



2024 ASCENT ANNUAL EDUCATIONAL CONFERENCE EXHIBITOR PROSPECTUS

SEPT. 17-21, 2024
The Main Hilton Hotel
Norfolk, VA



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ABOUT ASCENT

The Administrator Support Community for Ear, Nose & Throat (ASCENT)

invites you to participate in our Annual Educational Conference and Marketplace. ASCENT – **formerly the Association of Otolaryngology Administrators (AOA)** – is a national organization of nearly 1,000 professional business managers for ENT-HNS practices. We provide the support, networking, and professional development to leaders in ENT practice management. Our members manage private and academic medical practices in:

- General otolaryngology
- Head and neck surgical oncology
- Pediatric otolaryngology
- Reconstructive and facial plastic surgery
- Audiology
- Speech
- Laryngology
- Allergy and Sino-nasal disease and related fields
- Sleep medicine

ASCENT Annual Educational Conference

ASCENT members and non-members will gather to exchange ideas, discuss the latest industry issues and discover the latest products and services. Three packed days of education, networking and exhibit time allow attendees the opportunity to connect with one another. Vendors like you will enhance the quality of the ENT medical practice.

The ASCENT Annual Educational Conference will feature nationally recognized speakers covering relevant healthcare management topics, including:

Academic | Coding | Financial Management | Human Resources | Marketing | Technology | Personal and Professional Development Practice Management | Healthcare Today

ABOUT THE SHOW LOCATION: NORFOLK, VA

The ASCENT 2024 Annual Educational Conference will take place Sept. 17-21, 2024, at The Main Hilton Hotel in Norfolk, VA.

Norfolk is a beautiful city located on the Chesapeake Bay, offering visitors stunning views of the water. It is home to a variety of attractions such as the Virginia Zoo, the Chrysler Museum of Art, and the USS Wisconsin, which can provide conference attendees with plenty of entertainment options after the conference sessions are completed.

Norfolk's central location on the East Coast makes it easily accessible for attendees coming from all over the country. The city is known for its excellent cuisine, including fresh seafood and locally sourced ingredients, providing conference-goers with a chance to indulge in some delicious meals during their stay.

ASCENT 2024 in Norfolk, VA will provide a unique and enjoyable experience for all attendees.



WHY CHOOSE ASCENT 2024?

OUR ATTENDEES!

Access more than 300 practice leaders, coders, and physicians with direct buying power by attending ASCENT 2024. Total ASCENT membership represents more than 4,500 otolaryngology physicians and surgeons.

Attendee professional titles include:

- Practice administrator
- CEO
- COO
- Office manager
- Clinic site manager
- Department administrator
- Director of operations
- Business manager
- CIO
- Coder/biller
- Physicians
- ...and many more!

WE PROMOTE YOU!

Recognition in Pre-Conference Brochure

Companies that are confirmed and have submitted the required materials **by May 31, 2024** will receive recognition in our pre-conference brochure emailed to all ASCENT members and more than 3,000 prospects.

Recognition on Mobile Meeting Technology

Companies will receive a full listing and profile in our mobile meeting technology.

Highlights of the ASCENT 2024 Annual Educational Conference

More than 7.5 Hours of Dedicated Hall Hours: Companies can take advantage of 7.5 hours dedicated to breaks and events with no conflicting programming.

President's and Partners' Opening Reception: Connect with attendees during this dedicated reception to kick off the conference.

PAST EXHIBITING COMPANIES

1st-Dragon/CME
 Acclarent
 AdTelInternational Inc.
 Advantage Marketing
 ALK, Inc.
 American Academy of Otolaryngology –Head
 and Neck Surgery
 American Institute of Balance
 Amplified Resource Group
 Armada
 AuDConnex
 Audigy Medical
 Audiology Practice Builders (APB)
 AuDStandard, LLC
 BioTek Services, LLC
 Brevium
 Carestream Dental
 CME/1st Dragon
 The Coding Network, LLC
 Coker Group
 Compulink Healthcare Solutions
 CQ Partners
 Earlens
 eClinicalWorks
 Efferent Health
 ENT Cloud
 First Federal Credit Control Inc.
 First Healthcare Compliance Pros
 The Form Team
 Fuel Medical Group
 Fulcrum Strategies
 Greenway Health, LLC
 Healthcare Compliance Pros
 The Highland Group
 HollisterStierAllergy
 Inspire Medical Systems, Inc.
 Insight Marketing Group
 InSyncHealthcare Solutions
 Interacoustics
 Intersocietal Accreditation Commission
 Intersect ENT, Inc.
 iSalus/ENTChoice
 JEDMED
 KARL STORZ Endoscopy-America, Inc.

