

COSM 2022 DALLAS

APRIL 27 - MAY 1, 2022

COSM.MD

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	American Society of Pediatric Otolaryngology
The Triological Society		

COSM COMBINED
OTOLARYNGOLOGY
SPRING MEETINGS

MORE INFORMATION
AVAILABLE AT
WWW.COSM.MD

DEAR INDUSTRY PARTNER:

On behalf of the Secretaries Liaison Committee, we invite you to exhibit at the 2022 Combined Otolaryngology Spring Meeting (COSM), April 27- May 1, 2022 in Dallas, Texas.

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 and influential surgeons in Otolaryngology.

Exhibiting in 2022 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 Wednesday, April 27 through Sunday, May 1, 2022.
- New this year! Innovation Theater in exhibit hall – details included.
- Spend quality time with attendees during lunch (no-conflict), on Thursday, April 28 through Saturday, April 30 from Noon – 1:00pm, morning and afternoon breaks.
- Join the COSM Secretaries Liaison Committee for a Meet and Greet with COSM's Society Leadership.

This prospectus includes the exhibit space application, floor plan, rules & regulations governing the COSM exhibition, schedule of scientific sessions, 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, at the address to the right.

We look forward to your participation at COSM 2022!



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

COSM SECRETARIES LIAISON COMMITTEE

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

Theda Kontis, MD
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 Otological Society

Rakesh Chandra, MD
American Rhinological Society

Reza Rahbar, MD
American Society of Pediatric Otolaryngology

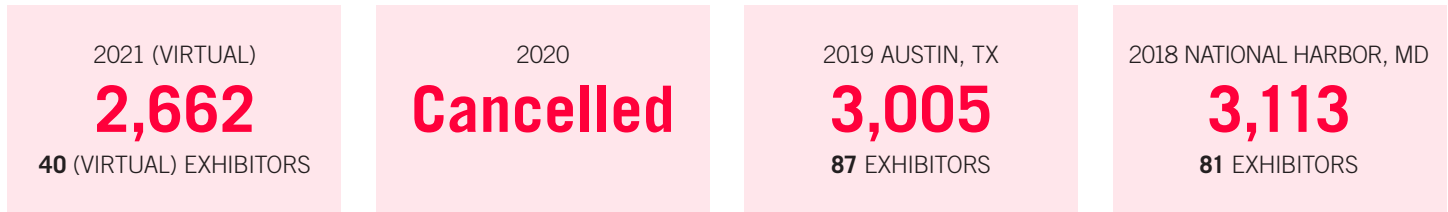
Myles Pensak, MD, FACS
The Triological Society

PLEASE DIRECT ALL COMMUNICATIONS TO:

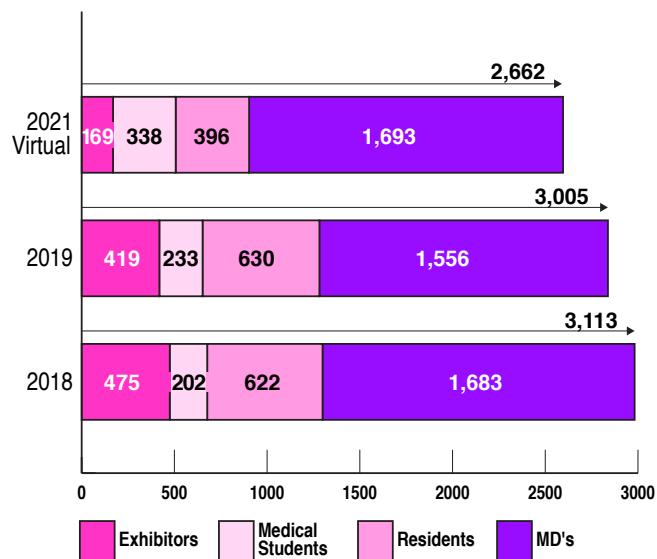
Judy Hambrick
COSM c/o American College of Surgeons
633 N. St. Clair St., Suite 2200
Chicago, IL 60611
Phone: 312.202.5034
Email: jhambrick@facs.org

