gynecologists (ACOG) and the Association of Professors of Gynecology and Obstetrics (APGO) to the exhibitor/exhibiting company, their staff, officers or agents. Together these documents comprise the contracts between ACOG, APGO and the exhibitor.

All of these regulations are important and should be familiar to both you and all booth personnel.

Any points not covered are subject to settlement by ACOG and APGO representatives jointly.

2. PAYMENT

A completed application and full payment must be received before an exhibit booth will be confirmed. Any exhibitors whose applications are received before the early-bird deadline may forfeit any discount if payment is not also received by the early-bird deadline.

Forms of payment are Visa, MasterCard, American Express or company check in USD. Mail checks to:

CREOG & APGO
c/o APGO
2130 Priest Bridge Dr., Suite 7
Crofton, MD 21114

The APGO tax ID number is 47-6057648. Email creogapgo@apgo.org for APGO's W9.

3. ELIGIBILITY TO EXHIBIT

To exhibit at the 2021 Virtual CREOG & APGO Annual Meeting, all organizations must be approved by ACOG and APGO. All organizations participating in the exhibition must have a product or service that is related to the field of women's health education or that may otherwise benefit the attendees. ACOG and APGO reserve the right to modify the eligibility criteria or to revoke its approval at any time and for any reason. If ACOG and APGO revoke the approval, ACOG and APGO will refund the exhibitor payment.

The fact that a product, service or company is advertised or exhibited at the Virtual CREOG & APGO Annual Meeting shall not constitute a guarantee or endorsement of the quality or value of a product, service or company advertised or exhibited. Furthermore, the manufacturer in collateral advertising material shall not refer to the fact that a product, service or company is advertised or exhibited at, or in any way endorsed by, the Virtual CREOG & APGO Annual Meeting.

4. VIOLATIONS

ACOG and APGO reserve the right to remove any exhibit or bar future exhibition participation if, in ACOG or APGO's opinion, the exhibitor disregards or refuses to observe the Virtual CREOG & APGO Annual Meeting policies, or it is determined that the exhibit is offensive or not in keeping with the professionalism or standards of the practice of ob-gyn, or ACOG and APGO written/verbal instructions. If an exhibitor removal does occur, ACOG and APGO will neither refund the exhibit fee paid nor pay for exhibitor losses such as exhibitor housing, travel, wages or other fees associated with exhibiting.

If in ACOG and APGO's opinion, an exhibitor flagrantly disregards ACOG and APGO's guidelines, policies or directives, ACOG and APGO reserve the right to impose an appropriate penalty which may not be stated above.

5. INDEMNIFICATION AND WAIVER

Exhibitor shall indemnify, defend with counsel of ACOG and APGO's choice, and hold harmless ACOG, ACOG Land Holding Corporation, the ACOG Foundation, the Association of Professors of Gynecology and Obstetrics and their respective officers, directors, agents, employees, and members (the "Indemnified Parties") from and against any and all claims, losses, demands, actions, suits, proceedings, judgments, settlement expenses, liens, liability (including but not limited to liability assumed in contractual agreements with third parties), injuries, death, physical damage to property, and environmental damage and the defense thereof, including reasonable attorney's fees and costs (collectively the "Claim(s)") incurred by the Indemnified parties based upon, related to, caused by, or arising from, in whole or in part, any act or omission including but not limited to the negligence, gross negligence, intentional misconduct, fault or violation of law of Exhibitor, its employees, agents, subcontractors, assignees, or delegates. In defending all Claim(s), Exhibitor shall use counsel reasonably satisfactory to ACOG and APGO and shall proceed with diligence, timeliness, and good faith in such defense.

Exhibitor's duty to indemnify shall apply to an Indemnified Party except to the extent such Claim(s) results from the sole negligence, gross negligence, or willful misconduct of that Indemnified Party but said duty to indemnify shall continue as to other Indemnified Parties. Except as may be otherwise provided by applicable law, the Indemnified Parties right of indemnification shall not be impaired, reduced or diminished by any act, omission, misconduct, negligence or default of any Indemnified Party or of any employee or agent of any Indemnified Party who may have contributed thereto. To the

extent any law may prohibit any application of all or any part of the indemnity obligations in this Agreement, it is the intent of the Parties that any such prohibited provisions are severable and the indemnity obligations in this Agreement shall be construed to impose the indemnity obligation in all circumstances, applications and situations to the fullest extent permitted by law.

By signing this Agreement, exhibitor expressly and voluntarily and knowingly assumes all such risk and expressly agrees, and hereby does, indemnify, defend and hold harmless the conference/exhibition sponsor, its show management company and other agents and representatives, and their shareholders, officers, directors, employees and contractors, from and against all claims and liabilities arising out of, or in any way related to, the acts or negligence of exhibitor, exhibitor's agents, employees or representatives.