Katz, Sapper & Miller
 Klara
 Language Link
 LevoMedical
 MedAllergy
 Medical Hearing Consultants
 MedicusIT
 Medtronic
 Modernizing Medicine, Inc.
 MTI, Inc.
 mytaMed, Inc
 NAMAS, a division of DoctorsManagement
 National Scope
 Officite
 One Source Hearing, LLC
 OptimLLC
 Oticon
 Phonak
 Phreesia
 Physicians Angels
 Pinnacle Allergy
 Precision 360 Consulting, LLC
 ProMedicalIT
 Prosidio
 QM2 Solutions
 rater8
 Reliance Medical Products
 Rendia
 RiseENT
 Robin Healthcare
 Rosch Visionary Systems
 Signia
 Simple Interact
 The Solutions Team, Inc.
 Somerset CPAs
 Spectrum Audiology
 Starkey Hearing Technologies
 Stryker
 SullivanLuallinGroup
 TeamworksGroup
 Tungsten Medical Network
 US ENT Partners
 XoranTechnologies, LLC.
 Xtract Solutions

ASCENT 2024 EXHIBITOR INFORMATION

EXHIBIT BOOTH: \$3,500

Exhibit booth includes:

- One 8' x 8' booth with 6' table and 2 chairs.
- A two-line identification sign (44" wide x 7" high) with company name and booth number.
- Participation in all educational sessions, breaks, lunches and receptions for the number of representatives based on your sponsorship level (additional representatives: \$295 per representative).
- General perimeter security in the ASCENT Marketplace exhibit hall.
- Electricity optional: Enhance your booth with electricity from the hotel for an additional fee. Electricity forms will be sent out to all exhibitors in the Exhibitor Service Kit.

Jump up in sponsorship level by purchasing add-on sponsorships!

Sponsorship Levels & Benefits	Exhibitor \$3,500 - \$3,750	Sponsor \$3,751 - \$9,999	Premium Sponsor \$10,000+
Attending Reps at Conference Additional Reps: \$295 each	2	3	4
Exhibit Hall Game	Yes	Yes	Yes
Recognition in Pre-Conference Brochure ¹	Name Listing	Logo	Logo
Access to 3 One-Time Use Attendee Mailing Lists ²	Yes	Yes	Yes
Full Listing on Mobile App ³	Yes	Yes	Yes
Opportunity to Participate in Exhibitor Drawing ⁴	Yes	Yes	Yes

¹Company logos MUST be received **no later than May 31, 2024**, for inclusion in the pre-conference brochure. Listings will appear in the full digital brochure online.

²Attendee mailing lists will be distributed 30 days prior to the conference (digital), at the conference (hard copy) and 10 days after the conference (digital). Content must be approved by ASCENT Office. *No email addresses are provided.*

³Company listing includes company name, logo, company description and booth number. Information will be used from what is provided in the exhibit space submission form.

⁴Notify the ASCENT Office **no later than July 8, 2024**, if you will be participating the exhibitor drawings. Exhibitors must provide their own prizes AND draw for their own winners.

SCHEDULE INFORMATION

Exhibitor Hall and Conference Education Hours

Subject to Change

Exhibitor Set Up

Tuesday, Sept. 17: 12:00 p.m.-4:00 p.m.

Exhibitor Tear Down

Friday, Sept. 20: 11:00 a.m.-4:00 p.m.

Exhibitor Hall Hours

Wednesday, Sept. 18: 11:00 a.m.-3:00 p.m.

Thursday, Sept. 19: 8:00 a.m.-2:45 p.m.

Friday, Sept. 20: 8:00 a.m.-11:00 a.m.

Conference Education Sessions

Wednesday, Sept. 18: 9:00 a.m.-4:00 p.m.

Thursday, Sept. 19: 7:00 a.m.-4:00 p.m.

Friday, Sept. 20: 7:00 a.m.-3:45 p.m.

Dedicated Exhibit Hall Hours

Although the ASCENT Marketplace exhibit hall remains open for most of the day, below are the hours dedicated exclusively to allowing attendees the opportunity to visit vendors without any other concurrent programming. All activities listed below will take place in the ASCENT Marketplace exhibit hall.

Wednesday, Sept. 18

11:00 a.m.-11:30 a.m.

2:30 p.m.-3:00 p.m.

Breaks

Thursday, Sept. 19

8:00 a.m.-9:00 a.m.

Continental Breakfast

10:00 a.m.-10:45 a.m.

2:00 p.m.-2:45 p.m.

Breaks

Friday, Sept. 20

8:00 a.m.-9:00 a.m.

Continental Breakfast

10:00 a.m.-10:45 a.m.

Break

Exhibitor Deadlines

ASAP

Secure your spot for ASCENT 2024.

May 31, 2024

Register for inclusion in the pre-conference brochure.

July 8, 2024

Confirm your exhibitor prize (if participating) with the ASCENT Office.

30 Days Out

Company main contact receives pre-conference attendee list (*digital*).

June-July

Make your hotel reservation at The Main Hilton Hotel in Norfolk, VA.

Six Weeks Out

Exhibitor kit mailed to company main contact

INCREASE YOUR VISIBILITY

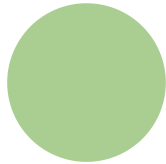
ASCENT 2024 includes many sponsorship opportunities at various price points to make sure YOUR company gets the exposure it deserves! Make an impression by sponsoring an item on the following pages. We are also open to YOUR ideas, too! Contact the [ASCENT Office](#) to share your unique sponsorship idea.