COSM Demographics

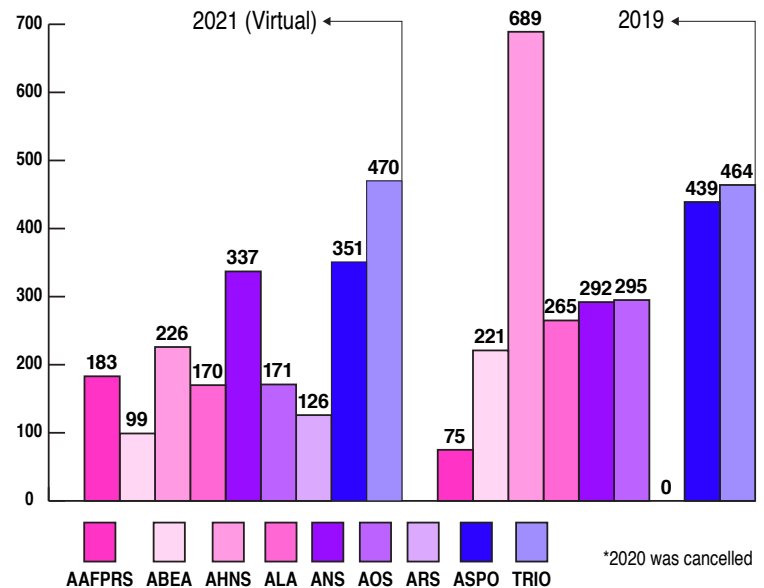
2021 - 2018 COSM Attendance History (Year Final Attendance & Location)



COSM Registration Categories • 2021–2017



COSM Society Registration 2021–2019



Past Exhibiting Companies

3-D Matrix, Inc.
 Acclarent, Inc.
 Advanced Bionics
 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
 DePuy Synthes
 Designs For Vision, Inc.
 E3 Diagnostics

Ecleris USA
 Enova Illumination
 Fuel Medical Group
 Fyzical Therapy & Balance Centers
 GlaxoSmithKline
 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
 Jullisurg Instruments Corp.
 Kaiser Permanente
 KARL STORZ Endoscopy-America, Inc.
 KURZ Medical, Inc.
 Leica Microsystems
 LifePoint Health
 LUMENIS
 Lyra Therapeutics
 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
 Novartis US Clinical Development & Medical Affairs: Respiratory Medical Unit
 NSK America Corp.
 Olympus America Inc.
 OmniGuide Surgical
 Oticon Medical LLC
 Otolaryngology Weekly Curriculum
 Pangea Laboratory, LLC
 Pediatrix Medical Group/MEDNAX
 PENTAX Medical
 PhotoniCare, Inc.
 Plural Publishing, Inc.
 Presbyterian Healthcare Services
 Reliance Medical Products
 Restech

Ronin Surgical Corp.
 Sanford Health
 Sanofi Genzyme & Regeneron
 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

Show Dates and Hours

The Exhibits will be located in the Marsalis Hall at the Hyatt Regency Dallas Hotel.

Marsalis Hall is carpeted.

DEDICATED EXHIBIT HOUR!

The COSM Committee has approved Noon - 1:00pm on Thursday, April 28 through Saturday, April 30 as dedicated exhibit time to interact with attendees.

EXHIBIT SPACE INCLUDES

Single 10x10 booth space, one 7x44 company ID sign, pipe/drape, and security services.

EXHIBIT INSTALLATION

WEDNESDAY, APRIL 27	8:00 am–5:00 pm
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EXHIBIT HOURS

THURSDAY, APRIL 28	9:00 am–4:00 pm
FRIDAY, APRIL 29	9:00 am–4:00 pm
SATURDAY, APRIL 30	9:00 am–4:00 pm

EXHIBIT DISMANTLING

Saturday, April 30, 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 to make special arrangements.

EXHIBITOR REGISTRATION

Registration will be located in the Landmark Ballroom Foyer at the Hyatt Regency Dallas 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 27	6:30 am–5:00 pm
THURSDAY, APRIL 28	7:00 am–5:00 pm
FRIDAY, APRIL 29	7:00 am–5:00 pm
SATURDAY, APRIL 30	7:00 am–3:00 pm

CHECKLIST/DEADLINES

- ✓ **January 14:** Booth assignment letters emailed
- ✓ **January 17:** 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.)
- ✓ **February 4:** Company Description due.
- ✓ **March 7:** No refund for cancellation or reduction of exhibit space
- ✓ **March 7:** Final payment for booth space due
- ✓ **March 18:**
 - Floor Plans deadline (Required island booths)
- ✓ **March 21:**
 - Exhibitor Registration deadline
- ✓ **March 25:**
 - Exhibitor-appointed contractor request form due
 - Gifts/promotional items form due
 - Raffle requests form due

