

**Cancer Survivorship Symposium:
Advancing Care and Research**
A Primary Care and Oncology Collaboration

FEBRUARY 16-17, 2018
HYATT REGENCY GRAND CYPRESS
ORLANDO, FLORIDA



AMERICAN ACADEMY OF
FAMILY PHYSICIANS



American Society of Clinical Oncology



EXHIBITING AT THE CANCER SURVIVORSHIP SYMPOSIUM: ADVANCING CARE AND RESEARCH

Exhibiting at the Cancer Survivorship Symposium: Advancing Care and Research

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Leading Internal Medicine. Improving Lives.



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Eileen McGill, CEM
Manager, Exhibit Operations
SPARGO, Inc.

Exhibiting at the Cancer Survivorship Symposium: Advancing Care and Research

TODAY WE WILL COVER:

- Floor Plan of the Symposium
 - Exhibit Space Package
 - Exhibits Schedule
 - Display Restrictions
 - Giveaway Policy
- Outbound Shipping Information
 - Exhibiting Tips
 - Contact Information

Hyatt Regency Grand Cypress

Grand Cypress Ballroom Foyer – Ground Level

- Exhibits
- Food and Beverage
- Internet Station

Grand Cypress Ballroom – Ground Level

- General Session

Exhibitor Badges will be available for pick up at the Registration Desk 4 on the Ground Level.

- Thursday, February 15: 3:00 PM to 5:00 PM
- Friday, February 16: 7:00 AM to 6:15 PM

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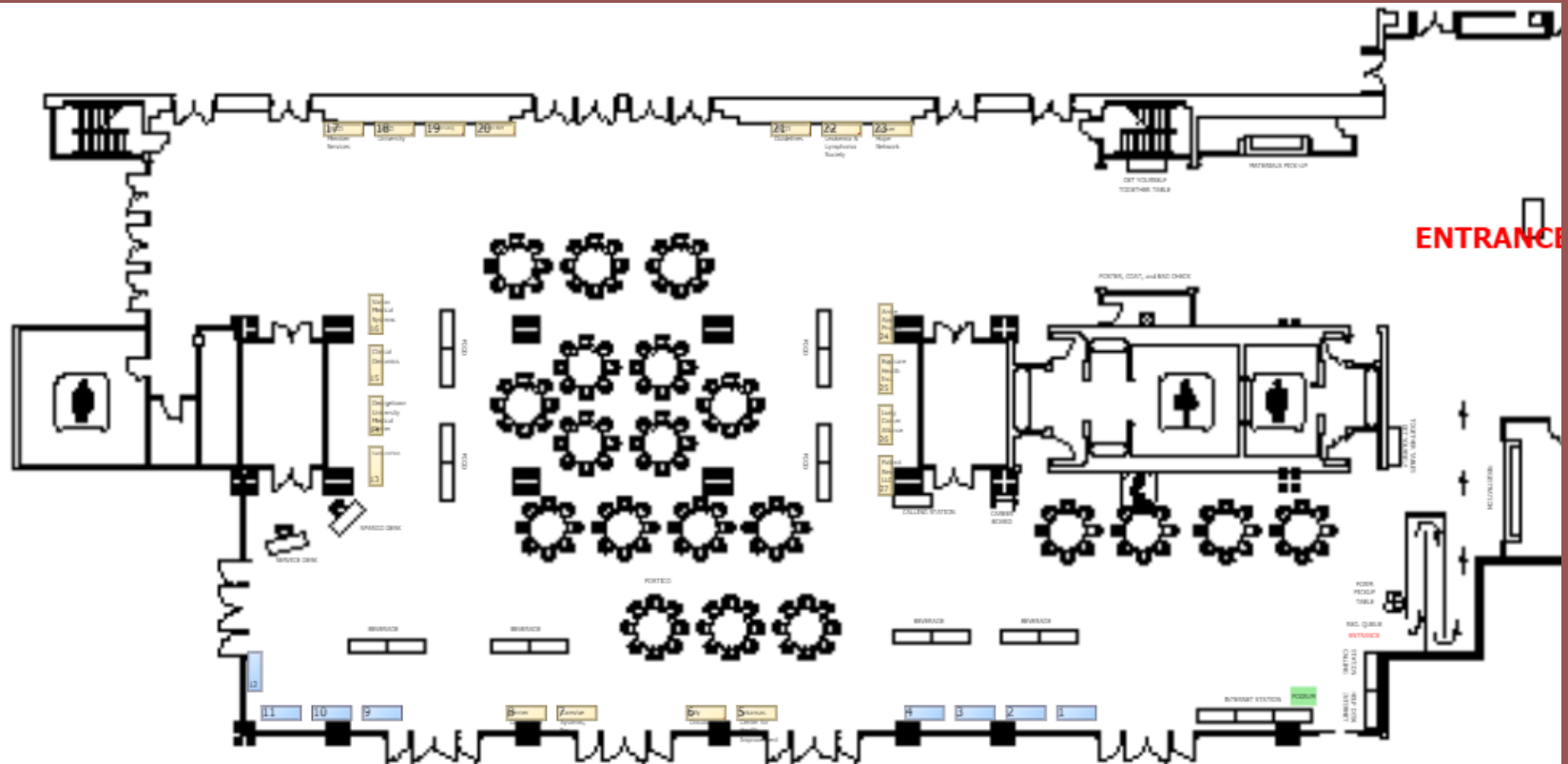
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EXHIBIT SPACE PACKAGE