Educational



Conference Supplies



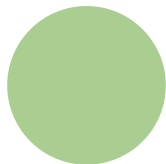
Advertising



**Food, Beverage & Social
Events**



Technology

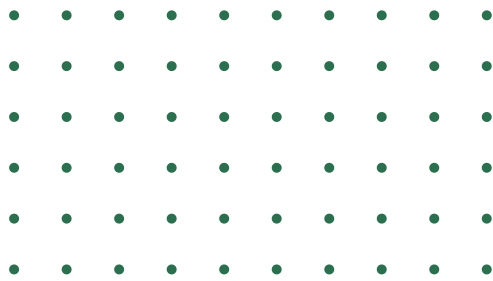
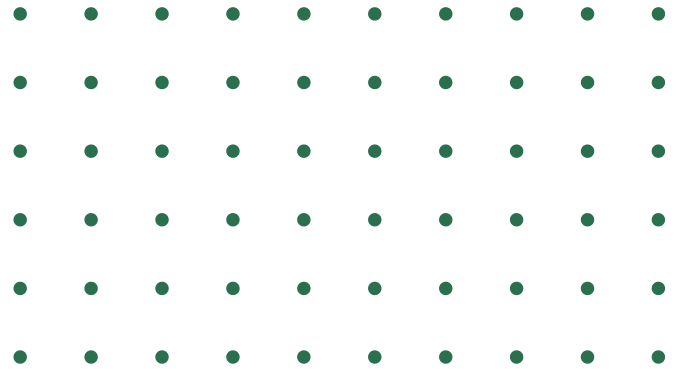


Attendee Swag

INCREASE YOUR VISIBILITY

\$3,000 or Under

- Tech Sponsor/App Sponsor
- Headshot Booth
- Meet Your Match
- Practice Builders
- Attendee In-Booth Snack Station+
- Conference Signage
- Hotel Keycards+
- Photobooth at Reception
- Welcome to Norfolk Bar



\$1,500 or Under

- Lanyards
- Name Badges
- Social Wall
- Step Competition
- Ribbon Wall
- Welcome Banner
- Caricature
- Water Station+
- Community Session Sponsorship –
- Option to add snack break+*



\$500 or Under

- Demo Showcase
- Walk/Run T-Shirts+
- Yoga Mats+
- Brochure ad, Full-page
- Conference Website Banner Ad
- Dr. Is In Session
- Brochure ad, Half-page
- Hand Sanitizers+
- Photo Contest

\$250 or Under

- Email Sponsor
- Company Logo on Conference Website



+ = Plus Cost of Item

EDUCATIONAL SPONSORSHIP OPPORTUNITIES

Practice Builder Sessions - \$2,500

(7 total, 1 remaining)

Reserve early as these typically sell out! Provide a one-hour presentation or interactive session to educate attendees on an ancillary product or service relative to your company during one of the concurrent sessions throughout the conference schedule. Practice Builder sessions should feature applicable educational content beyond exhibitor services. They are best received when you combine education with your product knowledge; straight sales pitches are NOT allowed. You must be an ASCENT 2024 exhibitor to participate. The ASCENT Educational Committee must approve content. Recording presentations will also be available to attendees virtually two weeks following their-person conference.

Previous topics have included:

- Enhancing the patient experience
- Goal setting for you and your practice
- Incorporating in-office CT for revenue growth
- Regulatory and coding updates
- Using digital marketing to educate patients



Demo Showcase - \$500

(4 total)

Have valuable information to share about your product or company? Our attendees want to know about it! The Demo Showcase will provide you with a platform to present a 15-minute mini-session about a product or service to our attendees right at their booth in the exhibit hall. Sponsor receives one on-site app push notification to promote the session to attendees. Contact the [ASCENT Office](#) for more information and scheduling.

SOLD OUT!

The Doctor Is In - \$400

Sponsor a time slot where attendees can come to a designated area for personalized one-on-one consulting with you and your company. This casual drop-in session allows you to offer solutions to attendees' problems while hearing about some of the most pressing issues in the industry. Those who reserve a spot before the conference brochure launch will have their session highlighted in the educational schedule. Sponsorship includes one on-site app push notification alerting attendees of your session. You can choose to purchase more than one half-hour time slot to increase your exposure. Times will be during breaks and meals.



CONFERENCE SUPPLIES OPPORTUNITIES

Headshot Booth - \$2,750

Most administrators need a headshot of some type but might not have the time or the means to invest in such images. Sponsor a headshot booth that will be set up in your exhibit space where attendees can sit for their own professional headshots on two days of the conference. Help attendees look and feel their best while promoting their No. 1 asset – themselves!

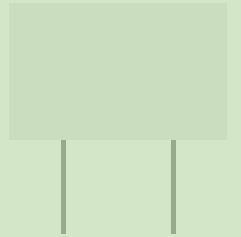
SOLD OUT!



Conference Signage - \$2,000

Sponsors receive their logo on every sign and directional used for ASCENT 2024 that is not designed for sponsored events or sessions – a great opportunity for exposure throughout the meeting!

SOLD OUT!