2022 Schedule

	Wednesday April 27	Thursday April 28	Friday April 29	Saturday April 30	Sunday May 1
AM	AAFP AHNS-C	AAFP AHNS-C ARS	ALA ARS TRIO-C	ABEA AOS ASPO TRIO	ABEA ANS ASPO-C
PM	AAFP AHNS-C	AHNS-C ALA ARS	ABEA AOS ASPO TRIO	ALA ANS ASPO-C	

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
Web site: www.cosm.md

SOCIETY ACRONYMS

AAFP

American Academy of Facial Plastic and Reconstructive Surgery www.aafpr.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.americanneurotology.org

ARS

American Rhinologic Society
www.american-rhinologic.org

ASPO

American Society of Pediatric Otolaryngology
www.aspo.us

AOS

American Otolological Society
www.americanotologicalsociety.org

TRIO

The Triological Society
www.triological.org

Exhibit Levels

New for COSM 2022! COSM is offering various exhibit levels so you can select the level that best suits your company's needs.

	Bronze \$3,300	Silver \$5,000	Gold \$10,000	Platinum \$15,000
Exhibit Booth				
10X10 BOOTH WITH PIPE/DRAPE AND ID SIGN	1	1	1	2
COMPLIMENTARY REGISTRATIONS	5	8	12	15
COMPLIMENTARY PRE ATTENDEE LIST	N/A	N/A	✓	ü
COMPLIMENTARY TWEET MESSAGE	N/A	1	3	5
Mobile App				
COMPANY LOGO	✓	✓	✓	ü
COMPANY PROFILE CONTACT DETAILS	✓	✓	✓	ü
COMPANY DESCRIPTION	150 words	150 words	150 words	150 words
PDF DOCUMENTS	1	2	3	4
UPLOAD COMPANY BROCHURE	✓	✓	✓	ü
SCROLLING LOGO ON APP	✓	✓	✓	ü
PUSH NOTIFICATION	N/A	N/A	1	2
WEBSITE AND SOCIAL MEDIAL LINKS	✓	✓	✓	ü
PRODUCT CATEGORIES	5	5	5	5
UPLOAD PRODUCT PHOTOS	✓	✓	✓	ü
MOBILE APP GAME ENTRY	✓	✓	✓	ü
COSM Website				
BANNER AD (CHOICE OF LOCATIONS)	N/A	N/A	✓	ü
COMPANY NAME AND HYPERLINK	✓	✓	✓	ü
Exhibitor eBook				
ONE COMPLIMENTARY ADVERTISEMENT	Half Page	Half Page	Full Page	Full Page
COMPANY LISTING (LOGO, PROFILE, DESCRIPTION)	✓	✓	✓	ü

Exhibit Package Options!

Back by popular demand! In addition to exhibiting in the exhibit hall, your company can also purchase a tabletop display directly outside the Scientific Sessions Ballroom. This opportunity would provide you with access to specific societies who meet on the front and back-end of the COSM Schedule. You can display your products/services on Wednesday, April 27 from 9am - 4pm and/or Sunday, May 1 from 9am - Noon. See details below.

EXHIBIT PACKAGE OPTION 1

1 SINGLE 10X10 BOOTH IN EXHIBIT HALL	\$3,300
1 SINGLE 6' TABLETOP OUTSIDE BALLROOM ON WED., APRIL 27 (9AM – 4PM)	\$2,000
TOTAL COST	\$5,300

Societies: AAFPRS and AHNS

EXHIBIT PACKAGE OPTION 2

1 SINGLE 10X10 BOOTH IN EXHIBIT HALL	\$3,300
1 SINGLE 6' TABLETOP OUTSIDE BALLROOM ON SUN., MAY 1 (9AM – NOON)	\$2,000
TOTAL COST	\$5,300

Societies: ABEA, ANS and ASPO

EXHIBIT PACKAGE OPTION 3

1 SINGLE 10X10 BOOTH IN EXHIBIT HALL	\$3,300
1 SINGLE 6' TABLETOP OUTSIDE BALLROOM ON WED., APRIL 27 (9AM – 4PM)	\$1,750
1 SINGLE 6' TABLETOP OUTSIDE BALLROOM ON SUN., MAY 1 (9AM – NOON)	\$1,750
TOTAL COST (\$500 savings)	\$6,800

GUIDELINES:

- All companies must be exhibiting at COSM to exhibit on either day
- Tabletop assignments will be made based on date application received
- **ONE** tabletop per company
- Wednesday, April 27 from 9am – 4pm (One 6' skirted tabletop in Landmark Ballroom foyer)
- Sunday, May 1 from 9am – Noon (One 6' skirted tabletop in Landmark Ballroom foyer)
- **NOTE: Tabletop displays only, no custom booths allowed**

If you are interested in either option, please indicate on online exhibit space application.