6. EXHIBITOR DISPUTES

Exhibiting companies, their employees, agents, and vendors agree that any legal disputes, suits, or actions between the ACOG, the ACOG Foundation, ACOG Landholding, APGO, and an exhibitor resulting from the participation in the exhibition or related activities of the Virtual CREOG & APGO Annual Meeting will be governed by the laws of the District of Columbia without regard to conflicts of law principles, and shall be adjudicated exclusively in the courts located within the District of Columbia. Exhibitor hereby consents to personal jurisdiction and venue in the District of Columbia.

7. ELIGIBILITY TO EXHIBIT

ACOG and APGO determine eligibility of any company or product for exhibit. This program focuses on providing medical educators with professional development and tools to support their mission of promoting medical education and providing the highest quality of health care for women. The exhibit hall is a forum for connecting attendees with vendors that provide products or services directly related to undergraduate and graduate-level ob-gyn education. This helps to ensure that attendees have access to the tools and information they need, and vendors have the opportunity to connect with potential interested buyers.

Exhibitors must provide a complete description of the products and services they would like to display so that ACOG and APGO can ensure this is an appropriate audience and forum. ACOG and APGO may forbid installation or request removal or discontinuance of any exhibit or promotion, wholly or in part that, in its opinion, is not in keeping with the character and purposes of ACOG and APGO.

8. SPACE ASSIGNMENT

Space allocation is highly competitive and therefore, telephone reservations are not accepted.

9. PRODUCT/SERVICE DISPLAYS

The exhibitor is permitted to demonstrate devices, instruments, equipment, or services; to make presentations; and to distribute printed materials related to those products or services that the exhibitor lists on its application, provided that such products or services have been approved by ACOG and APGO. If other products or services are displayed, ACOG and APGO will require exhibitors to remove the unrelated product or service from the exhibit. We reserve the right to decide the appropriateness of any service, product, device, videotape, or audiotape. Products or services that are not acceptable for exhibition at the 2021 Virtual CREOG & APGO Annual Meeting include but are not limited to products that are

- Not FDA approved
- Manufactured and sold only through physicians' offices or the internet
- Not available throughout North and Central America and the Caribbean
- Multilevel marketing or profit enhancement opportunities or any variation

Exhibitors shall 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. Information or panels for pharmaceuticals that are coming soon or FDA-controlled devices that have not been FDA approved may neither be distributed nor displayed.

10. EXHIBIT STAFF

Each virtual booth will offer unlimited exhibit personnel.

11. CONTESTS AND DRAWINGS

Exhibitor raffles and drawings are permitted. It is the responsibility of the exhibitor to adhere to all applicable laws and regulations. Cash for prizes are prohibited. (This also includes traveler's checks and gift credit/debit cards.)

12. CANCELLATION BY EXHIBITOR

Organizations participating in the exhibition may cancel this agreement at any time by written notice to Marianne Poe, APGO Deputy Director, Development, at mkpoe@apgo.org. Exhibit space reductions and/or cancellations received on or before December 8, 2020, will receive a refund of all fees paid, less a \$500 processing fee. **No refunds will be made for cancellations on or after December 9, 2020.** If exhibit space is cancelled on **December 9, 2020, or after**, the exhibitor will be responsible for paying any balance due for the exhibit space, if one exists.

13. CANCELLATION AND POSTPONEMENT OF ANNUAL MEETING

In the event that the Virtual CREOG & APGO Annual Meeting is postponed due to any

occurrence not occasioned by the conduct of ACOG, APGO or Exhibitor, whether such occurrence be an act of God or the common enemy or the result of terrorism, war, riot, civil commotion, sovereign conduct or widespread dissemination of an infectious disease, declaration or continuation of a pandemic, curtailment of transportation facilities, the act or conduct of any third party (individually and collectively referred to as the "Occurrence"), then the performance of the parties of their respective meeting obligations shall be excused for such period of time as is reasonably necessary after the Occurrence to remedy the effects thereof.

If the Occurrence results in cancellation of the 2021 Virtual CREOG & APGO Annual Meeting, the obligations of the parties under applicable agreements shall automatically be terminated and all booth payments shall be refunded to Exhibitor, less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by ACOG and APGO through the date of exhibitors' notification of event termination or cancellation or through the completion of event termination or cancellation processes, whichever is later.

14. SOLICITATION OF BUSINESS

Advertising, canvassing, solicitation of business, conferences in the interest of business, etc., are not permitted except by firms that have engaged space to exhibit and then only in the space assigned.

15. ASSIGNMENT

Except as provided herein, neither Party shall transfer or assign any rights or obligations under this Agreement without the prior written consent of the other Party.