Hotel Keycards - \$2,000 + cost of supplies

Welcome attendees to the conference while adding a personal touch! Because attendees receive a keycard immediately upon check-in and always keep it with them, this is a powerful way for your company to make an impact. Sponsorship includes your company's logo on all ASCENT 2024 guests' hotel keycards who stay at The Main Hilton Hotel, it makes a great take-home memento from the meeting!



Water Station - \$750 + cost of logoed water bottles

Sponsor a COVID-19 friendly water booth that will be set up next to your exhibit space where attendees can take a break and refresh before enjoying the rest of the ASCENT 2024 conference. Take this opportunity to have your company name promoted to attendees throughout the meeting space.

SOLD OUT!



ADVERTISING SPONSORSHIP OPPORTUNITIES

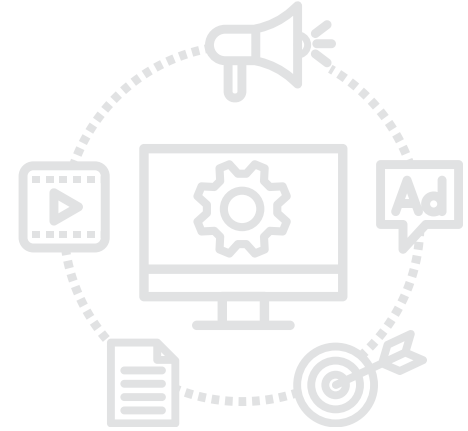
Welcome Banner - \$1,000

Create a visual impact by sponsoring the ASCENT 2024 welcome banner, which will include a welcome message and the conference theme accompanied by your logo. It will be displayed in a prominent position throughout the duration of the conference.

Brochure Ad, Half/Full-Page - \$300/\$500

Make your presence known before attendees even register for the conference by purchasing an ad in our digital pre-conference brochure. Sponsor can embed up to five hyperlinks in the interactive ad. Ads must be purchased **by May 31, 2024**, and artwork must be received **by June 10, 2024**, for inclusion in the digital brochure.

(Specs: 8.38" wide x 10.88" high (full-page) or 8.38" wide x 5.44" high (half-page); full color; no bleeds; at least 300 DPI; PDF format only)



Conference Website Banner Ad - \$450

Attendees access our online conference website frequently to download the meeting schedule, find general conference information and more. Maximize your exposure to attendees by placing an or your logo on the website where it is guaranteed to be seen.

Email Sponsor - \$250

(Limit 3 per company)

Sponsor an ASCENT 2024 email blast that will be sent to all 1,000 ASCENT members as well as more than 3,000 prospects. Sponsor receives company logo and a link at the bottom of email of their choosing. Contact the [ASCENT Office](#) for available email dates.

Company Logo on Conference Website - \$200

Attendees access our online conference website frequently to download the meeting schedule, make hotel reservations and more. Maximize your exposure to attendees by placing an ad or your logo on the website where it is guaranteed to be seen.

Lobby and Hotel Branding Opportunities – Email for pricing

Opportunities for The Main Hilton Hotel are available. Please contact the [ASCENT Office](#) for pricing and availability



FOOD, BEVERAGE & SOCIAL EVENT SPONSORSHIP OPPORTUNITIES

Meet Your Match - \$2,500

(Includes cost of buttons and gift cards)

Sponsor this fun activity to get attendees connecting and drive them directly to your booth. Each attendee will receive a numbered button in their registration packets to wear during the conference. Attendees must "meet their match" by finding the attendee with their corresponding number! Once they meet their match, both attendees will visit your booth to collect a \$5 gift card to use in the hotel space. Sponsor receives marketing recognition, their logo incorporated into the button artwork, one app push notification and signage at booth.

SOLD OUT!

Photobooth at Reception - \$2,000

Sponsor a COVID-19 friendly photobooth that will allow attendees to capture amazing, unforgettable moments at ASCENT 2024.

Sponsor the Welcome to Norfolk Bar at Registration - \$2,500

Greet our attendees as they pick up their bags and name badges at the opening of the meeting. Everyone has to stop at registration to see your company who they see when they check in! Sponsor receives logo and signage recognition on signage at the event, app push notification, recognition in pre-conference attendee email and on nearby conference signage.

SOLD OUT!

Step Competition - \$1,500

Encourage attendees to get up and get moving! The step competition will be a fun way to get attendees moving about the conference space over the three-day event. Attendees will visit the sponsor booth by a certain time to record their steps for the day. Prizes (provided by ASCENT) will be awarded for most steps each day and most cumulative over the three days. Upgrade the experience by offering participants a health-related giveaway co-branded with sponsor and ASCENT logos when they stop to record their steps.

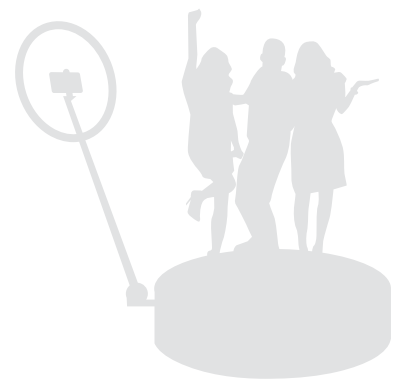
360 Photo Booth at Reception - \$2,000

Sponsor a 360 Photo Booth to help make ASCENT 2024 even more memorable!

