

APRIL 26-30, 2017

# EXHIBITORS PROSPECTUS

American Academy of Facial Plastic and Reconstructive Surgery  
American Broncho-Esophagological Association  
American Head and Neck Society  
American Laryngological Association  
American Neurotology Society  
American Otological Society  
American Rhinologic Society  
The Triological Society



# SAN DIEGO

MANCHESTER GRAND HYATT  
SAN DIEGO, CALIFORNIA

MORE INFORMATION  
AVAILABLE AT  
[WWW.COSM.MD](http://WWW.COSM.MD)

**COSM** COMBINED  
OTOLARYNGOLOGY  
SPRING MEETINGS

**DEAR EXHIBITOR:**

On behalf of the Secretaries Liaison Committee, we invite you to exhibit at the 2017 Combined Otolaryngology Spring Meetings (COSM), April 26-30, 2017, located at the Manchester Grand Hyatt Hotel in San Diego, California.

COSM will offer new and exciting opportunities this year! Exhibiting in 2017 will provide you more access and contact within the field than ever before.

- Connect with more than 1,700 otolaryngologists, which include key practitioners within the field, Otolaryngology fellows and residents, Thursday, April 27, through Saturday, April 29, 2017.
- Join the COSM Secretaries Liaison Committee for a Meet and Greet with COSM's Society Leadership.
- Spend quality time with attendees during lunch (no conflicting meetings) and coffee breaks in of the Exhibit Hall.
- Daily raffle to increase face time with the attendees.

This prospectus includes an application for booth space, the rules and regulations governing the COSM exhibition, a schedule of scientific sessions, the floor plan of the Exhibit Hall, and other important information.

All meeting arrangements are made through the American College of Surgeons, hereafter known as "COSM Management" or "ACS," which acts as administrator under the auspices of the COSM Secretaries Liaison Committee. Any questions concerning exhibition at this meeting should be directed to Judy Hambrick, Exhibits Coordinator, at the address to the right.

We look forward to your participation at the Combined Otolaryngology Spring Meetings, and to seeing you in San Diego!



Sincerely,  
Stanley M. Shapshay, MD, FACS  
Chair, COSM Secretaries Liaison Committee

**COSM SECRETARIES LIAISON COMMITTEE**

**Stanley Shapshay, MD, FACS**  
Chair, COSM  
Secretaries Liaison Committee

**Minas Constantinides, MD, FACS**  
American Academy of Facial Plastic and Reconstructive Surgery

**Milan Amin, MD**  
American Broncho-Esophagological Association

**Brian Burkey, MD**  
American Head and Neck Society

**Lucian Sulica, MD**  
American Laryngological Association

**Brad Kesser, MD**  
American Neurotology Society

**Steven Telian, MD, FACS**  
American Otological Society

**Pete, Batra, MD**  
American Rhinological Society

**Anna Messner, MD**  
American Society of Pediatric Otolaryngology

**Myles Pensak, MD, FACS**  
The Triological Society

**PLEASE DIRECT ALL COMMUNICATIONS TO:  
COSM**

**c/o American College of Surgeons**  
633 N. Saint Clair St.  
Chicago, IL 60611  
Phone: 312/202-5034  
Fax: 312/267-1783  
E-mail: [jhambrick@facs.org](mailto:jhambrick@facs.org)

**MARK YOUR CALENDAR  
COSM 2018**

April 18-22, 2018  
Gaylord National Resort and Convention Center  
Washington, DC



## 2017 COSM SCHEDULE

	Wednesday April 26	Thursday April 27	Friday April 28	Saturday April 29	Sunday April 30
<b>AM</b>	AHNS ALA	ABEA AHNS ARS	AAFPRS TRIO - C	ANS TRIO	AOS
<b>PM</b>	ABEA AHNS	AHNS ALA ARS	AAFPRS ALA/ABEA ANS ARS	AOS TRIO	
<b>EVE</b>	ALA-R	1st Poster (ABEA, AHNS, ALA and ARS) - R ABEA - R	2nd Poster (AAFPRS, ANS, AOS, and TRIO)-R ANS-R ARS-R	AOS-B	

### ABBREVIATIONS

**B** Banquet; **R** Reception;  
**C** Concurrent

### SOCIETY ACRONYMS

- AAFPRS** American Academy of Facial Plastic and Reconstructive Surgery  
www.aafprs.org
- ABEA** American Broncho-Esophagological Association  
www.abea.net
- AHNS** American Head and Neck Society  
www.ahns.info
- ALA** American Laryngological Association  
www.alahns.org
- ANS** American Neurotology Society  
www.americanneurotologysociety.com
- AOS** American Otological Society  
www.americanotologicalsociety.org
- ARS** American Rhinologic Society  
www.american-rhinologic.org
- TRIO** The Triological Society  
www.triological.org

## SHOW DATES AND HOURS

Exhibits will be located in the Grand Hall A-D.

### Dedicated Exhibit Hour!

The COSM Committee has approved the lunch hours, as dedicated exhibit time, in exhibit hall on Thursday, Friday and Saturday.