16. INTERPRETATION AND APPLICATION OF RULES

The interpretation and application of these rules and regulations are the responsibility of the exhibit chair. Any violations by the exhibitor of any of the terms and conditions herein, shall subject exhibitor to cancellation of their contract to occupy booth space and to forfeiture of any monies paid on account thereof. The exhibit chair shall have the right to take possession of the exhibitor's space, remove all persons and properties of the exhibitor and hold the exhibitor accountable for all risks and expenses incurred in such removal.

17. DISMISSAL

Exhibitors or their representatives who fail to observe these conditions of contract or who, in the opinion of ACOG and APGO, conduct themselves unethically may be dismissed from the Exhibit Hall without refund or appeal for redress.

18. FOOD AND DRUG ADMINISTRATION (FDA)

Exhibitors with products or devices regulated by the FDA are reminded that any mention of product names that is accompanied by information on usage and indications is considered advertising and

is subject to applicable FDA guidelines. Exhibitors must also comply with the FDA restrictions on the promotion of investigational and pre-approved drugs and of approved drugs for unapproved uses. Information and guidance may be obtained from the FDA Division of Drug Marketing, Advertising, and Communications, 5600 Fishers Lane, Rockville, MD 20857, (301) 227-6822. Additional information is available through the FDA's medical advertising information line, (800) 238-7332. If FDA approval is required, then you must have FDA Approval before ACOG and APGO will allow you to exhibit your product. Single product exhibitors who are awaiting FDA approval must forward evidence of FDA approval by February 10, 2021, in order to be eligible to exhibit. Companies that exhibit multiple products have exhibited in previous CREOG & APGO Annual Meetings and are awaiting FDA approval or a new pharmaceutical or device must submit evidence of FDA approval by February 17, 2021, if the company desires to exhibit that product at the 2021 Virtual CREOG & APGO Annual Meeting. If FDA approval is not obtained by the February 17, 2021, deadline, the exhibitor may only exhibit those products that have FDA approval and are related to women's health care. Evidence of FDA approval may be submitted to Marianne Poe at mkpoe@apgo.org or by mail to APGO, Attn: Marianne Poe, APGO Deputy Director, Development, 2130 Priest Bridge Drive, Suite 7, Crofton, MD 21114.

19. UNFORSEEN EVENTS

In the event that unforeseen events make it necessary, the exhibit chair will have the right to amend these rules and regulations or make additions thereto, and all such amendments or additions shall be made known promptly to each exhibitor.

20. MEETINGS ANTI-HARASSMENT POLICY

The American College of Obstetricians and Gynecologists (ACOG) and the Association of Professors of Gynecology and Obstetrics (APGO) are committed to providing a safe and welcoming environment for all participants at ACOG and APGO meetings. All participants are expected to abide by the ACOG Meetings Anti-Harassment Policy, which applies in all venues and events including ancillary or unofficial social gatherings held in conjunction with the meeting. The policy can be found at www.acog.org/meetingspolicy. If you are being harassed, or see someone else being harassed, please call (844) 460-6615. You may also email comments or concerns to meetingspolicy@acog.org.

EXHIBITOR APPLICATION

COMPANY NAME:* _____

BUSINESS ADDRESS:* _____

STREET ADDRESS: _____

ADDRESS LINE 2: _____

CITY: _____

STATE / PROVINCE: _____

REGION ZIP / POSTAL CODE: _____

* indicates required field

COMPANY CONTACT INFORMATION

This person will receive all correspondence for virtual booth information.

FIRST NAME:* _____

LAST NAME:* _____

TITLE:* _____

DIRECT TELEPHONE:* _____

EMAIL:* _____

ALL Virtual Booth information will be forwarded to THIS email address.

VIRTUAL BOOTH SELECTION:* _____

Vendor should be able to select which Tier they want to purchase

Tier 1

- Company Logo
- Marketing Materials
- Promotional Handouts and Videos
- Live Q&A
- One (1) Static Advertisement Opportunity
- One (1) Video Advertisement Opportunity

Early-Bird: \$2,750
After 11/16/20: \$3,250

Tier 2

- Company Logo
- Marketing Materials
- Promotional Handouts/Videos
- Live Q&A
- One (1) Static Advertisement Opportunity

Early-Bird: \$2,500
After 11/16/20: \$3,000

To be eligible for the Early-Bird discount, application and payment must be received by November 16, 2020, 11:59pm EST. Applications submitted without the required payment will not be processed until a payment is received. Virtual exhibit booths will be listed in the virtual platform in tiered order with all Tier 1 exhibitors listed first, Tier 2, second and Tier 3, third.

Tier 3

- Company Logo
- Marketing Materials
- Promotional Handouts and Videos
- No Live Q&A

Early-Bird: \$2,350
After 11/16/20: \$2,850

DISPLAY* Please list products or services to be showcased (please be specific).