Innovation Theater - New this year!

Hold a product presentation in the Innovation Theater located in exhibit hall. Presentation slots are available from Noon – 1:00pm on the following days. One presentation per day.

- Thursday, April 28 – Noon – 1:00pm
- Friday, April 29 – Noon – 1:00pm
- Saturday, April 30 – Noon – 1:00pm

Innovation Theater includes:

- Seating for 40 (Max)
- COSM will provide lunch for all attendees
- Riser w/Podium and Microphone
- Audio Visual (55" or larger 4K TV/Monitor)
- COSM will publicize all theater presentations in the mobile app and onsite signage.
- Complimentary Pre or Post attendee list (addresses only) for marketing purposes only

Vendor Responsibilities

- Laptop
- Lead Retrieval

Cost \$12,500 per day. One presentation per company.

Innovation Theater Requirements

- Company must be registered as an exhibitor to host presentation in theater
- Product Theater days/times are not flexible.
- Any literature and signage produced for the product theater must be approved by COSM and cannot say Innovation Theater is endorsed or sponsored by COSM. All literature and signage must include the following disclaimer: 'This commercially supported product theater presentation is independent of the COSM educational activities and is not accredited by COSM.'
- All food, beverages, AV, will be handled by COSM.
- Promotion of the product theater is the responsibility of the company.
- All information distributed for the Innovation Theater must be submitted for approval by COSM prior to printing.

If you have questions, contact Judy Hambrick at (312) 202-5034 or jhambrick@facs.org.

Complete online Exhibit Space Application to register for Innovation Theater.

Housing Reservations Deadlines

HYATT REGENCY DALLAS - APRIL 4, 2022

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

Accommodations

HEADQUARTERS HOTEL

Hyatt Regency Dallas
300 Reunion Boulevard
Dallas, TX 75207
Phone: 402.593.5072

Deadlines

Hotel cutoff date: Monday, April 4, 2022

Make a reservation

<https://www.hyatt.com/en-US/group-booking/DFWRD/G-SURG>

Phone: 402.593.5072

Visit the COSM Website for more details on housing.

COSM ROOM RATE

\$229 Single/Double per night (standard King or Double Queen)

To obtain the necessary amount of meeting and exhibit space, COSM must commit to using a minimum number of guest rooms. If that commitment is not met, COSM will incur significant financial penalties and it will cause a major impact on the future programs that COSM can offer.

By booking your room(s) under the official COSM room block, you help COSM meet their hotel obligation.

We thank you in advance for your assistance.

Your safety is our priority. COSM is working diligently with our partners and vendors to ensure the necessary safety measures are in place. We are committed to creating a safe and healthy environment for all our COSM attendees, exhibitors, and staff. Please visit COSM website for vaccination policy for the COSM Spring meeting.



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 10' 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 Management in writing as soon as possible, so that points can be transferred.

BOOTH SELECTIONS—The floor plan should be carefully reviewed. Indicate four (4) exhibit booth 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 \$1,650 per 100-square-foot booth, should be returned to the COSM Management.

Subletting of space is not permitted.

The COSM Management 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 7, 2022 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 27, 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 7, 2022.

CONTRACT FOR SPACE—The acceptance of the online exhibit space application and deposit by COSM Management constitute a contract for the rights to use allotted space. A completed online application for space with deposit and all requested information must be submitted electronically.

ELIGIBILITY FOR EXHIBITING—The exhibits are an extension of the continuing education program of COSM. For an application to be accepted by COSM Management, 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 10' x 10' booth \$3,300 (\$33 per sq. ft.) Note: All applications for space must be accompanied by a deposit of \$1,650 per 10' x 10' booth.

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

EXHIBITS DESIGN/DISPLAY—Exhibit booths are 10' 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 Hyatt Regency Dallas 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 COSM Management 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 Management 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. COSM Management 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 \$1,650 per 100 square feet must accompany application for space. No applications will be processed without remittance of the deposit. COSM Management will charge credit cards the full \$3,300 (\$33 per sq. ft.) per 10' x 10' space requested for the 2022 COSM. Corners cost \$200 each. All applications received after Monday, March 7, 2022 must include full payment. No application will be processed without full payment after this date.