## EXHIBIT INSTALLATION

**WEDNESDAY, APRIL 26** 8:00 am–5:00 pm

## EXHIBIT HOURS

**THURSDAY, APRIL 27** 9:00 am–4:00 pm

**FRIDAY, APRIL 28** 9:00 am–4:00 pm

**SATURDAY, APRIL 29** 9:00 am–4:00 pm

## EXHIBIT DISMANTLING

Saturday, April 29, beginning at 4:00 pm and must be completed by 9:00 pm. If you will not be finished dismantling by 9:00 pm, please contact Judy Hambrick at [jhambrick@facs.org](mailto:jhambrick@facs.org) to make special arrangements.

## EXHIBIT SPACE INCLUDES

Single 8x10 booth space, one 7x44 company ID sign and pipe and drape. **The Manchester Grand Hyatt exhibit hall is carpeted.**

## COMMERCIAL EXHIBITOR REGISTRATION

Registration will be located in the Palm Foyer of the Manchester Grand Hyatt Hotel. Badges must be worn to enter meeting rooms and exhibit hall. Children under the age of 16 are not permitted in the exhibit hall.

## EXHIBIT REGISTRATION HOURS

**WEDNESDAY, APRIL 26** 6:30 am–5:00 pm

**THURSDAY, APRIL 27** 7:00 am–5:00 pm

**FRIDAY, APRIL 28** 7:00 am–5:00 pm

**SATURDAY, APRIL 29** 7:00 am–3:00 pm

## CONTACT

**Judy Hambrick, Exhibits Coordinator**  
c/o American College of Surgeons  
633 N. Saint Clair St.  
Phone: 312/202-5034 Fax: 312/267-1783  
E-mail: [jhambrick@facs.org](mailto:jhambrick@facs.org)  
Web site: [www.cosm.md](http://www.cosm.md)

## CHECKLIST

- ✓ **January 6:** Exhibitor block request form due
- ✓ **January 6:** Booth assignment letters emailed
- ✓ **January 20:** Online exhibitor service manual link posted on COSM Web site (Service orders will only be fulfilled when booth space is paid in full and a certificate of insurance has been provided.)
- ✓ **January 30:** Company Description due online.
- ✓ **February 3:** Rooming List Due
- ✓ **February 3:** Exhibitor Events form due
- ✓ **March 3:** No refund for cancellation or reduction of exhibit space
- ✓ **March 3:** Final payment for booth space due
- ✓ **March 24:**
  - Exhibitor-appointed contractor request form due
  - Gifts/promotional items form due
  - Raffle requests form due

## DEADLINES

### Manchester Grand Hyatt - April 5, 2017

Reservations made after the deadline date or when room block fills are subject to rate and space availability.

## PURPOSE OF EXHIBITS

The purpose of all exhibits is to provide members and guests with information and explanations concerning medically-related products and services.

## EXHIBIT RULES & REGULATIONS

The following rules and regulations governing the exhibit under the auspices of the COSM Secretaries Liaison Committee of the Combined Otolaryngology Spring Meetings are part of the application for space and constitute a contract between the exhibitor and COSM. They have been formulated in the best interest of the exhibitor, and we respectfully ask for full cooperation of the exhibitor in their observance. Any detail not specified is subject to decision by the COSM Secretaries Liaison Committee.

**BOOTH ASSIGNMENTS**—Exhibit booths are assigned according to points earned from previous COSM exhibitions, the date the application for space is received, and the number of booths requested.

Points are accumulated in the following manner:

- One point per 8' x 10' booth

If two or more companies accumulate the same number of points, space assignments are based on the date the application is received. First-time exhibitors are assigned space based on the date the application is received.

In the event of a change in company status, please notify COSM in writing as soon as possible, so that points can be transferred.

**BOOTH SELECTIONS**—The floor plan should be carefully reviewed and four (4) exhibit preferences selected. Indicate these choices on the application for space. If the selected space is not received, the exhibitor agrees to accept the space assigned. The application, along with a deposit of \$1,400 per 80-square-foot booth, should be returned to the COSM office.

Subletting of space is not permitted.

The COSM Secretaries Liaison Committee reserves the right to modify the designated exhibit space and make changes to space assignments should it be necessary.

**CANCELLATIONS, REDUCTION, AND REFUNDS**—Written notification of a reduction or cancellation of exhibit space must be received by COSM on or before March 3, 2017 and will result in a charge equal to 50 percent of the total cost of the space. Space not claimed or occupied on-site after 5:00 pm Wednesday, April 26, for which no special arrangements have been made with COSM, may be resold or reassigned by COSM without obligation to refund exhibit fees or reassign the exhibitor. There will be no refunds for cancellation of space issued after March 3, 2017.

**CONTRACT FOR SPACE**—The acceptance of the application by the COSM Secretaries Liaison Committee and deposit on rental charges constitute a contract for the rights to use allotted space. A completed application for space with deposit and all requested information must be received by mail. Facsimile applications will be accepted with credit card information and signature. Telephone requests will not be honored.

**ELIGIBILITY FOR EXHIBITING**—The exhibits are an extension of the continuing education program of COSM. For an application to be accepted by the COSM Secretaries Liaison Committee, the products and services must be related to the otolaryngology/medical field.

Applications from companies that have not previously exhibited with COSM will be reviewed by the COSM Secretaries Liaison Committee for eligibility before assignment is made.