AGREEMENT*

By digitally signing this form, Exhibitor agrees to pay with this Exhibit Application and Contract (the "Application") the total cost of requested exhibit space for the Virtual 2021 CREOG & APGO Annual Meeting. I/we understand that applications must be submitted with full payment to be considered complete. Incomplete or unapproved applications will not be processed. The Application shall constitute a non-revocable offer by Exhibitor until such time as ACOG and APGO notifies Exhibitor that it has assigned exhibit space. Exhibitor shall only promote, exhibit or display products/services that are approved by ACOG and APGO. By signing the Application, Exhibitor agrees to abide by all of the policies, Terms and Conditions of Contract to Exhibit, rules and regulations contained in the Application, the Virtual 2021 Exhibitor Prospectus, and any correspondence from ACOG and APGO or its agents(s) to the Exhibitor, its staff, officers or agents. Together these documents shall comprise the contracts between ACOG, APGO and the Exhibitor. ACOG and APGO shall have the right to shut down any exhibit or bar future exhibition participation, if in the opinion of ACOG and APGO, the exhibitor disregards or refuses to observe the requirements and rules of ACOG or APGO or it is determined that the exhibit is offensive or not in keeping with the professionalism or standards of practice of ob-gyn or written or verbal instructions from ACOG or APGO.

Virtual booth application fees may be paid by credit card or organization check. See payment screens for details. Booths will not be confirmed until full payment is received.

AUTHORIZED EXHIBITOR REPRESENTATIVE DIGITAL SIGNATURE:* _____

AUTHORIZED EXHIBITOR REPRESENTATIVE NAME:* _____

FIRST NAME:* _____ LAST NAME:* _____ SUFFIX: _____

TITLE:* _____ EMAIL:* _____

PHONE:* _____ DATE:* _____

* indicates required field

FOR OFFICE USE ONLY

DIGITAL MARKETING & SPONSORSHIP OPPORTUNITIES

AMPLIFY YOUR PRESENCE BY PARTICIPATING IN SPONSORSHIP AND ADVERTISING OPPORTUNITIES!

Promote your key takeaway messages by participating in one or more Virtual CREOG & APGO Annual Meeting sponsorship, advertising and digital marketing opportunities. Increase your booth traffic, generate more leads, create a buzz, separate yourself from the crowd and position your company as an industry leader. Keep your company in your buyer's mind long after the conference comes to a close! ACOG and APGO will work with sponsors to follow all current regulatory agencies' guidelines and codes of ethics.

The value each sponsorship carries reflects its desirability and visibility and is not necessarily a reflection of the actual cost of the package.

All corporate sponsors will be recognized by:

- Listing as a sponsor with logo in the meeting platform
- Logo on APGO website under meeting sponsors

For more information on any of the below opportunities or for customized sponsorship packages, please call Marianne Poe at (410) 451-9563 or email mkpoe@apgo.org to confirm interest in these sponsorships.

The deadline for inclusion in all digital marketing is January 25, 2021. Failure to meet this deadline may result in forfeiture of any digital advertising benefits in your sponsorship/advertising package.

IMPORTANT RESTRICTIONS

Use of the names American College of Obstetricians and Gynecologists (ACOG), the Council on Resident Education in Obstetrics and Gynecology (CREOG), Association of Professors of Gynecology and Obstetrics (APGO), or the ACOG Foundation Insignia, Logos or Acronyms, or the convention show logo is expressly prohibited from being used by exhibitors in signs, advertising or promotions in any media or on descriptive product literature either inside or outside the exhibit area. This rule applies before, during and/or after the meeting. ACOG, CREOG, APGO and ACOG Foundation insignias, logos and acronyms are properties of those respective organizations and may not be used without prior written permission. Booth activities and educational events cannot be promoted together on the same promotional literature.

CREOG and APGO can only be used in a sentence following after the company name. CREOG and APGO should never be used on any promotional piece without written approval in advance. All literature must be submitted for approval. The only exceptions are the statements similar to the following that can be used on booth promotional mailing pieces:

"Visit XYZ Industries at the 2021 Virtual CREOG & APGO Annual Meeting."

"Stop by and let ABC Medical Company show you how to fly at the 2021 Virtual CREOG & APGO Annual Meeting."

Exhibiting companies may only advertise or distribute information using the marketing opportunities listed. Companies that distribute information outside of ACOG and APGO's approved marketing opportunities may risk future eligibility to exhibit at ACOG and APGO conferences.

OPPORTUNITIES

MAILING LIST RENTAL/ONE-TIME USE MAILING LABELS

PRE-SHOW: \$600; POST-SHOW: \$750

Connect with attendees before and after the Annual Meeting. Exhibitors have the opportunity to purchase the advance registration or post-registration mailing list. Mailing list rental is for one-time use only. Content to be sent out to mailing list must be pre-approved by ACOG and APGO by **January 25, 2021**. CREOG and APGO do not share attendees' phone, fax or email information. Note that by law, conference attendees can opt out of being included on any mailing list. For more information, contact Marianne Poe at mkpoe@apgo.org or (410) 451-9563.