Ribbon Wall - \$1,000

The ASCENT ribbon wall has turned into a yearly highlight where attendees customize their name badges with fun, colorful ribbons. Sponsor the ribbon wall where attendees can choose from more than 40 different ribbons to show off their personalities. Sponsors receives recognition on the ribbon wall. Upgrade by customizing your own ribbons to be added to the collection for attendees to choose!

SOLD OUT!



FOOD, BEVERAGE & SOCIAL EVENT SPONSORSHIP OPPORTUNITIES

Caricature Artist - \$1,500/3 hours

Hire a cartoon caricature artist to become your booth magnet! Let us hook your guest so you may spend time talking to them in your booth while they are being drawn. It's the perfect moment. They are sitting down, they are relaxed, and you have them for about 10-15 minutes. Soon a crowd is gathering and a big line forms and you must call for back up. Give your guest something to take home: their very own caricature, with your logo on the paper.

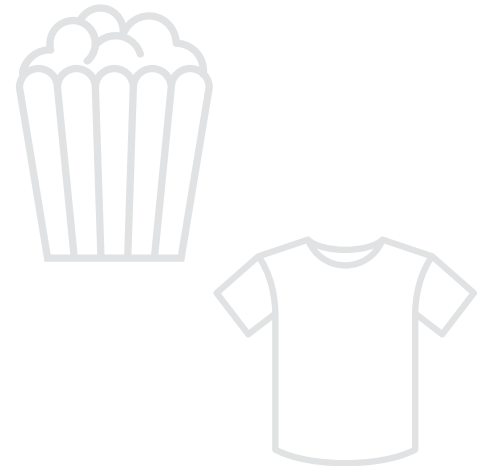
Sponsor a Community Session - \$1,000 + option for snack

(4 spots available)

Sponsor a Community Session. Choose the Community you wish to sponsor and have the option to provide a snack break for them (cost of food not included in sponsorship). Sponsor will have up to five minutes to introduce their company, representatives and product. Representatives are welcome to attend the session and join in the discussion as appropriate. These will take place on Thursday, Sept. 19, from 2:45 PM -4:00 PM.

Attendee In-Booth Snack Station - \$2,000

Treat attendees to snacks or drinks in your booth area. This sponsorship includes cost of snack. Draw attendees to your space for the snack break!



Walk/Run, Company-Logoed T-Shirts - \$500 + cost of supplies

Make your mark at this year's walk/run activity by supplying company-logoed t-shirts attendees can wear while they get some exercise. Attendees can start their conference off on the right foot while also sporting your company logo and brand.

Yoga, Company-Logoed Yoga Mats - \$500 + cost of supplies

Help ASCENT attendees exercise their minds and your brand by providing company-logoed yoga mats for this year's yoga activity. These 24" x 68" mats are the perfect opportunity to get your logo seen near or far and are also a unique attendee takeaway that will be used even after the conference.



TECHNOLOGY/ATTENDEE SWAG SPONSORSHIP OPPORTUNITIES

Tech Sponsor/App Sponsor - \$3,000 Exclusive/\$1,000 Partial

(Maximum Partial Sponsors Allowed: 4)

Make your presence known as the official technology sponsor of ASCENT 2024! This sponsorship helps us provide Wi-Fi throughout the meeting space to all attendees as well as our official conference app. Sponsor receives their choice of splash page when attendees log into the Wi-Fi in the meeting space, recognition in the conference app header banner, or a custom link in the app's navigation. Sponsors receive push notification through the app, and recognition in signage and all emails related to conference technology.

Photo Contest - \$300

Attendees will be prompted during the conference to share photos via social media for an engaging photo contest. Using the official conference hashtag and tagging ASCENT's social media profiles, we will share the best photos to our social media platforms. Sponsor receives recognition in app push notifications, recognition in pre-conference attendee email and sponsored thank-you posts on ASCENT's social media networks. Stay tuned for this year's prize offering.

Lanyards - \$1,500

(Includes cost of 400 lanyards)

Your company logo will be featured on highly visible lanyards worn by attendees. Lanyards will hold name badges that all attendees will wear throughout the duration of the conference.

SOLD OUT!

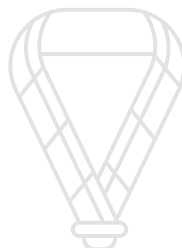
Name Badges - \$1,200

Your company logo will be featured on the front of name badges worn by attendees throughout the duration of the conference.

SOLD OUT!

Hand Sanitizer - \$300 + cost of hand sanitizer

After a day of shaking hands at a conference, your hands could use a good scrubbing. Help attendees stay safe and clean with hand sanitizer with your logo and the ASCENT logo. Cost of item not included in sponsorship amount.



IMPORTANT INFORMATION

Please read the important information below as it relates to several important aspects of the ASCENT 2024 Annual Educational Conference.

Suitcasing and Non-Exhibiting Vendor Attendees

Suitcasing is strictly prohibited at the ASCENT Annual Educational Conference. Please note that while all conference attendees are invited to the exhibit hall, any attendee who is observed to be soliciting business in the aisles, another vendor booth, classrooms or other public spaces will be asked to leave immediately. Additional penalties may apply.

