

# EXHIBITORS PROSPECTUS



APRIL 7-11, 2021

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	American Society of Pediatric Otolaryngology
The Triological Society		

**COSM** COMBINED  
OTOLARYNGOLOGY  
SPRING MEETINGS

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

## DEAR EXHIBITOR:

On behalf of the Secretaries Liaison Committee, we invite you to exhibit at the Virtual 2021 Combined Otolaryngology Spring Meeting (COSM), April 7-11, 2021.

COSM has been in existence since 1970; however, the last several years have been transformative. COSM attracts more physicians, residents, and medical students than ever before, and our Societies have cultivated memberships with the most reputable surgeons in Otolaryngology.

Virtual exhibiting in 2021 will provide access and contact within the field:

- Connect with more than 1,700 national and international otolaryngologists, including key practitioners and leaders in the field, as well as Otolaryngology fellows and residents, from Tuesday, April 6 through Sunday, April 11, 2021.
- Join the COSM Secretaries Liaison Committee for a Virtual Meet and Greet with COSM's Society Leadership.
- Spend quality time with attendees during lunch (no conflicting meetings), morning and afternoon breaks.

This prospectus includes the virtual booth space application, rules and regulations governing the COSM exhibition, a schedule of scientific sessions and other important information.

All Virtual 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, at the address to the right.

We look forward to your participation at Virtual COSM 2021!

Sincerely,



Gregory A. Grillone, MD, FACS  
Chair, COSM Secretaries Liaison Committee

## COSM SECRETARIES LIAISON COMMITTEE

### Gregory Grillone, MD, FACS

Chair, COSM  
Secretaries Liaison Committee

### Theda Kontis, MD, FACS

American Academy of Facial Plastic and  
Reconstructive Surgery

### Michael Pitman, MD

American Broncho-Esophagological Association

### Susan McCammon, MD

American Head and Neck Society

### Lucian Sulica, MD

American Laryngological Association

### Elizabeth Toh, MD

American Neurotology Society

### Sujana Chandrasekhar, MD, FACS

American Otolological Society

### Rakesh Chandra, MD

American Rhinologic Society

### Reza Rahbar, 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. Suite 2200  
Chicago, IL 60611  
Phone: 312-202-5034  
Fax: 312-267-1783  
E-mail: [jhambrick@facs.org](mailto:jhambrick@facs.org)