ATTENDEE EMAIL BLASTS

PRE-SHOW: \$1,000; POST-SHOW: \$1,250

Invite registrants to your booth or follow-up with meeting attendees with a pre- or post-show email blast. Your email must be used to promote a product or service devoted to women's health care. Attendee information will not be released electronically and is no longer sold. Only one email will be sent on each of the below days. Email blast date will be scheduled upon receipt of total payment and will be assigned on a first-come, first-serve basis. Email content must be submitted and approved by ACOG and APGO by **January 25, 2021**. Note that by law, conference attendees can opt out of being included on any mailing list.

Pre-Show Blast Dates Available

- Wednesday February 17
- Thursday, February 18
- Tuesday, February 23
- Wednesday, February 24

Post-Show Blast Dates Available

- Tuesday, March 9
- Wednesday, March 10

PUSH MESSAGES \$1,000

A limited number of push messages in the virtual platform are available for purchase. Push messages will be sent out in the order that content is approved from Wednesday, March 3, to Friday, March 5. Content must be submitted and approved by ACOG and APGO by **January 25, 2021**.

DIGITAL BANNER ADS \$1,000

Feature your corporate message on the meeting platform. Contact mkpoe@apgo.org for pricing and file specifications. Content must be received and approved by ACOG and APGO by **January 25, 2021**.

WELLNESS BREAK DIGITAL SPONSORSHIP \$5,000

Feature your logo on the landing page for one of our wellness breaks. A Hi-Res Logo must be submitted to Marianne Poe at mkpoe@apgo.org by **January 25, 2021**. Please call (410) 451-9563 to confirm interest in this sponsorship.

MEDICAL EDUCATORS LUNCHEON SPONSORSHIP \$5,000

(multiple sponsors welcome or \$10,000 for exclusive)
Sponsor this non-CME breakout session for ob-gyn medical educators. Sponsor will not be involved in topic or speaker selection. Sponsor will be acknowledged during the event and company logo will be displayed on the scheduled listing. Logo must be submitted by **January 25, 2021**.

VIRTUAL FILM FESTIVAL (3 SESSIONS PLANNED) \$5,000

(multiple sponsors welcome or \$15,000 for exclusive)
Attendees will be able to view competitively selected ob-gyn education films that show the latest teaching techniques and best practices in women's health education. Sponsor will be acknowledged during the event and company logo will be displayed on the scheduled listing. Logo must be submitted by **January 25, 2021**.

ATTENDEE "KNOW BEFORE YOU GO" EMAIL SPONSORSHIPS \$5,000

Add your logo to the attendee "Know Before You Go" emails. Put your logo in front of every conference attendee. Contact mkpoe@apgo.org to confirm interest by January 25, 2021.

VIRTUAL DIVERSITY AND INCLUSION KEYNOTE \$7,500

(multiple sponsors welcome or \$15,000 for exclusive)
Sponsor will be acknowledged during the event and company logo will be displayed on the scheduled listing. Logo must be submitted by **January 25, 2021**.

WELCOME "EXPERIENCE" GIFT \$10,000

Add your branding to the attendee Welcome "Experience" Gifts. Gifts will be sent to the first 1,000 conference attendees. Contact mkpoe@apgo.org for details.

VIRTUAL WELCOME RECEPTION \$15,000

(multiple sponsors welcome or \$60,000 for exclusive)
Sponsor(s) will be acknowledged during the event and company logo will be displayed on the scheduled listing. Logo must be submitted by **January 25, 2021**.

GENERAL MEETING CORPORATE SPONSORSHIP*

ITEM	Gold \$50,000	Silver \$25,000	Bronze \$15,000
Logo on Sponsors' Pages	Yes	Yes	Yes
Push Messages in the Meeting Platform	1	1	
Tier 1 Virtual Exhibit Booth	Yes		
Tier 2 Virtual Exhibit Booth		Yes	
Tier 3 Virtual Exhibit Booth			Yes
Digital Banner Advertisement	1		
Virtual Conference Registration	2	1	
Sponsor Logo on Non-CME Event of Choice Listed Above	1		

*Sponsor must provide high-resolution logo files by **January 25, 2021**. Please send all files to Marianne Poe at mkpoe@apgo.org. Failure to meet this deadline may result in forfeiture of any advertising recognition.