Full payment is due Monday, March 7, 2022. If payment is not received by this date, space may be reassigned and a refund will not be issued.

Services ordered through the GES 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 100 sq. ft. (10' x 10') of space. Substitutions are not permitted, and badges cannot be shared. A \$100 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 \$100 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 Landmark Ballroom foyer at the Hyatt Regency Dallas Hotel.

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

Booths must be staffed all the time. 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 offer a number of advertising and marketing opportunities. Detailed information will be available on the COSM web site at www.cosm.md in January 2022.

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 uploaded to the COSM Mobile App. More details will be included in exhibit space confirmation. The deadline to enter company descriptions is Friday, February 4, 2022.

CORPORATE REPRESENTATIVE—If your company would like to attend COSM to determine if the meeting is a good fit for your product and/or services, you are allowed to register one Corporate Representative. This registration is only allowed for companies that have never exhibited at COSM are unable to exhibit at the 2022 COSM. Your company can pre-register the individual(s) by contacting ACS Registration at registration@facs.org or 312-202-5244 for the Corporate Representative registration form. The fee is \$1,500. Representative badges may be picked up at the COSM Registration desk located in the Landmark Ballroom Foyer at the Hyatt Regency Dallas Hotel.

EXHIBIT HOURS—

Thursday, April 28	9:00 am–4:00 pm
Friday, April 29	9:00 am–4:00 pm
Saturday, April 30	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 in January 2022.

EXHIBITOR MEET AND GREET—We are pleased to announce the Annual Exhibitor Meet and Greet will take place on Friday, April 29 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 Hyatt Regency Dallas 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.

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 25, 2022. 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 Hyatt Regency Dallas, 300 Reunion Boulevard, Dallas, TX 75207. The exhibits will be in the Marsalis Hall of the Hyatt Regency Dallas Hotel. To verify that all hotel rooms within the COSM block are properly allocated, COSM will actively monitor the housing process. Your safety is our priority. COSM is working diligently with our partners and vendors to ensure the necessary safety measures are in place. We are committed to creating a safe and healthy environment for all our COSM attendees, exhibitors, and staff. Please visit COSM website for vaccination policy for the COSM Spring meeting.

The reservation cutoff date at the Hyatt Regency Dallas is Monday, April 4, 2022. Reservations made after the cutoff 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 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 the exhibitor service manual in January 2022.

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 Hyatt Regency Dallas, 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 25, 2022.

RESTRICTIONS IN OPERATION

OF EXHIBITS—COSM Management 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 Hyatt Regency Dallas 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 27 through 9:00pm Saturday, April 30. Children under the age of 16 are not permitted in the hall at any time.

SIGNS—One 7” × 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 GES 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, GES, and the Hyatt Regency Dallas 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, GES, and the Hyatt Regency Dallas 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 Texas, the City of Dallas and the Hyatt Regency Dallas, 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.

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.

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 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 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 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 Exhibits does not constitute COSM 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 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.

Installation and Dismantling

Exhibitor Installation may begin on Wednesday, April 27, beginning at 8:00am. Setup must be completed by 5:00 pm on Wednesday, April 27, 2022. All display material, packages, crates, etc. not attended to by 8:00 am Thursday, April 28, 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 30. 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—GES has been designated the official contractor. GES 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 in January 2022. The service desk will be open during installation, dismantling, and show hours for your convenience.

INSTALLATION AND DISMANTLING (I&D) PASSES—I&D passes are necessary for all unregistered installation and dismantling personnel who want access to the exhibit hall. Setup passes must be presented to the security officers for entrance. Passes may be obtained at the exhibitor registration desk located in the Landmark Ballroom Foyer of the Hyatt Regency Dallas Hotel on Wednesday, April 27 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. GES 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 25, 2022. 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 25, 2022. 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.



Floor Plans, Booth Sizes, Configurations, and Requirements

ARRANGEMENT OF EXHIBITS —

Each exhibitor is provided access to an online, interactive floor plan and an Exhibitor Service Kit, which describes the type and arrangement of exhibit space and the standard equipment provided by COSM for booth construction. All exhibit space must be arranged and constructed in accordance with the guidelines, provisions, and limitations contained in the Exhibitor Prospectus, the terms and obligations of which are expressly incorporated herein. If, in the sole opinion of COSM, any exhibit fails to conform to the Exhibitor Prospectus, or the Policies and Procedures set forth herein, such exhibit will be closed and prohibited from operating at any time during the Exhibition and no exhibit space rental charges shall be refunded.