The materials required for review are:

- Background information on the company
- Promotional brochures/literature for all products and services to be exhibited
- A list of three medical meetings where the company has recently exhibited

The COSM Secretaries Liaison Committee reserves the right, even after an application has been approved, to refuse exhibits, curtail activities, or to close exhibits or parts of exhibits that do not, in the COSM Secretaries Liaison Committee's determination, comply with its rules and regulations.

**EXHIBIT FEES**—One 8' x 10' booth \$2,800 (\$35.00 per sq. ft.) Note: All applications for space must be accompanied by a deposit of \$1,400 per 8' x 10' booth.

**NON-PROFIT RATE**—Please contact COSM Exhibit staff to discuss rate.

**EXHIBITS DESIGN/DISPLAY**—Exhibit booths are 8' x 10'. The height of any exhibit shall not exceed 8' and the side rails must not be higher than 42". All back walls and side rails must remain as set by the official contractor. Please note that all display material must be fire retardant. The exhibit hall at the Manchester Grand Hyatt is carpeted.

Exhibits may not span an aisle by ceiling or floor. Solid ceilings of wood, fabric, or other material over exhibits are not permitted if they come under the fire sprinkler heads. Exhibitors having covered exhibits must submit plans to the official contractor who will present said plans to the COSM Secretaries Liaison Committee for review and approval. Exhibits must be arranged so as not to obstruct the sight line or otherwise interfere with the displays of other exhibitors.

**ANIMAL TISSUE DEMONSTRATIONS**—Under no circumstances may human tissue of any kind be used for demonstration purposes. Animal tissue may be used if a request is submitted in writing to COSM with a detailed description of the proposed method of waste disposal.

**FAILURE TO OCCUPY SPACE**—Any exhibitor failing to occupy space is not relieved of the obligation to pay full rental price for space. The COSM Secretaries Liaison Committee will have the right to use an exhibit space as it sees fit, provided the space is not occupied one hour prior to the scheduled exhibit hall opening.

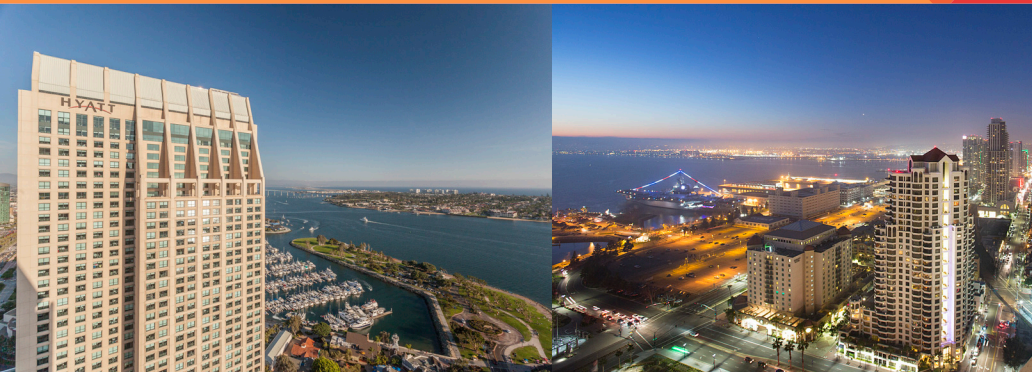
**PAYMENT TERMS**— A check for the deposit in the amount of \$1,400 per 80 square feet must accompany the application for space. No applications will be processed without remittance of the deposit. COSM Management will charge credit cards the full \$2,800 (\$35.00 per sq. ft.) per 8' x 10' space requested for the 2017 COSM. Corners cost \$100 each.

**All applications received after Friday, March 3, 2017 must include full payment.** No application will be processed without full payment after this date.

Full payment is due Friday, March 3, 2017. If payment is not received by this date, space may be reassigned and a refund will not be issued.

Services ordered through the Freeman online service kit will only be fulfilled upon final payment for booth space.

**VIOLATIONS**—As a condition for exhibiting, each exhibitor will agree to observe all policies. Violators will incur a reduction in points for each regulation violated.



- The first regulation violated will result in the company not accruing the exhibit participation points for the year.
- The second regulation violated will result in the company losing one-half of its accrued exhibit participation points.
- The third regulation violated will result in the company losing all of its accrued exhibit participation points.
- The fourth regulation violated will result in the company not being eligible to exhibit at future COSM meetings.

The COSM Secretaries Liaison Committee reserves the right to levy a more severe penalty, without successive progression through the preceding regulations.

## BOOTH INFORMATION AND SERVICES

### BADGES AND BOOTH STAFFING—

Each exhibiting company is entitled to five complimentary badges per 80 sq. ft. (8' x 10') of space. Substitutions are not permitted, and badges cannot be shared. A \$50 per badge fee will be charged above and beyond your booth allotment. Lost or forgotten badges may be reprinted on site at a fee of \$50 per badge.

A physician who wants to register as an exhibitor must be a full-time employee of the exhibiting company and possess a business card with that company's name. Using exhibitor registration to register physicians and other professional attendees who are not full-time employees is strictly prohibited. Any exhibiting company found to be in violation will forfeit its priority points for the current year.

No badges will be issued without proof of company affiliation.

Exhibitor Badges can be picked up at the COSM registration desk located in the Palm Foyer at the Manchester Grand Hyatt Hotel.

COSM requires that all representatives be registered for the meeting. Badge exchange between exhibitor representatives is not permissible.