2021 VIRTUAL CREOG & APGO ANNUAL MEETING

Application, payment and artwork deadlines are listed below. Failure to meet deadlines may result in forfeiture of any print advertising benefits in your sponsorship/advertising package. (APGO Tax ID #47-6057648)

COMPANY NAME: _____ ADVERTISING CONTACT PERSON: _____
 BILLING ADDRESS: _____ TITLE: _____
 ADDRESS LINE 2: _____ DIRECT TELEPHONE: _____
 CITY: _____ FAX: _____
 STATE : _____ ZIP CODE: _____ EMAIL: _____

ITEM	MAX AVAILABLE (IF ANY)	CONTENT DUE DATE	PRICE	QUANTITY	COST
Pre-Show Mailing Labels		1/25/2021	\$600		
Post-Show Mailing Labels		1/25/2021	\$750		
Pre-Show Email Blast	4	1/25/2021	\$1,000		
Post-Show Email Blast	4	1/25/2021	\$1,250		
Push Message	5	1/25/2021	\$1,000		
Digital Banner Ad	4	1/25/2021	\$1,000		
Wellness Break Digital Sponsorship	2	1/25/2021	\$5,000		
APGO Medical Educators Luncheon Sponsorship	2	1/25/2021	\$5,000		
Film Festival	3	1/25/2021	\$5,000		
Attendee "Know Before You Go" Email Sponsorships		1/25/2021	\$5,000		
Virtual Diversity and Inclusion Keynote	2	1/25/2021	\$7,500		
Welcome "Experience" Gift		1/25/2021	\$10,000		
Welcome Reception	4	1/25/2021	\$15,000		
General Meeting Corporate Sponsor - BRONZE		1/25/2021	\$15,000		
General Meeting Corporate Sponsor - SILVER		1/25/2021	\$25,000		
General Meeting Corporate Sponsor - GOLD		1/25/2021	\$50,000		

GRAND TOTAL: \$ _____

PAYMENT AND CANCELLATION POLICY

Once advertising application is accepted, the grand total will be calculated by the Exhibit Sales Office, and a sales order (invoice) will be emailed by Exhibit Sales Office to advertising contact email on the top of this form (generally within two business days). Digital advertising and sponsorship will be confirmed upon receipt of payment in full. Acceptable forms of payment are company check or credit card (Visa, MasterCard or AmEx). If your advertisement is not placed due to lack of space or refusal of application by ACOG and APGO, your full fee will be refunded. No refunds will be given for cancellation of an advertising opportunity by exhibitor or failure by exhibitor to meet content and artwork deadlines, unless ACOG and APGO cancel the event, less any third party/vendor charges.

AGREEMENT

I, the undersigned, hereby make application for an advertising opportunity at the 2021 Virtual CREOG & APGO Annual Meeting. I am an authorized representative of the company and with the full power and authority to sign and deliver this Application. The company listed on this application agrees to comply with the policies, rules and regulations contained in the 2021 Virtual CREOG & APGO Annual Meeting Exhibitor Prospectus and all policies, procedures and regulations associated with participating in the 2021 Virtual CREOG & APGO Annual Meeting. CREOG and APGO reserve the right to deny any application, if in their opinion it does not serve the best interest of its members or is considered inappropriate.

I understand that the deadline for the Advertising Opportunity Application and full payment are as described above and that the deadline for inclusion in all digital materials is January 25, 2021.

I further understand that failure to meet the deadlines described above for the electronic submission of our advertising content may result in my forfeiture of any payment for advertising and inclusion in any digital materials for the 2021 Virtual CREOG & APGO Annual Meeting.

AUTHORIZED OFFICER'S PRINTED NAME: _____

AUTHORIZED OFFICER'S SIGNATURE: _____

TITLE: _____ DATE: _____

Please mail completed form to: APGO, 2130 Priest Bridge Drive, Suite 7, Crofton, MD 21114 EMAIL: mkpoe@apgo.org

2021 VIRTUAL CREOG & APGO ANNUAL MEETING

Product Theaters are 45–60-minute, pre-recorded presentations with live Q&A option that provide a focused, high-value marketing opportunity to reach motivated professionals registered for ACOG and APGO's 2021 Virtual CREOG & APGO Annual Meeting.

Product Theaters are a forum to discuss issues on patient education, specific products and therapeutic areas with company representatives or your designees. These pre-recorded sessions will be available ON DEMAND throughout the Virtual Conference and for a minimum of eight (8) weeks.

ACOG and APGO recognize that Product Theaters will be promotional and may concentrate on a specific product or drug. These sessions are not approved for continuing education credits.

Hosting a product theater allows supporters to:

- Highlight and demonstrate new and existing products
- Provide up-to-date research findings
- Give product details in-depth

The support fee for Virtual Conference Product Theaters is \$12,500.