## COSM 2020 was cancelled due to COVID19

### 2020 ePoster STATS

# 1,540

PARTICIPATED IN THE VPS

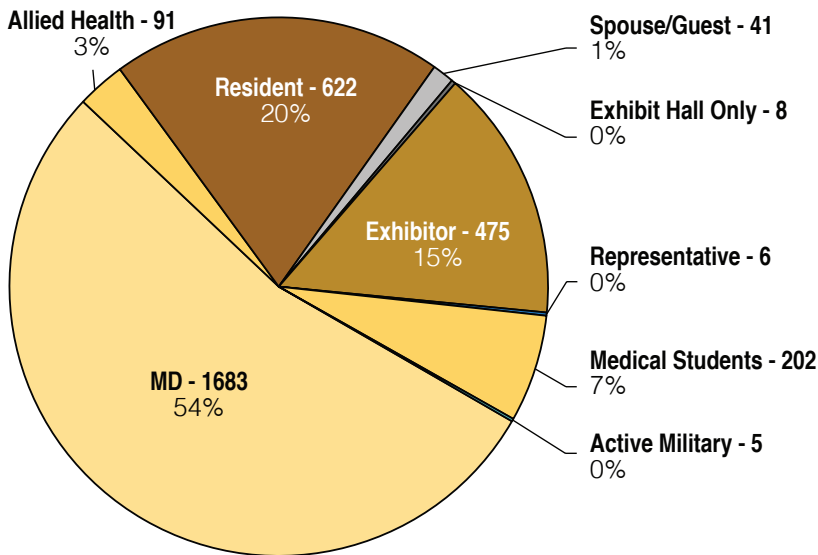
# 19,000

POSTER VIEWS

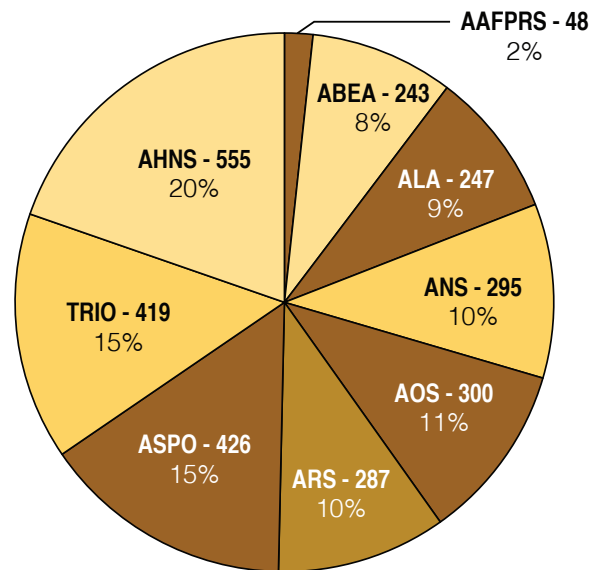
# 513

POSTERS FROM 6 SOCIETIES

### 2019 COSM Attendance



### 2019 COSM Society Registration



### 2019 - 2017 COSM Attendance History

# 3,005

2019 Austin, TX

# 2,827

2018 National Harbor, MD

# 2,538

2017 San Diego, CA

### 2019 Exhibitor List

Acclarent, Inc.  
 Advocate Children's Hospital  
 Aerin Medical, Inc.  
 Ambu Inc  
 American Cleft Palate - Craniofacial Association  
 American Thyroid Association  
 Arbor Pharmaceuticals, Inc.  
 Atmos Inc.  
 Audigy Medical  
 AxoGen, Inc.  
 Banner Health  
 Bassett Healthcare Network  
 Bayer Medical  
 Black and Black Surgical, Inc.  
 Boston Medical Products, Inc.  
 BR Surgical LLC

Bryan Medical, Inc.  
 Carestream  
 Checkpoint Surgical, Inc.  
 Cochlear Americas  
 Cook Medical  
 Designs For Vision, Inc.  
 E3 Diagnostics  
 Ecleris USA  
 Enova Illumination  
 Fuel Medical Group  
 Fyzical Therapy & Balance Centers  
 Grace Medical, Inc.  
 Haag-Streit USA  
 Hemostasis LLC  
 Hood Laboratories, Inc.  
 InHealth Technologies  
 Inspire Medical Systems, Inc.  
 Instrumentarium  
 Integra LifeSciences

Intuitive Surgical  
 Iovance Biotherapeutics  
 J. Morita USA, Inc.  
 JAMA Network  
 JEDMED Instrument Company  
 Jullsurg Instruments Corp.  
 Kaiser Permanente  
 KARL STORZ Endoscopy-America, Inc.  
 KURZ Medical, Inc.  
 Leica Microsystems  
 LUMENIS  
 Marshfield Clinic Health System  
 Med Learning Group  
 MED-EL Corporation  
 Medtronic  
 Merck & Co., Inc.  
 Merck KGaA, Darmstadt, Germany - Pfizer Alliance

Modernizing Medicine  
 MTI  
 NeilMed Pharmaceuticals  
 Nova Surgical Innovations, Inc. (NSII)  
 Novartis Pharmaceuticals  
 NSK America Corp.  
 Olympus America Inc.  
 OmniGuide Surgical  
 Oticon Medical LLC  
 Pediatrix Medical Group/ MEDNAX  
 PENTAX Medical  
 PhotoniCare, Inc.  
 Plural Publishing, Inc.  
 Presbyterian Healthcare Services  
 Reliance Medical Products  
 Restech  
 Ronin Surgical Corp.  
 Sanford Health

Smith & Nephew  
 Sonavex, Inc.  
 Spectrum Audiology  
 Stryker  
 Synaptive Medical  
 Tactile Medical  
 Takeda  
 Teleflex  
 TouchMD  
 Ultralight Optics, Inc.  
 University of Texas Rio Grande Valley  
 Wiley  
 Wolters Kluwer  
 Xenosys USA  
 Xoran Technologies, LLC  
 ZEISS  
 Zimmer Biomet

## 2021 COSM SCHEDULE

	Wednesday April 7	Thursday April 8	Friday April 9	Saturday April 10	Sunday April 11
<b>AM</b>	ABEA AHNS	AHNS ALA	ASPO TRIO	ANS ASPO TRIO	AOS ARS ASPO
<b>PM</b>	AHNS ALA	ABEA AHNS	AAFPRS TRIO	AAFPRS ANS ASPO	AOS ARS

### SOCIETY ACRONYMS

#### AAFPRS

American Academy of Facial Plastic and Reconstructive Surgery  
[www.aafprs.org](http://www.aafprs.org)

#### ABEA

American Broncho-Esophagological Association  
[www.abea.net](http://www.abea.net)

#### AHNS

American Head & Neck Society  
[www.ahns.info](http://www.ahns.info)

#### ALA

American Laryngological Association  
[www.alahns.org](http://www.alahns.org)

#### ANS

American Neurotology Society  
[www.americanneurotology.com](http://www.americanneurotology.com)

#### AOS

American Otological Society  
[www.americanotologicalsociety.org](http://www.americanotologicalsociety.org)

#### ARS

American Rhinologic Society  
[www.american-rhinologic.org](http://www.american-rhinologic.org)

#### ASPO

American Society of Pediatric Otolaryngology [www.aspo.us](http://www.aspo.us)

#### TRIO

The Triological Society  
[www.triological.org](http://www.triological.org)

## Show Dates and Hours

### COSM 2021 EXHIBIT WILL BE VIRTUAL

#### Virtual Exhibit Opening

**TUESDAY, APRIL 6\*\*** 2:00pm - 5:00pm

*The exhibit hall will be "live" from 2:00 - 5:00pm on Tuesday, April 6. There will be no educational content offered during this time.*

#### Dedicated Exhibit Hour

Attendees will be able to access virtual booths 24/7 prior, during and post meeting. The COSM Committee has approved two hours (Noon - 2:00pm) on Wednesday, April 7 through Sunday, April 11 as dedicated time for exhibitors to interact with attendees.