EXHIBITOR PLAN REVIEW —

Exhibitors utilizing an island type exhibit or relocating to an exhibit space with an island type exhibit or involving other unusual construction features are required to submit a copy of their booth construction plans and layout arrangements. These plans, including a scaled plan view and elevations, must be submitted to COSM for approval at least 60 days prior to the opening of the Exhibition.

DEADLINE TO SUBMIT FLOOR PLANS FOR REVIEW—

Friday, February 18, 2022.

CHANGES TO FLOOR PLAN BY COSM —

Floor plans can change due to new space assignments, increases/reductions in space, or reconfiguration deemed necessary by COSM. The interactive floor plan will be available at www.cosm.md/ and announced to exhibitors when live. COSM reserves the right to rearrange the floor plan at any time and to relocate exhibitors if it becomes necessary for causes beyond the control of COSM or is advisable in the best judgment of COSM. Every attempt will be made to contact affected exhibitors and discuss the change prior to finalizing. These booth design requirements are not intended to unduly restrict exhibit design or utility but are presented to create and maintain an open atmosphere on the exhibit floor.

When designing exhibits, good judgment and consideration neighboring exhibitors and attendees should be utilized.

- All exhibits must conform to and enhance the professional, educational, and instructional atmosphere of the meeting.
- All booths must be carpeted.

- Exposed parts of any display must be finished so as not to be objectionable to other exhibitors or to COSM.
- Exhibits must render a safe assembly during installation, dismantling, and exhibition periods.
- Materials used in the exhibit hall must be flame retardant in accordance with the State of Texas Fire Ordinances.
- Electrical equipment and display components must conform to the State of Texas Electrical Code.
- Hanging signs, at any height, will be permitted on a case-by-case basis and will require COSM and Hyatt Regency Dallas approval. All hanging signs and graphics must be set back 10 feet (3.05 meters) from adjacent booths and be directly over contracted space only. Weight of sign, dimensions, scale drawings, material used, and method of suspension must be submitted in writing by the exhibitor to COSM by Friday, February 18, 2022.

All exhibit matters and questions not covered by these Booth Design Policies are subject to the decision of COSM. These Booth Design Policies may be amended at any time by COSM, and all amendments shall be equally binding on all parties. In the event of any amendment or addition to these Booth Design Policies, written notice will be given by COSM to exhibitors who may be affected.



Booth Equipment

Booth rental includes side and backwall drape and sign indicating booth number, company name, city and state.

In-Line Exhibits (10' x 10' or multiple thereof)

A linear or in-line booth is generally arranged in a straight line and have neighboring exhibitors on their immediate right and left. Linear booths are commonly 10ft wide and 10ft deep.

The back one-half of the in-line booth may be occupied up to a maximum height of 8'. Linear or in-line booths are limited to 8' in height, except along the perimeter walls, where the height limit may be 12' (prior COSM written approval required).

The front one-half of the in-line booth may be occupied from the floor up to a height of 4', except for equipment that may exceed the 4' height limit, but may not be higher than 8', and must be placed so that the view or sight lines of adjacent exhibits are not blocked.

Live or video demonstrations must not be objectionable to neighboring exhibitors or COSM.