Booths must be staffed at all times. Please note that you will be in violation of regulations if the booth is not staffed.

Properly badged exhibitors will be admitted to the exhibition hall one hour before show opening each show day and may remain up to one-half hour after show closing each evening.

### ADVERTISING & MARKETING OPPORTUNITIES—

COSM is excited to, once again partner, with TriStar Publishing for our corporate support marketing and advertising opportunities. As a leader in the industry, TriStar representatives will work closely with you to provide marketing solutions to maximize your visibility during COSM 2017. For more information, contact Brennah Tate at 913.491.4200 x 482 or [btate@tristarpub.com](mailto:btate@tristarpub.com). Detailed information will be available on the COSM web site at [www.cosm.md](http://www.cosm.md) in January 2017.

**BAGS—**Sorry, tote bags are not permitted as giveaways.

### CLEANING SERVICE/AISLE

**CARPET—**Each exhibitor is responsible for ordering cleaning service for the upkeep of its booth during the show. A form will be provided in the online exhibitor service manual. COSM will assume responsibility for aisle cleaning in the exhibit hall.

### COMPANY DESCRIPTION—

Exhibitors are responsible for entering their company descriptions online. Online descriptions will be printed in program book and uploaded to mobile app. More details will be included in exhibit space confirmation. **The deadline to enter company descriptions is Monday, January 30, 2017.**

### CORPORATE REPRESENTATIVE—

Companies that are unable to exhibit at the 2017 COSM, but would like to send a representative, may pre-register the individual(s) by contacting ACS Registration at [registration@facs.org](mailto:registration@facs.org) or 312/202-5244 for the appropriate registration form. The fee for each individual is \$500. Representative

badges may be picked up at the COSM Registration desk located in the Palm Foyer at the Manchester Grand Hyatt.

### EXHIBIT HOURS—

Thursday, April 27: 9:00 am–4:00 pm  
 Friday, April 28: 9:00 am–4:00 pm  
 Saturday, April 29: 9:00 am–4:00 pm

### EXHIBITOR EVENTS—

The opportunity to hold Exhibitor Events will be offered at COSM. Exhibitors will want to take advantage of the opportunity to gain additional exposure to this influential group of otolaryngologists. Information regarding exhibitor events will be available on the COSM Web site at [www.cosm.md](http://www.cosm.md) in January 2017.

### EXHIBITOR MEET AND GREET—

We are pleased to announce the Annual Exhibitor Meet and Greet will take place on Friday, April 28 at 8:00 am. Location and details will be sent later. This meeting will provide exhibitors with the opportunity to meet the COSM Secretaries Liaison Committee members and staff, hear the latest conference updates and learn more about COSM.

### FOOD AND BEVERAGES—

Nonalcoholic beverages and food products are permitted in your booth only if ordered or approved through the hotel's food and beverage departments. No popcorn, peanuts, or jelly beans will be allowed.

### FOOD AND DRUG

**ADMINISTRATION (FDA)—**All medical devices or pharmaceuticals exhibited must have fulfilled all applicable FDA regulations.

### NON-FOOD AND DRUG ADMINISTRATION (FDA) APPROVED DRUGS AND

**DEVICES—**Exhibitors are reminded that the FDA generally prohibits the advertising or other promotion of investigational or unapproved drugs and devices. The FDA also forbids the promotion of approved drugs or devices for unapproved uses. Unapproved Class III devices may be displayed only if they are the subject of an effective investigational device exemption (IDE). Class I or II devices that have not been approved by the FDA may be displayed only if they are the subject of a pending 510(k) premarket notification application. Any investigational product (including any product subject to a pending 510(k)) that is displayed or graphically depicted within the exhibit must contain

only objective statements about the product; contain no claims of safety, effectiveness, or reliability; contain no comparative claims to other marketed products; display the statement "Caution: Investigational Devices. Limited to Investigational Use" in prominent size and placement; and not be sold or be the subject of order taking or name gathering until approved. Signage that is easily visible is to be placed near the devices themselves and on any graphics depicting the device stating: "This device is not cleared by the FDA for distribution in the United States" or "This device is limited by Federal Law for investigational use only."

**FUNCTION SPACE**—All requests for function space (including social functions, sales meetings, group meetings, etc) must be submitted using the electronic function space request form included in the online exhibitor service manual and submitted to the COSM office. Requests for function space cannot be made directly with Manchester Grand Hyatt or any other hotel used by COSM to house registrants. Exhibitors may not conduct, participate in, or sponsor any educational or marketing activities directed toward COSM participants during times that conflict with scientific sessions or educational activities of any COSM society. All requests for function space are subject to approval by the COSM Secretaries Liaison Committee. If you have any questions regarding the function space request form please contact Marisa Villalba at 312/202-5322 or [mvillalba@facs.org](mailto:mvillalba@facs.org).

**GIFTS/PROMOTIONAL ITEMS**—Exhibitors are permitted to give gifts and promotional items in their assigned booths, but items must be approved by COSM Management. A "Gifts/Promotional Items" form will be provided in the online exhibit service manual. The deadline for submitting this form is Friday, March 24, 2017. Individual gifts in the general range of \$100 are acceptable. No gifts over \$100 are permitted. Exhibitors must follow the AMA Guidelines on Gifts to Physicians from Industry. Any gifts accepted by physicians individually should primarily entail a benefit to patients. Accordingly, textbooks, modest meals, and other gifts are appropriate if they serve a genuine educational function. Cash payments may not be offered.