### EXHIBIT FEES

Single Virtual Exhibit Booth cost \$1,500.

#### VIRTUAL EXHIBIT SPACE

Single virtual booth, 3 complimentary registrations, company logo and profile, social media links, one video, 2 PDF documents, 2 website links, one company brochure, and participate in giveaway.

#### VIRTUAL BOOTH SETUP

Exhibitors will be given access to create virtual booths in late January 2021. Exhibitors will be sent confirmation email that will include the platform link and password. All booth tasks must be completed by March 5, 2021.

### EXHIBITOR REGISTRATION

Exhibitor Registration will be available in late February. Details will be sent under separate cover.

### CHECKLIST/DEADLINES

- ✓ **January 15:** Virtual Exhibit Booth confirmations sent
- ✓ **February 19:** Exhibitor Registration open
- ✓ **March 8:** Exhibit Fees due
- ✓ **March 8:** No refunds given for cancellation or reduction of exhibit space
- ✓ **March 5:** Virtual Booth tasks (logo, description, contact details, PDF document and brochure uploads, giveaway (if applicable), etc. must be completed
- ✓ **March 22:**
  - Exhibitor registrations deadline

### CONTACT

Judy Hambrick, Exhibits Coordinator  
c/o American College of Surgeons  
633 N. Saint Clair St. Suite 2200  
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)

**COSM asks all exhibitors to be available in their virtual booths from Noon - 2:00pm each day (Wednesday through Sunday) for attendee questions.**

## Exhibit Levels

	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$1,500
<b>COMPLIMENTARY REGISTRATIONS</b>	20	15	10	3
<b>PRE ATTENDEE LIST</b>	✓	✓	N/A	N/A
<b>TWEET MESSAGE (#COSM)</b>	5	3	1	N/A
<b>Virtual Exhibit Booth</b>				
<b>VIDEOS (NO MORE THAN 4 MINUTES EACH)</b>	4	3	2	1
<b>PDF DOCUMENTS</b>	5	4	3	2
<b>UPLOAD COMPANY BROCHURE</b>	✓	✓	✓	✓
<b>ACCESS TO LEAD RETRIEVAL REPORTS</b>	✓	✓	✓	✓
<b>COMPANY PROFILE (CONTACT DETAILS)</b>	✓	✓	✓	✓
<b>COMPANY DESCRIPTION</b>	Unlimited Words	500 Words	300 words	150 words
<b>BANNER AD W/LOGO IN PROFILE</b>	✓	✓	N/A	N/A
<b>COMPANY LOGO</b>	✓	✓	✓	✓
<b>WEBSITE AND SOCIAL MEDIAL LINKS</b>	✓	✓	✓	✓
<b>PRODUCT CATEGORIES</b>	5	5	5	5
<b>UPLOAD PRODUCT PHOTOS</b>	✓	✓	✓	✓
<b>GIVEAWAY OPTION</b>	✓	✓	✓	✓
<b>COMPANY LISTED ON VIRTUAL PLATFORM</b>	✓	✓	✓	✓
<b>COSM Website</b>				
<b>BANNER AD (CHOICE OF LOCATIONS)</b>	✓	✓	N/A	N/A
<b>COMPANY NAME AND HYPERLINK</b>	✓	✓	✓	✓
<b>COSM eBook</b>				
<b>ONE COMPLIMENTARY ADVERTISEMENT</b>	Full Page	Full Page	Half Page	Half Page
<b>COMPANY LISTING (LOGO, PROFILE, DESCRIPTION)</b>	✓	✓	✓	✓

## Sample Virtual Booth (Attendee View)

The screenshot displays a virtual booth for the American Society for Biochemistry and Molecular Biology (ASBMB). The interface includes a top banner with navigation icons (back, forward, favorite, like, tweet, print) and a close button. The main content area is divided into a left sidebar with a menu, a central video player, and a right section with text and a '1st TIME EXHIBITOR' badge. The bottom of the booth features a 'Booth 308' label, a 'Giveaway!' button, and three buttons for 'Brochure', 'Website', and 'Request Information'.

Numbered callouts identify the following elements:

- 1: Banner with Logo
- 2: Logo
- 3: Company Details
- 4: Contact Info (2 representatives)
- 5: Resources (5 items)
- 6: Video Chat (2 representatives)
- 7: Video Quest (10 points)
- 8: Video
- 9: Company Name and Information
- 10: Giveaway
- 11: Brochure
- 12: Website
- 13: Request Information

- 1 Banner with Logo
- 2 Logo
- 3 Company Details
- 4 Contact Info
- 5 Resources
- 6 Video Chat (not applicable)
- 7 Video Quest (not applicable)
- 8 Video
- 9 Company Name and Information
- 10 Giveaway
- 11 Brochure
- 12 Website
- 13 Request Information



## Advertising Opportunities

We are offering several advertising options on the virtual platform and on the COSM website. All logos will be posted when received and ran until July 30, 2021.