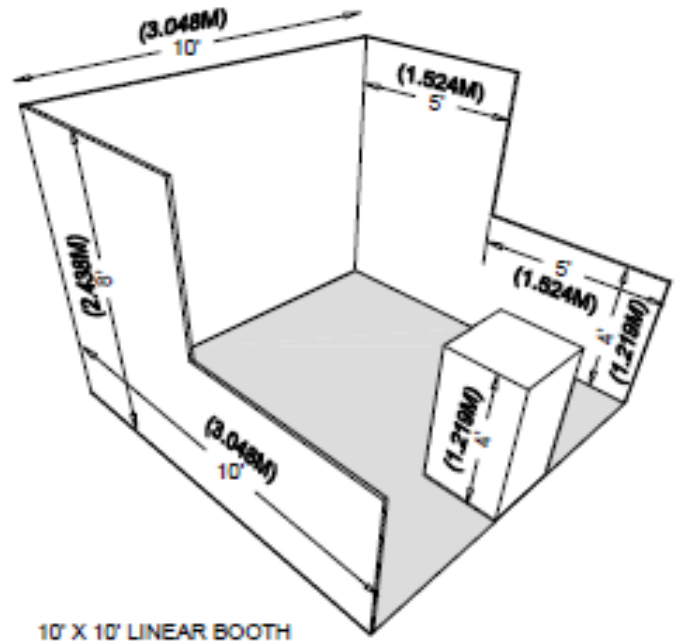
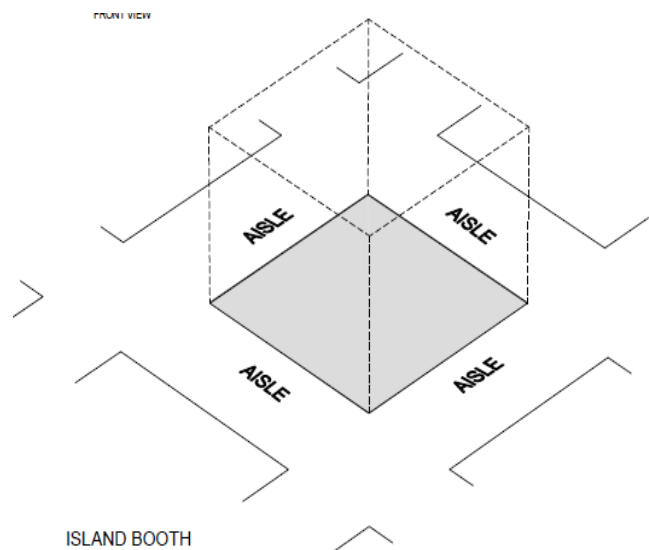
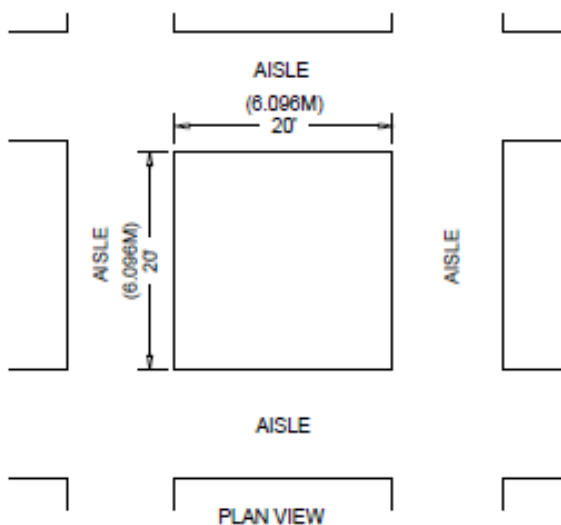


Exhibit (20' x 20' island)

An Island booth is any size booth exposed to aisles on all four sides. An island booth is typically 20ft by 20ft or larger. The maximum allowable height is 16ft including signage.

Elevation and overview drawings, either concept or construction, indicating all dimensions, must be submitted to COSM for approval by Friday, February 18, 2022. Drawings must be submitted even if approved in previous years.

- Maximum height of any free-form exhibit, including signs (hanging or floor-based), shall be 16" from the exhibit floor.



How to Submit online Exhibit Space Application

Exhibit space application and payment are available online only.

**CLICK HERE TO SUBMIT ONLINE
EXHIBIT SPACE APPLICATION**

For COSM 2022, all exhibit space applications must be submitted online. Payments can be made via credit cards or checks. All checks should be payable to: Combined Otolaryngology Spring Meeting or COSM 2022. After online application has been submitted, you will receive an email confirming receipt of application. Payment receipts will be sent shortly after application have been submitted.