**HOTEL INFORMATION**—The headquarters hotel is Manchester Grand Hyatt, 1 Market Place, San Diego, CA 92101. The exhibits will be located in the

Grand Hall A-D of the Manchester Grand Hyatt. To verify that all hotel rooms within the COSM block are properly allocated, COSM will actively monitor the housing process. Exhibitors who require the use of ten (10) sleeping rooms at the Manchester Grand Hyatt or more per night must use the exhibitor block form. Please contact **Marisa Villalba** at [mvillalba@facs.org](mailto:mvillalba@facs.org) to request exhibitor block request form. The deadline to submit the exhibitor block request form is Monday, January 6, 2017. For exhibitors who require the use of fewer than ten rooms, hotel information will be available on the COSM Web site at [www.cosm.md](http://www.cosm.md).

The reservation cutoff date at the Manchester Grand Hyatt is Wednesday, April 5, 2017. Reservations made after the deadline date or when room block fills are subject to rate and space availability.

**UNAUTHORIZED SOLICITATIONS FROM HOTELS**—ALL hotel reservations for COSM must be made via the COSM website.

Be aware of hotel resellers who may contact you offering accommodations they are not endorsed by or affiliated with COSM. Beware that entering into financial agreements with non-endorsed companies can have costly consequences.

**LASER POLICY**—Exhibiting companies planning to demonstrate laser equipment and other potentially hazardous light sources must request laser information from COSM Management.

**LEAD RETRIEVAL**—Lead retrieval information will be included in the exhibitor service manual.

**LIST RENTAL**—Exhibitors have the opportunity to purchase the preregistration attendee list before the meeting and the final attendee list after the close of the meeting. Additional Information including pricing and guidelines will be available in the service kit in January 2017.

**NON CONTRACTED EXHIBIT SPACE**—Any person, firm, or organization not having contracted with the COSM Secretaries Liaison Committee for the occupancy of space in the exhibit hall will not be permitted to display or demonstrate any products, processes, or services, solicit orders, or distribute advertising materials at the Manchester Grand Hyatt, or in any hotel used by COSM to house registrants. Any noncompliance with this regulation will result in the prompt removal of the offending person and property from the area. No exhibit will be permitted in a hotel room.

**PHOTOGRAPHERS**—All exhibiting companies hiring a photographer for COSM must submit in writing the name of the firm to the COSM Management office. Unauthorized photographers or camera equipment will not be allowed into the exhibit hall.

**RAFFLES/PRIZE DRAWING**—Exhibitors may conduct raffles or have individual prize drawings in their assigned booths. All raffle prizes must be approved by COSM Management. A "Raffle/Prize Drawing" form will be provided in the online exhibit service manual. The deadline for submitting this form is Friday, March 24, 2017.

**RESTRICTIONS IN OPERATION OF EXHIBITS**—The COSM Secretaries Liaison Committee reserves the right to restrict exhibits that because of sound, method of operations, materials, content, or for any reason are objectionable and also to prohibit or evict any exhibit that in the opinion of COSM Management may detract from the general character of the exhibit as a whole. This reservation includes persons, things, conduct, printed matter, food and beverages, or anything of a character that COSM Management determines is objectionable to the exhibit. All demonstrations, interviews, or instructional activities must be confined to the limits of the exhibit booth. Any person canvassing in any part of Manchester Grand Hyatt will be required to leave the building. In the event of such restriction or eviction, COSM and COSM Management are not liable for any refunds or rentals or other exhibit expense.

**SALES AND ORDER TAKING**—Exhibitors are free to solicit sales and take orders within the exhibit hall only.

**SECURITY**—Security officers will be stationed in the exhibit hall continuously from 5:00 pm Wednesday, April 26 through 9:00pm Saturday, April 29. Children under the age of 16 are not permitted in the hall at any time.

**SIGNS**—One 7" x 44" ID sign will be furnished to each exhibitor by COSM. Forms for ordering additional signs will be provided in the online exhibitor service manual. Only professionally printed signs are permissible.

**SOUND**—Sound/audiovisual devices, effects, and demonstrations will be permitted only in those locations and at such sound intensity (maximum 80 decibels or "dB") as, in the opinion of COSM, do not interfere with the activities of neighboring exhibitors. Sound levels exceeding 80 dB are deemed inappropriate and must be discontinued.

## CONTRACTUAL CONSIDERATIONS

**INSURANCE**—Insurance on all exhibits is the responsibility of the exhibitor. COSM or COSM Management will not assume any responsibility for property loss or damage to personal property, as stated in the section on limitation of liability.

Exhibitor shall at its own cost and expense provide general liability insurance in an amount not less than \$1,000,000. This insurance should recognize COSM and the American College of Surgeons as an additional insured.

Service orders will only be fulfilled by Freeman when booth space is paid in full and a certificate of insurance has been submitted.

**LIMITATION OF LIABILITY**—It is mutually agreed by and among COSM, COSM Management, and the exhibitor that COSM and COSM Management shall have no liability whatsoever to an exhibitor, its employees, or its business invitees, or any liability for loss or damage to the property of the exhibitor, its employees, or its business invitees resulting from any cause. It is further understood and agreed that all claims against COSM and COSM Management for any damage, loss, or injury are expressly waived by the exhibitor and assumed by the exhibitor as its responsibility.