- One – 6'L x 42"H draped table
- One – counter high stool
- Allotted number of exhibitor badges. Exhibitor badges do allow access to the General Session.

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DISPLAY RESTRICTIONS:

All displays are restricted to the tabletop only. Banner stands and A/V monitors are permitted on the floor directly behind the exhibit table.

No literature stands or pop-up booths may be displayed behind, in front of, or next to the exhibit table.

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Sample Table Set Up



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EXHIBITS SCHEDULE

Thursday, February 15:

- Registration – 3:00 PM to 5:00 PM
- Exhibit Move In- 3:00 PM to 5:00 PM

All exhibits must be set by 5:00 PM on Thursday, February 15.

EXHIBITS SCHEDULE

Friday, February 16

- Exhibit Hours- 7:00 AM to 6:15 PM
- Exhibit Move Out – 6:15 PM to 7:15 PM

Exhibit table will need to be staffed as attendees will be in the Posters, Exhibits, and Food Room at the following times:

7:00 AM – 7:45 AM	Continental Breakfast
10:15 AM – 10:45 AM	Break
12:15 PM – 1:45 PM	Poster Session and Lunch
3:15 PM – 3:45 PM	Break
5:15 PM – 6:15 PM	Poster Session and Wine and Cheese Reception

GIVEAWAY POLICY

Commercial Exhibitors:

- All giveaways must be designed primarily for the education of patients or healthcare professionals and must not exceed **\$10** in value
- Must be available to all registered attendees upon request
- Pens, mouse pads, and other “reminder” items are not permitted for commercial exhibitors

Requiring giveaways to be educational also helps further our efforts to provide attendees with a Symposium experience that focuses on education.

GIVEAWAY POLICY

Nonprofit Exhibitors and Government Agencies:

- Giveaways must not exceed **\$10** in value
- Must be available to all registered attendees immediately upon request
- Giveaways by nonprofit exhibitors who are subject to the PhRMA Code must meet the standards for Giveaways by Commercial Exhibitors

OUTBOUND SHIPPING INFORMATION

- All exhibit materials must be cleared from the exhibit area by 7:15 PM on Friday, February 16.
- Exhibitors are responsible for making arrangements with their individual freight carriers. No arrangements need to be made in advance if you plan on shipping with Freeman Exhibit Transportation.
- If you will be shipping out with Freeman Exhibit Transportation or a carrier other than FedEx or UPS, please complete the Outbound Shipping Form and return to Freeman either in advance or onsite at the Symposium.
- Pack and label all your materials. Return your Material Handling Agreement to the Freeman Customer Service Representative onsite (if applicable.)
- The Business Center will be open Friday, February 16 until 7:30 PM to assist with any outbound FedEx shipments. If you are shipping outbound through the Business Center, exhibitors will be responsible for taking their materials to the Center for processing. Additional handling fees may apply.
- Exhibitors Shipping UPS must take their materials to the Front Desk for processing.

MAXIMIZE YOUR EXHIBIT EXPERIENCE

A Few Reminders on How to:

- Engage Attendees
- Obtain Customers
- Establish Connections
- Generate Leads

MAXIMIZE YOUR EXHIBIT EXPERIENCE

DO:

- Stand at your exhibit table and greet attendees and other exhibitors warmly
- Engage attendees in friendly conversation; establish a connection
- Make visitors happy they stopped by your exhibit table; thank them for stopping by
- Keep your exhibit table neat and clean
- Wear your official Symposium badge while in the host facility
- Have staff in your exhibit space at all times, even when not required
- Have sufficient staffing to allow for rest and breaks

MAXIMIZE YOUR EXHIBIT EXPERIENCE

DO NOT:

- Dismantle your display until the exhibits are officially closed
- Sit at your exhibit table during breaks when attendees are in the exhibits area
- Talk or text on your cell phone while at your exhibit table
- Eat, drink, read, or otherwise be distracted
- Stand with your arms crossed, folded, or behind your back
- Chew gum
- Engage in conversation with your fellow exhibit staff whenever attendees are nearby

Thank you for participating in today's webinar.
We look forward to seeing you in Orlando!

Please contact me with any questions:

Eileen McGill

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Email: survivorexh@spargoinc.com