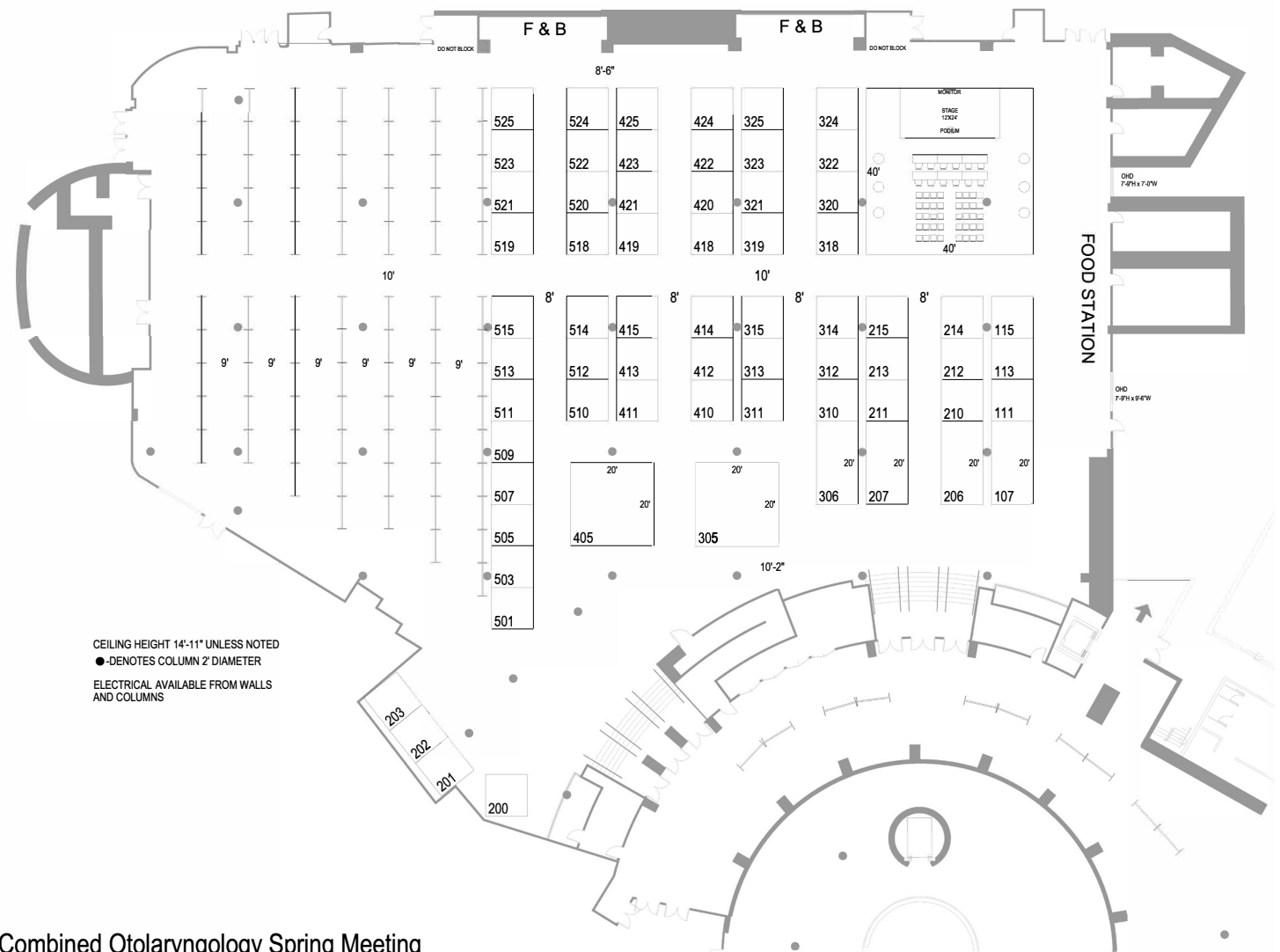
Exhibit Space Assignments will be sent in early January 2022.

If you have any questions, please contact
Judy Hambrick, COSM Exhibit Coordinator,
jhambrick@facs.org or 312.202.5034.



Exhibit Hall Floor Plan

Booth Fees: 10x10 - \$3,300
(\$33 per sq. ft.)



Combined Otolaryngology Spring Meeting
April 28 - 30, 2022
Hyatt Regency Dallas - Marsalis - Dallas, Texas

MARK YOUR CALENDAR

COSM 2023

MAY 3-7, 2023

Hynes Convention Center/Sheraton Boston
Boston, Massachusetts
Participating Societies: AAFPRS, ABEA, ALA, ANS,
AOS, ARS, ASPO, TRIO

COSM 2024

MAY 15-19, 2024

Hyatt Regency Chicago
Chicago, Illinois
Participating Societies: AAFPRS, ABEA, AHNS,
ALA, ANS, AOS, ARS, ASPO, TRIO

COSM 2025

APRIL 9-13, 2025

Hyatt Regency New Orleans
New Orleans, Louisiana
Participating Societies: AAFPRS, ABEA, ALA, ANS,
AOS, ARS, ASPO, TRIO

MORE INFORMATION
AVAILABLE AT
WWW.COSM.MD