### VIRTUAL PLATFORM

#### LEFT NAVIGATION AD (see following pages for sample ad layout)

- Ad will be posted on several pages of platform in same position
- Hyperlink to website
- Rotating (so other ads will be shown)

Size:	280w x 280h
File format:	High Resolution .EPS logo file
Cost:	\$1,000

#### WELCOME VIDEO (see following pages for sample ad layout)

- One Featured Video available
- Company video shown during entire virtual meeting

Maximum length of video:	5 minutes
Format:	YouTube or Vimeo URL
Cost:	\$5,000

#### SCROLLING LOGOS (see following pages for sample ad layout)

- Ads will rotate (horizontal) at bottom of Welcome Page
- Hyperlink to website
- Rotating (so other ads will be shown)

File Format:	High Resolution .EPS logo file
Cost:	\$500

### COSM WEBSITE

Advertise your company logo on the COSM website to build your online presence. Ads will be placed when received and run for three months following COSM 2021. Ads cannot rotate or be animated. Ads can be linked to website. Visit [www.cosm.md](http://www.cosm.md) for ad placement

Home Page	300 x 250 pixels	\$1,500
Program Page	275 x 60 pixels	\$500
Registration Page	275 x 60 pixels	\$500
Industry Page	275 x 60 pixels	\$500
All pages		\$3,500

### COSM EBOOK

COSM eBook will be created to include list of all 2021 exhibitors along with contact details and logos. The eBook will also include advertisements. The COSM eBook will be posted on COSM website (Industry Page) beginning April 8, 2021 through July 30, 2021.

#### Full Page

Size:	8 1/2 x 11
Format:	PDF
Cost:	\$750

#### Half Page

Size:	8 1/2 x 5 1/2 (Horizontal only)
Format:	PDF
Cost:	\$500

**Ad Request Deadline:** March 5, 2021

**Ad Submission Deadline:** March 19, 2021

If you have suggestions for advertising opportunity, contact [Jhambrick@facs.org](mailto:Jhambrick@facs.org) to discuss.

## Left Navigation Ad



## Left Navigation Ad

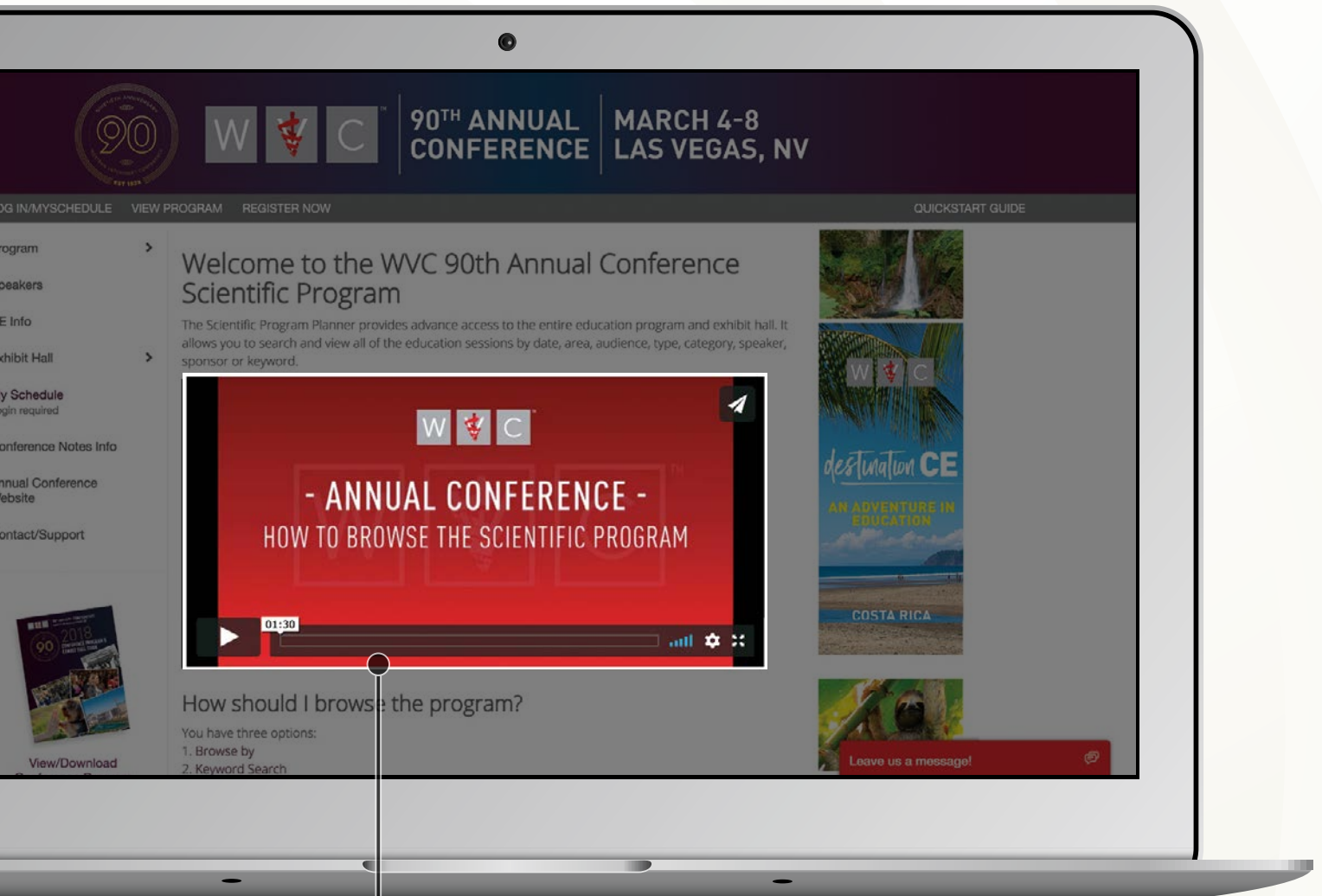
Appears in the main navigation and can link to an external website. This is prime real estate because the ad shows on all pages of the event website.

