Over 8 hours of unopposed exhibit time
Connect With the CLINICIANS You Want to Reach

TAKE ADVANTAGE OF MARKETING AND EXHIBIT OPPORTUNITIES, PLUS,

- Meet face-to-face with key decision makers eager to learn about your company.
- Connect with new customers.
- Reinforce relationships with existing customers.

CHEST 2018 attendees will draw from a community of more than 19,000 CHEST members. Our diverse community of experts and peers represents a wide range of disciplines and team members who exchange ideas, learn and advance knowledge, and mentor one another.

6,480
CHEST 2017 TOTAL ATTENDANCE

CHEST ATTENDEE TOP SUBSPECIALTIES
(Individuals may have more than one subspecialty)

- Pulmonary medicine: 64%
- Critical care medicine/intensivist: 40%
- Sleep medicine: 11%
- Interventional pulmonology: 6%
- Cardiovascular medicine: 3%
- Pediatric pulmonology: 2%

Professional Attendance 4,610
Exhibitors & Vendors 1,870

INTERNATIONAL
23%

USA and Canada 77%
CHEST 2018 WILL FEATURE A CLINICALLY RELEVANT EDUCATION PROGRAM IN PULMONARY, CRITICAL CARE, AND SLEEP MEDICINE FOCUSED ON THE ENTIRE CARE TEAM.

CHEST 2018 EXHIBITORS will connect with attendees in the Exhibit Hall, offering interactive and educational experiences showcasing the clinical value of your products and services. Popular features in the Exhibit Hall include:

Experience CHEST. Our own CHEST booth highlights CHEST products and resources, houses the CHEST Store, and features bite-sized presentations on current chest medicine topics.

Original Investigation Posters. Unpublished science is displayed and presented during unopposed sessions.

Case Report Posters. Interesting, relevant, and sometimes unusual cases are presented.

Interactive Education. Innovative, interactive education opportunities inside the hall add dimension to the learning experience.

Learning Theaters. Focused presentations in a theater setting offer clinical insight.

CHEST Bingo. This popular game, played daily, allows attendees to compete for prizes.

3,676 UNIQUE EXHIBIT HALL ATTENDEES

Total Attendees to the Exhibit Hall at CHEST 2017

3,152
OCTOBER 30, 2017

2,767
OCTOBER 31, 2017

1,598
NOVEMBER 1, 2017

EXPECTED AUDIENCE

Advanced Practice Nurses, Registered Nurses
Anesthesiologists
Cardiologists and Cardiothoracic Surgeons
Critical Care Physicians
Fellows-in-Training
General Medicine Physicians
Hospitalists and ICU Medical Directors
International Professors and Clinicians
Interventional Bronchoscopists
Physician Assistants
Practice Administrators, Executives, and Managers
Pulmonary, Critical Care, and Sleep Professionals
Pulmonary, Critical Care, and Sleep Training Program Directors
Pulmonologists and Pediatric Pulmonologists
Respiratory Therapists

CHEST 2017
TOP 10 COUNTRIES
- United States
- Canada
- India
- Philippines
- Italy
- France
- Australia
- California
- New York
- Texas
- Ohio
- Pennsylvania
- Illinois
- Florida
- New Jersey
- Michigan
- Massachusetts
- Columbia
- Dominican Republic
- Saudi Arabia

CHEST 2017
TOP 10 STATES
- Florida
- New York
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- Pennsylvania
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CheST 2018 Sponsorship and Promotion Opportunities

Your support at the Chest Annual Meeting makes a valuable contribution to the total learning experience. Supporting a conference event or activity offers a more rewarding experience for attendees and increases your visibility. As a supporter, you receive prominent recognition through signage and inclusion in the program.

Communicate your message to Chest attendees through these popular promotional opportunities. We welcome new and creative ideas that contribute to the quality of the meeting, and all opportunities are reserved on a first-come, first-served basis.

High-profile promotion opportunities

Hanging Banners
$15,000 - $45,000 per location
Audience Reach: Approximately 5,000
Promote your company on highly-visible banners at the convention center, in the Exhibit Hall, or at the headquarters hotel. Cost varies by size and location.

Program-at-a-Glance Board
$30,000
Audience Reach: Approximately 5,000
Advertise on the Program-at-a-Glance board, a large directory over 5,000 attendees use daily to identify and locate sessions. The board is in a high-traffic area, making it an ideal opportunity to showcase your brand or message and exhibit booth location.

Learning Theaters in the Exhibit Hall
$25,000 per 45-minute lunchtime presentation (9 available slots)
$20,000 per 45-minute morning or afternoon presentation (16 available slots)
Fees do not include marketing and logistical expenses.
Audience Reach: Approximate Seating: 100
Make a presentation related to specific disease states in a mini-theater setting in the Exhibit Hall. Meet with attendees and key decision makers to share new research, discuss clinical protocols, conduct product demonstrations, or introduce new products and services. Presentations will be made daily during unopposed times. Daily time slots are limited, so reserve your space today!

Electronic Signage
$60,000 for up to 20 signs
Audience Reach: Approximately 5,000
Up to 20 digital LCD signs are placed in high-traffic areas and outside session rooms displaying session titles and speaker names. As the sole supporter of these signs, your corporate logo or message is displayed when CME programs are not being held.