Space is leased with the understanding that COSM, COSM Management, Freeman Decorating Company, and the Manchester Grand Hyatt assume no liability whatsoever for damages for any act of omission in connection with the said agency, and the exhibitor and its representative(s) hereby keep forever harmless COSM, COSM Management, Freeman Decorating Company, and the Manchester Grand Hyatt from any and all liabilities for loss ensuing from any cause.

It is further understood and agreed that the COSM and COSM Management shall in no event be liable to an exhibitor for any lost profits, sales, or business opportunities or any other type of direct or consequential damages alleged to be due from a breach of this contract. It is understood and agreed that the sole liability of COSM and COSM Management to the exhibitor for any breach of the contract shall be for the refund of all amounts paid by the exhibitor pursuant to this contract, as an exclusive remedy. The exhibitor agrees to abide by all applicable laws, ordinances, and rules and regulations, including but not limited to those of the State of California, the City of San Diego and the Manchester Grand

Hyatt, as may be amended from time to time.

**CATASTROPHE**—In the event of fire, strikes, or other unavoidable occurrence rendering the exhibit space unfit for use, provisions will be made for the exhibit elsewhere or a proper financial adjustment will be made to the exhibitor.

## INSTALLATION AND DISMANTLING

Exhibitor Installation may begin on Wednesday, April 26, beginning at 8:00am. Setup must be completed by 5:00 pm on Wednesday, April 26. All display material, packages, crates, etc. not attended to by 8:00 am Thursday, April 27, will be removed by official Decorator on a time and material basis at the exhibiting company's expense.

Dismantling may begin promptly at 4:00 pm on Saturday, April 29. Dismantling exhibits before the official closing without just cause and/or permission from COSM Management will result in not receiving an invitation to exhibit the following year.

### SERVICE CONTRACTORS—

Freeman Decorating Company has been designated the official contractor. Freeman will operate a service desk in the exhibit hall. Forms for ordering complete exhibit hall services will be on the COSM Web site at [www.cosm.md](http://www.cosm.md) in January 2017. The service desk will be open during installation, dismantling, and show hours for your convenience.

### INSTALLATION AND DISMANTLING BADGES—

These passes are necessary for all unregistered installation and dismantling personnel who want access to the exhibit hall. Setup badges must be presented to the security officers for entrance. Passes may be obtained at the exhibitor registration desk located in the Palm Foyer of the Manchester Grand Hyatt on Wednesday, April 26 at 8:00am.

### SETUP BY NONOFFICIAL CONTRACTOR—

The unpacking, setup, assembling, dismantling, and packing of displays and equipment must be done by the correct type of labor. Freeman Decorating Company will have skilled craftsmen available to assist exhibitors. Arrangements for labor should be made through the decorating company in advance whenever possible. Official labor forms will be included in the online exhibitor service manual.

## EXHIBITOR-APPOINTED CONTRACTORS (EACS)—

Exhibitor-appointed contractors (EACs, nonofficials, or independent contractors) are allowed to install and dismantle at COSM as long as there is compliance with the following rules:

- COSM Management must be notified in writing by Friday, March 24, 2017. The EAC approval request form will be in the online exhibitor service manual. Notification by the EAC is not acceptable.
- The EAC must furnish COSM Management with a certificate of liability insurance no later than March 24, 2017. The liability insurance must have a limit of not less than \$1,000,000.
- The EAC must have current contracts with appropriate unions and provide stewards in the required ratio.
- The EAC may not solicit or accept new business for future COSM shows on the show floor.
- The EAC must have all appropriate federal, state, and local license, permits, etc. (if any).
- An EAC will not be permitted on the show floor unless the above rules are observed. No exceptions!

Please note: The exhibiting company is fully responsible for the coordination of its contractors. In the interest of clear communication, COSM Management will not work directly with any nonofficial contractors including decorators, contractors, public relations agencies, or advertising agencies.

For services such as electrical, plumbing, telephone, drayage, rigging, booth cleaning, and millwright work, no exception will be made and the contractor designated by COSM Management must be used.

### SHIPPING INFORMATION—

All exhibitors are required to send their freight through the official drayage contractor. It is imperative that all exhibitors coordinate their deliveries with the official drayage contractor, inasmuch as COSM Management has given the drayage contractor control of the loading dock, which is necessitated by limited accessibility and time. Shipping directly to the hotel is prohibited.