Employees or representatives from non-exhibiting vendor companies can register to attend the ASCENT Annual Educational Conference if the vendor company sponsors at **LEAST \$4,000**. Non-exhibiting sponsors may register two company representatives for every \$4,000 sponsored.

Booking Alert

ASCENT is NOT affiliated with a housing company. Please be careful if approached by any company or service claiming to be an official housing provider for ASCENT Annual Educational Conference. ASCENT offers the guaranteed lowest rate available. In the past, the ASCENT has been made aware of travel companies that are entirely fraudulent, misleading exhibitors and attendees with false information. Please note that you can **ONLY** book a room in the ASCENT Annual Educational Conference block by using the booking information on the conference website. If you are contacted by a housing company trying to sell hotel rooms for this conference, please contact the ASCENT office. ASCENT is not responsible for any rooms booked and money lost through any third-party agents.

Event Hosting

The ASCENT Annual Educational Conference is a great time for companies to connect with clients and potential clients. However, any stand-alone events or social functions held by exhibiting companies **CANNOT** conflict with regularly scheduled ASCENT 2024 programming.

Social functions sponsored independently by exhibitors at the conference site during the ASCENT 2024 Annual Educational Conference to which attendees are invited **MUST** receive ASCENT's prior written approval.

Available stand-alone function times are:

Tuesday, Sept. 17 – after 7:00 p.m.

Wednesday, Sept. 18 – after 7:00 p.m.

NO STAND-ALONE EVENTS MAY BE HELD ON THURSDAY, SEPT. 19

Friday, Sept. 20 – after 5:30 p.m.

All stand-alone activities **MUST** be approved by the ASCENT Office and ASCENT Leadership Council.

Please submit all stand-alone event requests –including sponsored happy hours and client dinners – to **Charlotte Lee** from the ASCENT office. Do not book any events until approval has been received. Once approved, please **complete the event hosting form** so that we can create a link for attendees to register for your event. Any company found to be in violation of this policy will be subject to a \$1,500 fine and potential removal from ASCENT 2024 exhibiting space. Companies in violation may not be allowed to exhibit at future ASCENT Annual Educational Conferences.

EXHIBITING FAQs

Reserving and Installing Your Booth

Will I receive more detailed exhibitor information?

ASCENT will email your exhibitor kit to the primary exhibitor contact on the contract in Aug. 2024, approximately **six weeks before the start of the conference**. If you have questions prior to this date, please contact [Charlotte Lee](#) from the ASCENT office. The exhibitor kit will include:

- Details on how to order electricity, labor, and other booth essentials.
- Details on how to ship materials to and from the hotel.
- Pre-Conference Attendee List.
- Exhibitor Schedule and ASCENT 2024 Conference Schedule.
- Information on how to access the ASCENT 2024 mobile meeting technology.
- Other important information.

How is booth space assigned?

The booth assignments are based on level and when the contract was received. ASCENT Partners and Advantage Sponsors will receive priority assignments and then by group of sponsorship level (Premium Sponsor, Sponsor, Exhibitor). Within each group, space will be decided by the contracted date. The ASCENT tries to make sure competitors are not placed by one another, but the space assignment methods vary based on when your contract is received.

How tall can my booth be?

Standard booth maximum height is 8 feet. No signage or display features are permitted above this height. Booths must maintain line of sight for neighboring exhibitors. Please also note that our standard booth size is 8' wide by 8' deep.

When can I purchase a booth for next year's annual educational conference?

When exhibiting at ASCENT 2024, fill out the flyer inside of your exhibitor packet for a special deal on your ASCENT 2025 exhibitor booth. Turn the form into the Registration Desk by the end of the conference to guarantee your discounted exhibitor fee. Your paperwork must be in by **Sept. 20, 2024**, **but payment is not required until March 3, 2025**.

In and Around Your Booth

What about product demonstration?

Exhibitors may demonstrate their products and equipment. However, demonstrations must be conducted within the confines of your booth space so as not to block neighboring booths. If you are looking for a formal product for attendees, please see the Demo Showcase sponsorship option.

What if we want to host an event?

We prefer that you work with ASCENT to maximize your exposure during the conference. Social functions sponsored independently by exhibitors during the ASCENT 2024 conference cannot conflict with scheduled conference education sessions or social events. You **MUST** notify show management of your activity and receive approval. Any companies in violation could be banned from exhibiting at future shows.

EXHIBITING FAQs/RULES AND REGULATIONS

Can I distribute circulars and promotional material?

Distribution of material must be confined to the limits of the exhibitor's booth space.

Can we provide food and beverage?

No food and/or beverage products may be prepared, served or distributed by exhibitors, unless agreed upon and under contract with the ASCENT and The Main Hilton Hotel.

At the Conference

Where can I find hotel reservation information?

Book your hotel reservations on the ASCENT 2024 conference page. Reservations will be open in the spring. Please visit the conference website for information regarding room block information. It is the responsibility of the exhibitor to make their own hotel reservations in a timely manner.

How and when do I register name badges for my on-site staff?