Product Theaters include:

- A pre-recorded 45-60-minute presentation (which the supporter provides) during the conference
- A virtual exhibit booth
- Ability to hold live Q&A sessions during open Exhibit Hall hours
- Enduring Material – The recording will be available on-demand on the meeting site for a minimum of eight (8) weeks or until the platform closes
- Marketing as part of the overall virtual conference marketing package (additional marketing options are available for purchase)
- Data on number of views and a list of all viewers at the end of the enduring period

Recorded format requested:

- Recordings should be in mp4 format
- 1920x1080 progressive mp4 file compressed with the H264 codec, with audio at a standard 48Khz sampling rate

The deadline to provide recorded content is **January 18, 2021.**

PROMOTIONAL BROCHURES & INVITATIONS

ACOG and APGO do not endorse, recommend or promote any products or services related to Product Theaters. There can be no implication in any promotion materials, handouts, or enduring materials that the Product Theaters are planned, sponsored by, or endorsed by ACOG or APGO.

All announcements and invitations should clearly indicate on the "COVERS" the name(s) of the sponsoring organization for each Product Theater, and the source of financial support, if any, for the event. The materials in no manner may imply, either directly or indirectly, that the program is a part of, or an official activity of ACOG or APGO.

No promotional materials for a Product Theater may use language or terms such as "presented during," "presented in conjunction with," "preceding," "prior to," "following," "live from," or statements similar in nature. The use of ACOG or APGO's acronyms, logos, names, or 2021 Virtual CREOG & APGO Annual Meeting artwork, or any representations thereof shall be only at the express written consent of ACOG and APGO.

All marketing and promotional materials for a Product Theater must include the following statement:

"This Product Theater is a promotional activity and is not approved for continuing education credit. The content of this Product Theater and opinions expressed by presenters are those of the sponsor or presenters and not of the American College of Obstetricians and Gynecologists or the Association of Professors of Gynecology and Obstetrics."

ACOG and APGO must approve, prior to production, all promotional announcements, invitations and all materials including websites, broadcast email messages, and other materials intended for distribution to virtual conference registrants to promote a Product Theater presentation. In addition, all advertisements or invitation brochures must be approved in order to participate in any of the virtual conference marketing opportunities. All materials must be distributed through one of the virtual conference's marketing opportunities.

LEADERSHIP PARTICIPATION

Elected officials and chairs of committees and subcommittees directly and currently involved in the 2021 Virtual CREOG & APGO Annual Meeting Conference CME program are prohibited from participation in Product Theaters, except as attendees who receive no honoraria or reimbursement. ACOG and APGO reserve the right to reject any proposed faculty member that it deems may have a conflict of interest with the 2021 Virtual CREOG & APGO Annual Meeting conference activities.

DISPUTES

Product Theater organization, their employees, agents, and vendors agree that any legal disputes, suits, or actions between ACOG and APGO and a Product Theater organization resulting from the participation in the Product Theater or related activities of the 2021 Virtual CREOG & APGO Annual Meeting will be governed by the laws of the District of Columbia without regard to conflicts of law principles, and shall be adjudicated exclusively in the courts located within the District of Columbia. Product Theater organization hereby consents to personal jurisdiction and venue in the District of Columbia.

TERM AND TERMINATION

This Agreement is effective as of the date of last signature, and will terminate (i) upon conclusion of the post promotion of the Virtual Exhibits, or (ii) upon the occurrence of a material breach (including failure to make timely payments) by either party if such breach is not cured within thirty (30) days after written notice of such breach is received, or (iii) upon thirty (30) days' notice by ACOG and APGO to Exhibitor, with or without cause. In the event of termination for material breach by ACOG and APGO, or termination without cause by ACOG and APGO, ACOG and APGO will refund payments made by Exhibitor. Upon any termination of this Agreement, all rights and privileges for use of the other party's Intellectual Property shall expire and each party shall discontinue the use of the other party's Intellectual Property.

CANCELLATION POLICY

Upon cancellation there is 100% of total amount due with no refunds. However, a full refund will be provided if the Product Theater is canceled by ACOG and APGO without cause. In the event that the 2021 Virtual CREOG & APGO Annual Meeting is postponed due to any occurrence not occasioned by the conduct of ACOG and APGO or the sponsor, whether such occurrence be an act of God; the common enemy; the result of terrorism, war, riot, civil commotion, sovereign conduct; widespread dissemination of an infectious disease; curtailment of transportation facilities; or the act or conduct of any third party (individually and collectively referred to as the "Occurrence"), then the performance of the parties of their respective meeting obligations shall be excused for such period of time as is reasonably necessary after the Occurrence to remedy the effects thereof. If the Occurrence

results in cancellation of the 2021 Virtual CREOG & APGO Annual Meeting, the obligations of the parties under applicable agreements shall automatically be terminated and all payments shall be refunded to Sponsor, less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by ACOG and APGO through the date of exhibitors' notification of event termination or cancellation or through the completion of event termination or cancellation processes, whichever is later. Any cancellation notice must be in writing.

