

APPLICATION AND CONTRACT FOR PRODUCT THEATER

59th ASH Annual Meeting & Exposition

Meeting Dates: December 9-12, 2017

Exhibit Dates: December 9-11, 2017

Georgia World Congress Center ~ Atlanta, GA

[Click Here to Submit Via Email](#)



Primary Contact Information

Company Name.....
 Contact..... Title.....
 Tel..... Email.....
 Address.....
 City..... State..... Zip..... Country.....

Product theaters are designed to provide exhibitors the ability to present new research findings on products, provide product details, and give demonstrations to an intimate group of professionals attending the annual meeting within the exhibit hall. The product theater sessions are solely promotional in nature and continuing medical education credits may not be offered. Each theater will accommodate up to 150 attendees.

Product Theater Fee

\$55,000

Preferred Dates

(please rank dates in order of preference)

___ Saturday, December 9

___ Sunday, December 10

___ Monday, December 11

Fee Includes:

- Hard-walled, carpeted meeting space on the exhibit floor with theater seating (approximately a 50'x50' space)
- Basic standard audio-visual equipment for PowerPoint presentations
- Lead Retrieval units with Excel file of theater attendees provided within 24 hours
- Easels and table for literature
- Inclusion in overall product theater promotional piece in door drop bags

Payment Information

Initials	Deposit and Payment Schedule
	February 3, 2017...50% due for applications submitted prior to February 3, 2017
	February 3, 2017 – June 19, 2017...50% due with application
	After June 19, 2017...100% due with application

ASH requires payment in full no later than June 20, 2017. Failure to make payments does not release the contracted or financial obligation of Exhibitor.

Submit application to:

Email: exhibitcontracts@spargoinc.com

Need Help? Contact:

ashexhibits@spargoinc.com
 703-631-6200 | 800-564-4220

Cancellation Penalties

Cancellation Penalties	Initials
Through February 2, 2017...0%	
February 3, 2017 – June 19, 2017...50%	
After June 19, 2017...100%	

Make checks payable to: ASH

Mail check payment to:

American Society of Hematology - Exhibits
 P.O. Box 37579 ♦ Baltimore, MD 21297-3579

Overnight check payment to:

BB&T
 Attn: Lockbox # (P.O. Box 37579)
 16410 Heritage Blvd., 2nd floor ♦ Bowie, MD 20716

Credit Card Payments:

An invoice will be sent within one business day with instructions to submit credit card payment online.

I acknowledge that as an authorized representative of the above stated Exhibitor, I have agreed that Exhibitor will comply with the Product Theater Guidelines. Exhibitor will comply with all updates of such policies applicable to the 2017 ASH annual meeting, which will be made available February 2017. Exhibitor agrees to receive all written and electronic correspondence from ASH and SPARGO, Inc. in reference to the ASH annual meeting and all future ASH events. This product theater application will become a contract upon Exhibitor's authorized signature and ASH's acceptance and approval.

Exhibitor Signature..... Date.....
 Printed Name..... Telephone.....