An attending representative registration form will be available online. The badge request process will become available closer to the show date. The main contact on the exhibitor form will receive a link to register all attending representatives. Any representatives not registered by the specified deadline could be subject to an on-site badge printing fee.

What if I need more than my allotted number of exhibit registrations?

If you would like to add any additional personnel to staff your booth, there is an additional fee. You can register them as a guest through the online registration.

Indemnification

The exhibitor agrees to indemnify and hold harmless the ASCENT, its officers, directors, agents and employees from all claims of liability of third parties arising out of or related to the acts of omissions of the exhibitor in connection with the exhibitor's participation in the ASCENT 2024 Annual Educational Conference. The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the ASCENT and its employees and agents harmless against all claims, losses and damages to persons or property, while at ASCENT 2024.

Space Limitations

The ASCENT reserves the right to stop or remove from the conference any exhibitor, or his representative, performing an act or practice when in the opinion of conference management is objectionable or detracts from the dignity of the conference or is unethical to the business purpose of the conference. Conference management reserves the right to refuse admittance of exhibits or materials to the conference until all dues and fees are paid in full. No exhibitor shall hold any social event to which buyers are invited or entice buyers off the conference floor during official conference hours.



RULES AND REGULATIONS

Booth Policy

Exhibit personnel may not enter, photograph or video another exhibitor's booth without obtaining permission. This is out of respect for the rights of other vendors to conduct business during the exhibit hours without interference or improper intervention. The ASCENT, its representatives and its staff shall always have free access to any exhibit in the performance of their assigned duties. It is against ASCENT's policy to "share" booth space. Each company that desires to conduct business at the ASCENT 2024 Annual Educational Conference must be an exhibitor or sponsor at the conference. Companies whose products are used in conjunction with each other are prohibited from exhibiting in the same booth. Companies are permitted to locate their booths next to each other on the Exhibit Hall floor, if they desire. ASCENT staff members are able to assist in ensuring your booths are placed on the floor plan to your best advantage during your booth draw time. Any company found to be in violation of this policy will be asked to remove all identifying information for the company that did not purchase a booth. This can include literature, signage, shirts with logos, etc. Companies that are not exhibiting at the conference cannot be represented at the conference in any manner.

Company Category

ASCENT will determine how many companies in any given category will be accepted. This could mean that an exhibitor might not be approved to exhibit due to the response of companies in that category. If an exhibitor is not approved, deposit/booth payment will be fully refunded. **Accepted categories of companies are:**

- Practice Management (PM)
- Technology (TECH)
- Marketing (MKT)
- Medical Instruments (MI)
- Operations (OPN)
- Allergy (AL)
- Audiology (AU)
- Audiology Management (AUM)
- CT Scanners (CT)
- Electronic Medical Record (EMR)

Booth Assignment

ASCENT reserves the right to place reasonable limitations on the number of booths or tables to be rented by any exhibiting company. The ASCENT staff strives to provide a broad spectrum of products and services.

Staffing of Booths

As a courtesy to our attendees, all exhibits must be open on time and remain staffed each day during the dedicated hours. Exhibitors are only required to staff their booths during dedicated hours. Staffing is optional outside of dedicated hours – the ASCENT and The Main Hilton Hotel urge exhibitor representatives to exercise precautions to discourage theft (see Security). Please see schedule for more information.

Dismantling of Exhibits

Dismantling of booth space prior to the designated teardown time is prohibited. This will result in a fine of \$1,000 and possible loss of future ASCENT exhibit participation. Arrangements can be made if it is necessary, at the exhibiting company's expense.

RULES AND REGULATIONS

Exhibitor Registration

A company may register the expressed number of individuals, complimentary, per the company's level of sponsorship. Additional badges may be purchased at registration on-site. Badges are not transferable. Replacement of lost badges will be issued for \$300 each, payable upon receipt. Company badges will not be accepted in lieu of the official ASCENT 2024 Annual Educational Conference badge. Supplementing the badge with business cards as well as altering, adding to or defacing the official badge is not permitted. You will be required to present a picture ID to pick up your badge or to replace a lost badge.

Day Passes

Day passes are available for representatives that are only staffing their company's booth for one day. The fee for a Day Pass is \$125. This fee does not include entry into any receptions, but it does include breakfast and lunch.

The fee to attend any of the receptions is \$45 per event.

Exhibitor Service Kits

The Exhibitor Service Kit contains conference information, important dates and order forms for all conference services.

Compliance with Local Ordinances

Licenses and permits required by local statute, ordinance or regulation (if any) are to be obtained and paid for by the exhibitor. Each exhibitor will be individually responsible for compliance with local health, fire and safety ordinances and regulations. All products or services exhibited must comply with all state and local regulations, and with all current FDA regulations for such products and services highlighted in the section "FDA Compliance." ASCENT has no further responsibility to notify the exhibitors that this compliance is required.

Damage to Hotel Property

Exhibitors will be held responsible for any damage done to The Main Hilton Hotel by them, their employees or their agents. No nails, tacks or screws may be driven into the floor, wall or woodwork of the building.

General Service Contractor

Material or handling, drayage, furniture, carpet, extra draperies, labor, telephone, audio/visual equipment, electrical services and crate storage are available through the show decorator. Exhibitors shall be fully responsible for all fees associated with the construction, maintenance, utility, shipping, storage and use of their exhibit. All shipments must be prepaid.