## Required Dimensions

**280w x 280h**



## Welcome Video



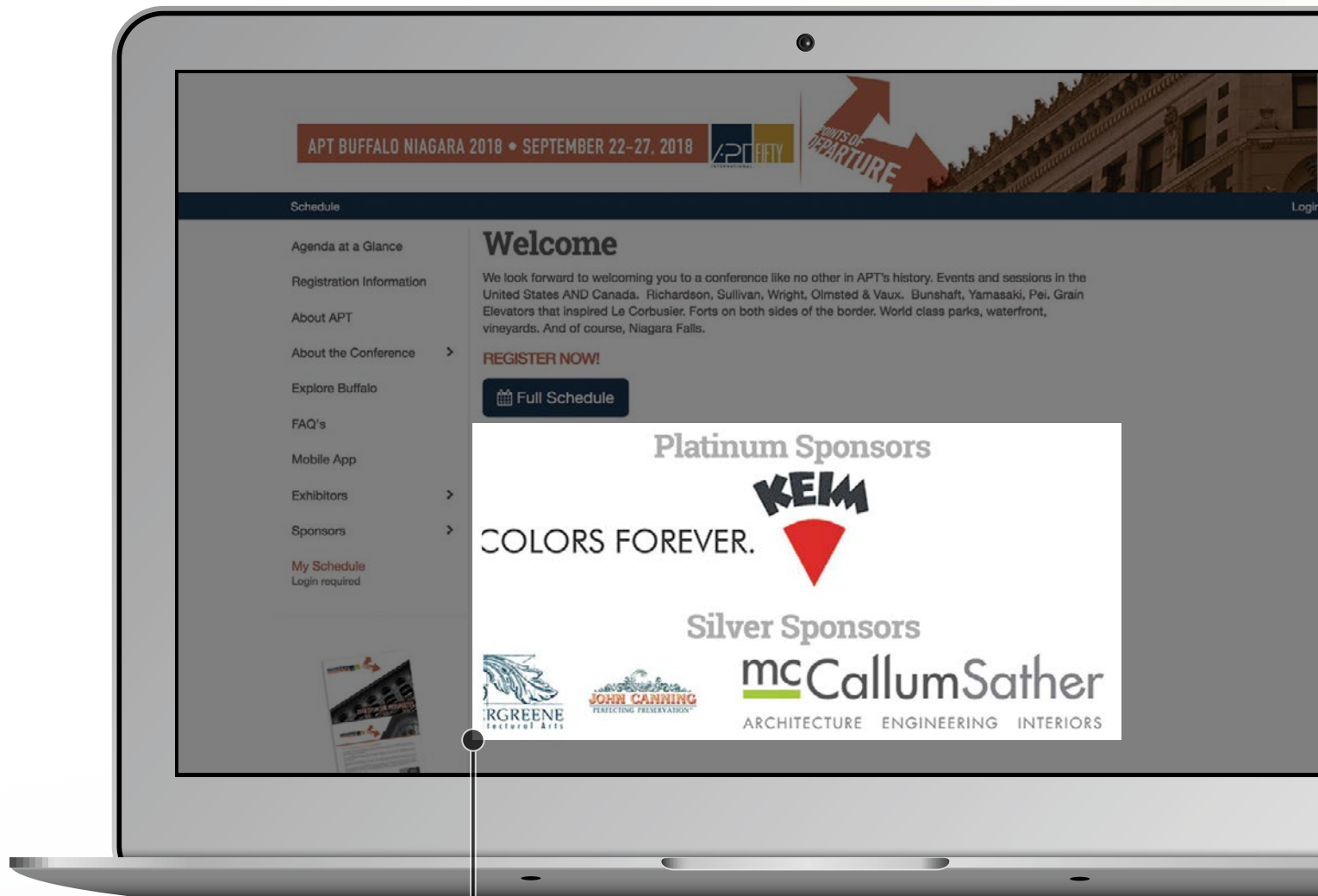
## Featured Video

Add a video to the main page of your event website!

## Required Dimensions

**Provide YouTube or  
Vimeo URL**

## Scrolling Logos



## Scrolling Logos

Horizontally scrolls a list of sponsor logos. These can be separated into categories such as tiers. Logos can also link to external webpages.