# COSM

COMBINED  
OTOLARYNGOLOGY  
SPRING MEETINGS

## EXHIBITORS PROSPECTUS

MANCHESTER GRAND HYATT  
SAN DIEGO, CALIFORNIA

APRIL 26-30, 2017

### COSM

c/o American College of Surgeons  
633 N. Saint Clair St.  
Chicago, IL 60611-3211

## 2016 EXHIBITOR LIST

AAHA-American Hearing Aid Associates	Ellman, A Cynosure Company	LUMENIS	Teleflex
Acclarent, Inc.	Elmed Incorporated	MED-EL Corporation	The Osler Institute
Advanced Bionics	Elsevier	Medifix, Inc.	Torax Medical
Alcon Laboratories, Inc.	Endoscopy Support Services, Inc.	Medtronic Surgical Technologies	Ultralight Optics, Inc.
Anthony Products/Gio Pelle	ENT-Cloud	Merz North America	Vector Surgical
Atmos Inc.	Entellus Medical	Mitaka USA, Inc.	Voxel-Man
Audigy Medical	EPIC Hearing Healthcare	Mizuho America, Inc.	Wiley
Bassett Healthcare Network	Fiagon	Modernizing Medicine	Wolters Kluwer
Boston Medical Products, Inc.	Fuel Medical Group	NeilMed Pharmaceuticals	Xoran Technologies, LLC
Boston Scientific	Grace Medical, Inc.	Officite	Yuma Regional Medical Center
BR Surgical LLC	Grason-Stadler (GSI)	Olympus America Inc.	
BreatheXperts	Hawaiian Moon	OmniGuide Surgical	
Bryan Medical, Inc.	Hemostasis LLC	Ono & Co., Ltd.	
Carestream	Henry Ford Health System	Optim, LLC	
Checkpoint Surgical, Inc.	Hood Laboratories, Inc.	Oticon Medical LLC	
Cochlear	ImprimisRx	Otonomy, Inc.	
Compulink Business Systems	InHealth Technologies	Ototronix	
Cook Medical	Inspire Medical Systems, Inc.	PENTAX Medical	
Crystal Clear Digital Marketing	Instrumentarium	Piezosurgery Incorporated	
Cumberland Pharmaceuticals	Integra LifeSciences	Plural Publishing, Inc.	
DePuy Synthes	Invotec International, Inc.	Preceptis Medical	
Designs For Vision, Inc.	J. Morita USA, Inc.	RegenScientific - Cytophil, Inc.	
docero	JAMA Network (The)	Reliance Medical Products	
Doctor.com	JEDMED Instrument Company	Shire	
Driscoll Children's Hospital	Karger Publishers	Smith & Nephew	
Ear Nose & Throat Journal	KARL STORZ Endoscopy-America,	Snap On Optics	
Electro Lube (Eagle Surgical Products, LLC)	KURZ Medical, Inc.	Stryker	
	Lannett Specialty Pharma	Summit Medical	
	Leica Microsystems	Swenggco Medical	