Exhibitor Responsibility Clause

To the fullest extent permitted by law, the person/legal entity described as "Exhibitor" in this clause and in this exhibitor contract (regardless whether such person/legal entity is also described as "Exhibitor" in this contract) hereby assumes full responsibility and agrees to indemnify, defend and hold harmless The Main Hilton Hotel ("Hotel"), Hotel's owner, Hilton Worldwide, Inc., and each of their respective owners, managers, subsidiaries, affiliates, employees and agents (collectively, "Hotel Parties"), as well as the Association of Otolaryngology Administrators ("Group"), from and against any and all claims or expenses arising out of Exhibitor's use of the Hotel's exhibition premises. Exhibitor agrees to obtain and maintain during the use of the exhibition premises, Comprehensive General Liability Insurance, including contractual liability covering the Exhibitor's indemnity obligations in this clause. Such insurance shall be in the amount of not less than \$1,000,000 combined single limit for personal injury and property damage. The Hotel Parties and Group shall be named as additional insureds on such policy, and Exhibitor shall supply the Hotel with a Certificate of Insurance at least 30 days prior to the use of the exhibition premises. The Exhibitor understands that neither the Group nor the Hotel Parties maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

RULES AND REGULATIONS

Payment

A deposit is due in the following amounts (dependent on sponsorship level) upon completing registration:

- **Exhibitors** – \$1,750
- **Sponsors** – \$2,500

You can register online and pay the full amount due through our processing system. If you choose to pay by check or to make a partial credit card payment, please select the **“Check/Money Order”** option on the payment page. Call the ASCENT Office at 412-243-5156 x108 to make a partial credit card payment. Check payments can be made payable to the Association of Otolaryngology Administrators and mailed to

2400 Ardmore Blvd. Ste. 302, Pittsburgh, PA 15221.

Tax ID #: 42-1336844

For partial payments, the remaining balance is due **by Aug. 2, 2024**. If the remaining balance is not received **by Aug. 2, 2024**, your space can be released for non-payment. Registrations received **after Aug. 2, 2024**, will require full payment. **No refunds will be issued after Aug. 2, 2024.**

Cancellations and Non-Payment/Refunds

Any and all cancellations must be received in writing. ASCENT reserves the right to resell any canceled space. Please see below for cancellation schedule:

- If space is canceled **by June 7, 2024**, conference management will retain, or exhibitor will pay a \$800 cancellation fee.
- If space is canceled **between June 8, 2024, and Aug. 2, 2024**, conference management will retain, or exhibitor will pay a \$1,250 cancellation fee.
- If space is canceled OR not paid in full **after Aug. 2, 2024**, conference management will retain, or exhibitor will pay 100 percent of the total booth cost.

If the event is canceled because of reasons beyond the control of conference management, space fees or deposits already made will be returned to exhibitors on a pro rata basis, after all related event expenses incurred by conference management, through the date of cancellation, have been met and such refund shall be accepted by exhibitor in full settlement of all loss or damage suffered by exhibitor.

Space not paid in full by the deadline date of **Aug. 2, 2024**, will result in the space being released for non-payment. No exceptions will be made to this policy. Companies will be notified regularly of any outstanding balances. Deposits will not be returned, and no refunds will be issued **after Aug. 2, 2024**.

Payment is due in full for any company that registers **after Aug. 2, 2024**.

Show management has the absolute right to cancel the contract if exhibitor fails at any time to comply with any of the terms, provisions or conditions of the contract. Such cancellation shall be without liability on the part of the conference management, and in the event of cancellation, conference management shall retain all payments made by exhibitor for exhibit space. Conference management has the right to cancel the contract if exhibitor becomes insolvent.

RULES AND REGULATIONS

Reservation of Right to Make Changes

Any matters not specifically covered herein are subject to decision by the ASCENT Leadership Council and Executive Director. ASCENT reserves the right to make such changes, amendments and additions to these rules as it considers advisable for the proper conduct of the exhibit, with the provision that all exhibitors will be advised of any changes.

Security

A security company will be engaged to provide protection for the overall exhibit area (this includes the Exhibit Hall and the hall immediately outside of it) during non-conference hours, but not for any particular exhibit.

Neither ASCENT nor The Main Hilton Hotel will be held responsible for the loss or damages to exhibitor property. ASCENT and The Main Hilton Hotel urge the exhibitors to exercise precautions to discourage theft.

Prizes and Giveaways

Exhibitors can hold prizes at their booths. Please submit your company name and prize to **Charlotte Lee by July 8, 2024.**

Event Hosting

Social functions sponsored independently by exhibitors at the conference site during the ASCENT 2024 Annual Educational Conference to which attendees are invited **MUST** receive ASCENT's prior written approval.

Exhibitor functions cannot conflict with schedule conference education sessions or social events.

ASCENT

WE CAN'T
WAIT TO
SEE YOU IN
NORFOLK,
VA!



SAVE THE DATE

ASCENT 2024



SEPTEMBER
17-20, 2024

NORFOLK, VA