COMPLIANCE

ACOG and APGO reserves the right to remove any Product Theater or bar future sponsorship participation if, in ACOG or APGO's opinion, the organization disregards or refuses to observe ACOG and APGO's rules, policies, or written or verbal instructions or if ACOG and APGO determines that the material is offensive or not in keeping with the professionalism or standards of the practice of obstetrics and gynecology. If an organization's removal does occur, ACOG and APGO will neither refund the Product Theater fee paid nor pay for the organization's losses such as fees associated with the Product Theater.

If, in ACOG or APGO's opinion, a sponsor flagrantly disregards ACOG and APGO's guideline(s), policies, or directives, ACOG and APGO reserves the right to impose an appropriate penalty which may not be stated above.

By signing (physically or electronically) the Product Theater Application/Contract, the Organization agrees to abide by all of the requirements contained in this Product Theater Application and Contract, Sponsor prospectus, and any correspondence from ACOG and APGO to the sponsor/sponsoring company, their staff, officers or agents. Together, these documents comprise the contract between ACOG and APGO and the Product Theater organization.

APPLY NOW!

Reserve your Product Theater today! To apply, please complete the 2021 Virtual CREOG & APGO Annual Meeting Product Theater Application. For more information, please contact Marianne Poe at (410) 451-9563 or mkpoe@apgo.org.

2021 VIRTUAL CREOG & APGO ANNUAL MEETING PRODUCT THEATER APPLICATION AND CONTRACT

IMPORTANT: This application must be completed by all organizations planning to present a Product Theater session during the 2021 Virtual CREOG & APGO Annual Meeting. Organizations must adhere to the Product Theater rules and regulations. This signed application must be received with full payment by January 6, 2021. All pre-recorded content is due on or before January 18, 2021. Company will be notified of application approval within 7 business days of receipt.

CONTACT/PRODUCT THEATER INFORMATION

COMPANY SUPPORTER (TO BE LISTED): _____

PRODUCT THEATER TITLE: _____

CONTACT NAME: _____

SPEAKER(S) (FULL NAME): _____

PHONE: _____

SHORT PRESENTATION DESCRIPTION:

EMAIL: _____

ADDRESS LINE 1: _____

ADDRESS LINE 2: _____

CITY: _____ STATE : _____ ZIPCODE: _____

BILLING INFORMATION

COMPANY NAME: _____

EMAIL (WHERE INVOICE WILL BE SENT): _____

CONTACT NAME: _____

ADDRESS LINE 1: _____

DEPARTMENT: _____

ADDRESS LINE 2: _____

PHONE: _____

CITY: _____ STATE : _____ ZIPCODE: _____

PAYMENT & CANCELLATION POLICY

Full payment of your Product Theater must accompany this application. No refunds will be given for cancellation of a Product Theater. If paying by check, please make payable to CREOG & APGO Annual Meeting. If paying by credit card, please complete the form and email to mkpoe@apgo.org for invoicing and payment details.

AGREEMENT

I, the undersigned, hereby make application for a 2021 Virtual CREOG & APGO Annual Meeting Product Theater. I am an authorized representative of the company and with the full power and authority to sign and deliver this Application. The company listed on this application agrees to comply with all policies, procedures and regulations associated with participating in the 2021 Virtual CREOG & APGO Annual Meeting Product Theater. The American College of Obstetricians and Gynecologists (ACOG) and the Association of Professors of Gynecology and Obstetrics (APGO) reserve the right to deny any application, if in ACOG or APGO's opinion, it does not serve the best interest of its members or is considered inappropriate.

Email completed application to Marianne Poe, mkpoe@apgo.org.

AUTHORIZED REPRESENTATIVE'S PRINTED NAME: _____

AUTHORIZED REPRESENTATIVE'S SIGNATURE: _____

FOR OFFICE USE ONLY



CREOG & APGO REPRESENTATIVES

EXHIBIT CHAIR

Arthur T. Ollendorff, MD

CREOG CHAIR

Karen George, MD, MPH

APGO PRESIDENT

Nadine T. Katz, MD

ACOG SENIOR DIRECTOR, EDUCATIONAL DEVELOPMENT & TESTING

Saran Myers-Martin, MPH

ACOG CREOG PROGRAM MANAGER

Darya Valantsevich, DES

APGO EXECUTIVE DIRECTOR

Molly Georgakis, CAE



FUTURE MEETING DATES & LOCATIONS

2022 CREOG & APGO Annual Meeting

March 9–12, 2022

Rosen Shingle Creek Orlando • Orlando, FL

2023 CREOG & APGO Annual Meeting

March 1–4, 2023

Gaylord National • National Harbor, MD

creog apgo

**American College of Obstetricians
and Gynecologists (ACOG)**

409 12th Street SW
Washington, DC 20024
(202) 863-2548
acog.org/creog

**Association of Professors of
Gynecology and Obstetrics (APGO)**

2130 Priest Bridge Drive Suite #7
Crofton, MD 21114
(410) 451-9560
apgo.org