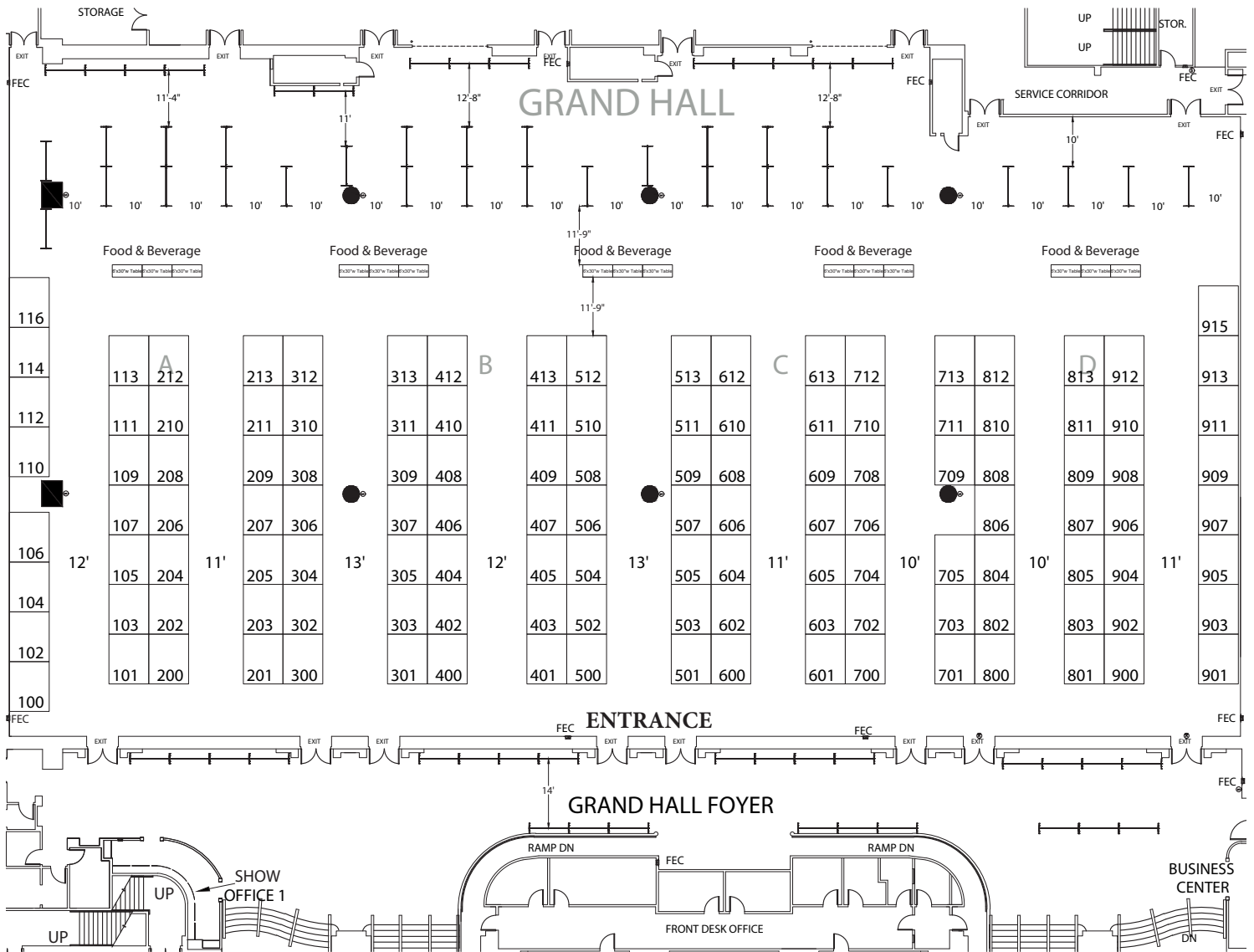
# EXHIBIT HALL FLOOR LAYOUT

Booth Fees: 8x10 - \$2,800 (\$35 per sq. ft.)

MANCHESTER GRAND HYATT  
 SAN DIEGO, CALIFORNIA  
 APRIL 26-30, 2017

## Combined Otolaryngology Spring Meeting April 26 - 30, 2017 Manchester Grand Hyatt Lobby Level - Grand Hall A-D San Diego, California

FLOOR PLAN SUBJECT TO FIRE MARSHAL APPROVAL.  
 FIRE MARSHAL MANDATES MINIMUM OF 10' AISLES.



# APPLICATION FOR EXHIBIT BOOTH SPACE

MANCHESTER GRAND HYATT  
SAN DIEGO, CALIFORNIA  
APRIL 26-30, 2017

COMPANY NAME AS IT SHOULD BE PUBLISHED

CONTACT NAME (WILL RECEIVE ALL CORRESPONDENCE)

ADDRESS (NO PO BOX ADDRESSES PLEASE)

CITY

STATE

ZIP/POSTAL CODE

COUNTRY

TELEPHONE

EMAIL

We, the undersigned, hereby apply for exhibit space at the 2017 Combined Otolaryngology Spring Meetings, subject to the rules and regulations governing the exhibition as stated in this prospectus, which we accept as part of the agreement. If none of our booth selections are available at the time application for space is received, we agree to accept the space assigned.

## EXHIBIT FEES:

Single Booth (8x10)	\$2,800
Double Booth (8x20)	\$5,600
Island \$10,800 (20x16) plus 4 corners	\$11,600
Corners	\$100 each

**BOOTH SIZE** \_\_\_\_\_ (for example 8'x10' or 8x20')

## BOOTH PREFERENCES

Corner anywhere in the hall (if available)  Inline

## BOOTH SELECTION:

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ 4th \_\_\_\_\_

List the companies below that you **DO NOT WANT TO BE PLACED NEAR**. (Please note: Identifying companies may make it difficult for COSM Management to assign space in accordance with your preferences)

## DESCRIPTION OF PRODUCT/SERVICE DISPLAYED:

As an authorized representative of the company named above, I have read and understand the rules and regulations outlined in the 2017 COSM Exhibit Prospectus. I understand and agree to accept and abide by those rules and regulations. The acceptance of our application by the COSM Secretaries Liaison Committee and deposit on rental charges constitute a contract.

SIGNATURE OF EXHIBIT MANAGER

EXHIBIT MANGER NAME (PLEASE PRINT), DATE

## PAYMENT TERMS

Deposit in the amount of \$1,400 per 80-square-foot booth must accompany this application if paying by check. Corners are \$100 each. Notification of space will be e-mailed in January 2017. Note: Companies that pay for booth space with a credit card will be charged the full \$2,800.

Full payment is due March 3, 2017. Failure to submit full payment by this date may result in cancellation of space and a penalty of 50 percent of the total cost of the space assigned.

All applications received after March 3, 2017, must be received with full payment. No application will be processed without full payment after this date.

Cancellation or reduction of space before March 3, 2017 will result in a penalty of 50 percent of the total cost of the space assigned. No refunds will be granted after March 3, 2017.

**Return application and deposit to:** American College of Surgeons, Attn: COSM, Judy Hambrick, Exhibits Coordinator, 633 N. Saint Clair St., Chicago, IL 60611-3211. Fax: (312) 267.1783.

**Check Enclosed:** Make all checks payable to COSM. Checks must be in U.S. dollars drawn on a U.S. bank.

**Charge the following credit card:** COSM is authorized to charge the following credit card the fee of \$2,800 (\$35.00 per sq. ft.) per 8' x 10' space requested for 2017 COSM.

American Express  MasterCard  Visa

CARD NUMBER

EXPIRATION DATE

SIGNATURE

## EXHIBITS CONTACT

**Judy Hambrick**

**American College of Surgeons • Attn: COSM**

633 N. Saint Clair St. • Chicago, IL 60611-3211

Phone: (312) 202.5034 • Fax: (312) 267.1783

Email: [jhambrick@facs.org](mailto:jhambrick@facs.org) • Web site: [www.cosm.md](http://www.cosm.md)

## COSM MANAGEMENT USE ONLY

ID#	BOOTH SIZE
BOOTH #	ALLOTTED BADGES
TOTAL COST	DEPOSIT
BALANCE DUE	PRIORITY POINTS