### Required Dimensions

**Please Provide high resolution .EPS logo files.**

## Satellite Symposia or Zoom Chat w/attendees

This year, you have the option of holding a formal satellite symposia or ZOOM Chat with attendees.

### SATELLITE SYMPOSIA

**COST: \$3,000**

Satellite Symposia - will be one hour (45 minute presentation and 15 minute Q&A) and must be pre-recorded and will be played live at the chosen time, as well as on-demand until July 31, 2021. The symposia must be educational in nature and may not offer CME credit.

### ZOOM CHAT W/ATTENDEES

**COST: \$1,500**

ZOOM chat w/attendees - will be 30 minutes and recorded for on demand until July 31, 2021. Zoom chat w/attendees must be educational in nature and may not offer CME credit. COSM recommend companies provide a 15-20 minute presentation and 10 minute Q&S. Exhibitors must use COSM Zoom platform.

### Available Time Slots

(up to two concurrent symposia are available per time slot)

<b>WEDNESDAY, APRIL 7</b>	6:30 - 8:00am Central
<b>THURSDAY, APRIL 8</b>	6:30 - 8:00am Central
<b>FRIDAY, APRIL 9</b>	6:30 - 8:00am Central
<b>SATURDAY, APRIL 10</b>	6:30 - 8:00am Central
<b>SUNDAY, APRIL 11</b>	6:30 - 8:00am Central

## Purpose Of Exhibits

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

**ELIGIBILITY TO EXHIBIT**— Products and services must be related to the research or practice of Otolaryngology. COSM reserves the right to refuse space to any company whose products or services, in the judgment of COSM, do not meet the educational, scientific, or practice needs of our members and attendees.

## Exhibit Rules & Regulations

The following rules and regulations have been established to govern exhibitors and ensure a professional atmosphere for our attendees and exhibitors. They have been formulated in the best interest of the exhibitor, and we respectfully ask for full cooperation of the exhibitor in their observance. It is imperative that all exhibitors, exhibit designers, communication and marketing firms, and other third parties acting on an exhibitor's behalf are aware of and adhere to the COSM rules and regulations. Exhibitors understand that when applying for virtual space they are bound by the rules and regulations that appear in the exhibitor prospectus. Any detail not specified is subject to decision by the COSM Secretaries Liaison Committee.

**VIRTUAL EXHIBIT DATES** —The Virtual Exhibits official opening will be on Tuesday, April 6 from 2:00-5:00pm. Attendees will have access to virtual booths 24/7 prior, during and post meeting. The COSM SLC has approved two hours (Noon - 2:00pm) on Wednesday, April 7 through Sunday, April 11 as dedicated time for exhibitors to interact with attendee. Educational programming will take place from Wednesday, April 7 through Sunday, April 11. Access to the exhibits will be available until July 31, 2021.

### VIRTUAL BOOTH

**ASSIGNMENTS**—Virtual Exhibit space will be assigned as applications are received. All virtual booths will be listed on the Virtual Platform in alpha order.

**EXHIBIT FEES** — Single Virtual Exhibit Booth cost \$1,500 and includes: Single virtual booth, 3 complimentary registrations, company logo and profile, social media links, one video, 2 PDF

documents, 2 website links, one company brochure, and participate in giveaway.

**NON-PROFIT RATE**—The non-profit rate is \$1,000.

**SENIORITY POINTS** — Seniority Points are accumulated in the following manner: One point per virtual booth. 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**—All virtual booth space applications will be processed as received. The application, along with payment of \$1,500 per virtual 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.

**CANCELLATION POLICY**—Cancellation must be received by COSM in writing. A refund, less a cancellation fee of \$500 per virtual exhibit, is available until Monday, March 8, 2021. After this date, no refunds will be granted. Funds cannot be applied to other opportunities.

**EXHIBITS DESIGN/DISPLAY**—All virtual booths includes: One (1) virtual booth, 3 complimentary registrations, company logo and profile, social media links, one video, 2 PDF documents, 2 website links, one company brochure, and participate in giveaway

**PAYMENT TERMS**— Payment in the amount of \$1,500 per virtual booth must accompany the application for space. No applications will be processed without remittance of payment. COSM Management will charge credit cards the full \$1,500 per virtual booth space requested for the 2021 COSM. All applications received after Monday, March 8, 2021 must include full payment. No application will be processed without full payment after this date.

Full payment is due Monday, March 8, 2021. If payment is not received by this date, virtual booth will be placed on hold until full payment has been received.

**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

### ADVERTISING & MARKETING

**OPPORTUNITIES**—COSM will be offering limited advertising and marketing opportunities. Details outlined on page 7 of this prospectus.

### BADGES AND BOOTH STAFFING

Each exhibiting company is entitled to three complimentary badges per virtual booth space. Substitutions are not permitted, and badges cannot be shared. A \$50 per badge fee will be charged above and beyond your booth allotment. 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. COSM requires that all representatives be registered for the meeting. Badge exchange between exhibitor representatives is not permissible. Booths must be staffed during posted exhibit hours.

**BOOTH MATERIALS** — Exhibitors will have access to an online portal for easy uploading. The portal will be made available once full payment is received. All virtual booth tasks will be due by Friday, March 19.

**BOOTH ACTIVITIES** — No accredited continuing education activity (in other words, for which CME or CEU certification is awarded) may be conducted in the exhibit booth. No promotion of a CME-accredited ACS educational session is allowed from the virtual booth. Official virtual Satellite Symposia may be promoted from your virtual booth.

### COMPANY DESCRIPTION

Exhibitors are responsible for entering



their company descriptions in their virtual booth profile. More details will be included in exhibit space confirmation. The deadline to enter company descriptions is Friday, March 19, 2021.

### EXHIBIT HOURS

Attendees will have access to virtual booths 24/7 prior, during and post meeting. The COSM SLC has approved two hours (Noon - 2:00pm) on Wednesday, April 7 through Sunday, April 11 as dedicated time for exhibitors to interact with attendee.

Tuesday, April 6\*\* 2:00pm-5:00pm

**\*\*The exhibit hall will be “live” from 2:00 - 5:00pm on Tuesday, April 6. There will be no educational content offered during this time.**

### EXHIBITOR HOURS

COSM asks all exhibitors to be available in their virtual booths from Noon - 2:00pm each day (Wednesday through Sunday) for attendee questions.

### 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. For more information, see page 11 for details.

### EXHIBITOR MEET AND GREET—

The Annual Exhibitor Meet and Greet will take place on Friday, April 9 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 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.”

**GIVEAWAYS—**Exhibitors are permitted to offer giveaway/raffles from their virtual booth. All giveaway items must be approved by COSM Management. Send email to [jhambrick@facs.org](mailto:jhambrick@facs.org) with list of giveaway items. 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. Exhibitors are solely responsible for notifying any winners, and alcohol is not permitted as a prize.

**LEAD RETRIEVAL —** Exhibitors will have access to lead retrieval reports in their virtual booth portal. These reports are accessible each day of the meeting and can be downloaded. Sending emails to attendees are only available during the official dates of the meeting. These reports are not to be used after the meeting.

**LIST RENTAL—**Exhibitors can 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 January 2021.

**RAFFLES/PRIZE DRAWING—** Exhibitors may conduct raffles or have individual prize drawings in their virtual booth space. All Raffles/Prize Drawings must be approved by COSM Management

prior to posting in virtual booth. Send email to [jhambrick@facs.org](mailto:jhambrick@facs.org) with prize details. After approval, all raffles/prize drawings must be entered by Friday, March 22, 2021. Exhibitors are solely responsible for notifying any winners, and alcohol is not permitted as a prize.

## RESTRICTIONS IN OPERATION

### Contractual Considerations

**CONFIDENTIALITY —** COSM and Exhibitor, on behalf of themselves and their respective agents and employees, agree not to use or disclose at any time any confidential information of the other party or its affiliated groups, unless expressly authorized in writing and/or required by law. Both parties acknowledge that the obligations undertaken in this Section will survive the termination or expiration of this Agreement.

### REGISTRATION AND ACCESS TO SCIENTIFIC SESSIONS —

All exhibitors must register to participate in COSM 2021 Virtual. Exhibitors receive full access to the live meeting, including scientific sessions, with registration. CME is not available to those registered solely as exhibitors, however. Details for exhibitor registration will be available in February 2021.

**FORCE MAJEURE —**The performance of this Agreement by either party is subject to acts of God, war, government regulation, disaster, fire, epidemic, threatened or imminent strikes, civil disorder, curtailment of transportation facilities, threats or terrorist attacks, or other similar occurrence beyond the control of the parties, making it illegal, impossible, or commercially impractical to carry on the Virtual Exhibits or fully perform the terms of this Agreement. This Agreement may be terminated, or performance may be excused without penalty, for any one or more of such reasons by written notice from one party to the other.

### INDEMNIFICATION AND

**INSURANCE —**Each party agrees to indemnify and hold harmless the other, its agents, and employees from and against all claims, liabilities, and expenses, including reasonable attorneys' fees, arising from acts, omissions, or breach of this Agreement by the party or its agents or employees. The parties shall each maintain appropriate and sufficient

insurance to cover their obligations under this Agreement.

#### **LICENSE OF INTELLECTUAL PROPERTY**

— COSM and the Virtual Exhibitor are each the sole owner of all right, title, and interest to COSM' and the Exhibitor's respective information, including such party's logo, trademarks, trade names, and copyrighted information, unless otherwise provided (collectively, "Intellectual Property"). COSM and the Exhibitor hereby each grant to the other a limited, non-exclusive license to use certain of the granting party's Intellectual Property, including names, trademarks, and copyrights, in connection with promotion of the Virtual Exhibit Program.

**LIMITS IN LIABILITY** — In no event shall COSM be liable to the Exhibitor for more than the amount paid under the Agreement.

#### **RELATIONSHIP OF THE PARTIES**

— COSM and Exhibitor agree that this Agreement is not intended to create any partnership, agency, joint venture, or employer/employee relationship of any kind; both parties agree not to contract any obligations in the name of the other or to use each other's credit in conducting any activities under this Agreement. The parties agree that exhibiting as part of the Virtual Exhibits does not constitute ACS' official endorsement, guarantee, acceptance, or approval of Exhibitor, its services, products, programs, or activities.

**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 COSM to Exhibitor, with or without cause. In the event of termination for material breach by COSM, or termination without cause by COSM, COSM 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.

#### **Miscellaneous**

This Agreement supersedes all prior writings or oral agreements and constitutes the entire agreement between the parties on the subject hereof; it may be amended only by a writing clearly setting forth the amendments and signed by both parties. This Agreement is binding on the parties, their successors, and assigns, provided that no party may assign this Agreement without the prior written consent of the other party. Either party's waiver of or failure to exercise any right provided for in this Agreement shall not be deemed a waiver of any further or future right under this Agreement. All notices required or permitted hereunder shall be in writing, sent to the parties at the addresses provided by the parties. This Agreement shall be governed by and interpreted in accordance with the laws of the State of Illinois.

#### **INTERPRETATION AND APPLICATION OF RULES AND REGULATIONS**

— All matters and questions not specifically covered by these Rules and Regulations, are subject to the decision of Jacqueline Mitchell, Associate Director of Convention and Meetings, American College of Surgeons, and Judy Hambrick, Exhibits Coordinator, American College of Surgeons.

#### **Exhibits and General Inquiries**

Judy Hambrick, Exhibits Coordinator,  
American College of Surgeons,  
[jhambrick@facs.org](mailto:jhambrick@facs.org), 312-202-5034

#### **EXHIBITS CONTACT**

Judy Hambrick, COSM 2021  
c/o American College of Surgeons,  
633 N. St. Clair St., Suite 2200  
Chicago, IL 60611  
Telephone: 312.202.5034  
Fax: 312.267.1783  
Email: [jhambrick@facs.org](mailto:jhambrick@facs.org)



## Application for Virtual Exhibit Space

## COMPANY INFORMATION

Please list information EXACTLY as it should appear on COSM Website. (please print clearly)

COMPANY

ADDRESS)

CITY

STATE/PROVINCE

ZIP/POSTAL CODE

COUNTRY

TELEPHONE

EMAIL

WEBSITE

## SOCIETIES

Check all Societies that are of interest to your company.

- AAFPS
- ALA
- ABS
- AHNS
- ANS
- ASPO
- ABEA
- AOS
- TRIO

## VIRTUAL PLATFORM

Left navigation ad	\$ 1,000	_____
Welcome video	\$ 5,000	_____
Scrolling Logo	\$ 500	_____

## COSM WEBSITE

Logo on Home Page	\$ 1,500	_____
Logo on Program Page	\$ 500	_____
Logo on Registration Page	\$ 500	_____
Logo on Industry Page	\$ 500	_____
All positions	\$3,500	_____

## EBOOK ADVERTISEMENT

Full Page ad in eBook	\$ 750	_____
Half Page (Horizontal only)	\$ 500	_____

**PAYMENT (FINAL PAYMENT IS DUE MARCH 8, 2021)**

Payment in the amount of \$1,500 per virtual booth must accompany this Virtual Application for Exhibit Space. No applications will be processed without remittance of payment. COSM Management will charge credit cards the full \$1,500 per virtual booth space requested for the 2021 COSM. All applications received after Monday, March 8, 2021 must include full payment. No application will be processed without full payment after this date. Full payment is due Monday, March 8, 2021. If payment is not received by this date, virtual booth will be placed on hold until full payment has been received.

☐ **Check** (Checks should be made payable to “**COSM 2021**” in U.S. funds drawn on a U.S. bank)

☐ **Credit Card:** ☐ American Express ☐ MasterCard ☐ Visa

[illegible]

CARD NUMBER

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EXP. DATE: (MM/YY)

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CSC#

AMOUNT TO BE CHARGED

CARDHOLDER NAME PRINTED

## INVOICE AND AGREEMENT

Your signature on this application indicates that you understand and agree to comply with all the policies, rules, regulations, terms and conditions contained in the Exhibitors Prospectus; will abide by the payment policy; have read the rules and regulations; and for proper executive, agree to distribute them to those individuals involved with your booth.

SIGNATURE

DATE \_\_\_\_\_

# FUTURE COSM DATES & LOCATIONS

## **COSM 2022**

**APRIL 27 – MAY 1**

AAFPRS, ABEA, AHNS, ALA, ANS,  
AOS, ARS, ASPO, TRIO

Hyatt Regency Dallas  
Dallas, Texas

## **COSM 2023**

**MAY 3-7, 2023**

AAFPRS, ABEA, ALA, ANS, AOS,  
ARS, ASPO, TRIO

Hynes Convention Center/Sheraton Boston  
Boston, Massachusetts

## **COSM 2024**

**MAY 15-19, 2024**

AAFPRS, ABEA, AHNS, ALA, ANS,  
AOS, ARS, ASPO, TRIO

Hyatt Regency Chicago  
Chicago, Illinois

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