Escalator Advertising
Call for Pricing
Audience Reach: Approximately 5,000
Promote your message to attendees on the main escalators of the convention center. Place clings to the side of the escalator, chrome dividers, and/or floor at the top and bottom of the escalators.

Experience Chest “Bite” Presentation Series Sponsor
$20,000 includes naming rights, related digital signage, and a robust promotional plan around the presentation series.
Demonstrate your commitment to championing lung health by partnering with the CHEST Foundation, the charitable foundation of the American College of Chest Physicians, and drive traffic and interest in your booth and products at the annual meeting.
For more information, contact:  
Catherine Disch  
Senior Manager, Exhibits and Sponsorship Sales  
cdisch@chestnet.org | 224/521-9515

R & R Lounge  
(Rest and Recharge)  
$40,000  
Audience Reach: Approximately 5,000  
Attendees rest, catch up with colleagues, and charge devices in this lounge area in the Exhibit Hall. Support the R & R Lounge and have your company name or product incorporated into the lounge title, and receive corporate recognition in marketing pieces and on signage in the lounge area. This is an effortless way to increase your visibility.

Column Wrap Advertising  
$15,000 - $20,000 per location  
Audience Reach: Approximately 5,000  
Place your company message, branding, and booth location on columns in high-traffic areas.

Window Clings  
$15,000 - $45,000  
Audience Reach: Approximately 5,000  
Advertise your product on bright and colorful window clings located in high-traffic areas of the convention center and in the headquarters hotel.

Non-CME Promotional Program/Activity  
4-Hour Evening Program: $75,000  
Fee does not include marketing and logistical expenses.  
Audience Reach: Approximately 5,000  
Attendees rest, catch up with colleagues, and charge devices in this lounge area in the Exhibit Hall. Support the R & R Lounge and have your company name or product incorporated into the lounge title, and receive corporate recognition in marketing pieces and on signage in the lounge area. This is an effortless way to increase your visibility.

Customized Cups and Napkins Used for Coffee Breaks in the Exhibit Hall  
$35,000  
Audience Reach: Approximately 15,000 (5,000 per day)  
Add your company branding to the beverage cups and napkins used by attendees during scheduled coffee breaks in the Exhibit Hall. This is a reliable method of permeating the entire convention center with your product logo, corporate logo, and/or booth location.

Help Desk  
$40,000  
The CHEST Help Desk is a high-traffic area where attendees go to get tech and other general assistance. Receive recognition on signage and select panels on the booth structure. Hours of operation are Saturday through Wednesday.

Tower Charging Stations  
$30,000 per station  
Audience Reach: Approximately 5,000  
Have your company name or product incorporated into the station title of one or more of our tower charging stations. In addition, receive corporate recognition in marketing pieces. This is an effortless way to increase visibility.

Meter Boards  
$5,000 each  
Display your marketing message with a double-sided meter board placed in high traffic areas throughout the convention center.

CHEST Bingo  
$10,000 per letter  
Audience Reach: Approximately 5,000  
CHEST Bingo attracts attendees to exhibit booths as they try to win prizes.
CHEST 2018 Sponsorship and Promotion Opportunities

For more information, contact: Catherine Disch | Senior Manager, Exhibits and Sponsorship Sales
cdisch@chestnet.org | 224/521-9515

DIGITAL MARKETING OPPORTUNITIES

CHEST Event App - Sponsored Push Notifications
Exclusive Support—$85,000
Silver—$50,000 (one opportunity)
Bronze Package—$35,000 per company (up to three available opportunities)
Audience Reach: Approximately 5,000
Includes four app push notifications delivered right to annual meeting attendees via their smartphone.
Subject to editorial and schedule review by CHEST.

Supporters will receive:
- Splash page support recognition 100 character maximum. (Exclusive for silver level supporter only)
- Rotating banner ads
- Enhanced exhibitor listing to include company logo
- Corporate/product branding on download site
- Recognition in programs

Mobile Targeting Ad
Contact Catherine Disch for pricing: cdisch@chestnet.org
Purchase hypertargeted ads to reach mobile and tablet devices of attendees. Deliver enhanced mobile and healthcare provider targeting to reach CHEST members when they are at conferences or browsing the Web outside of traditional (endemic) medical content.

Special Edition CHEST NewsBrief
Contact Catherine Disch for pricing: cdisch@chestnet.org
Sponsor special editions of our e-newsletter, sent during the CHEST Annual Meeting, and feature a mix of conference details, schedules, and information. Single-sponsor exclusive or multisponsor opportunities available.

Banner Ad Space in CHEST 2018 Email
Premevent email—$20,000
Only one ad space available, so act quickly to reserve.

CHEST-Sponsored Social Media Messages
$2,000 per post, which can include text, image or video, and URL. Exclusive package of 10 social media posts for $25,000, limited to one sponsor.
Audience Reach: Approximately 5,000
Meet your audience where they are, and share your messages related to CHEST 2018 with them. Over 1.3 billion people are daily users of Facebook, and Twitter receives 7 million unique visitors daily. CHEST-sponsored Facebook or Twitter posts are delivered to the CHEST social media audience (129,000 Facebook followers.) Limited to 10 total sponsored social media posts during CHEST 2018, subject to editorial and schedule review by CHEST.

CHEST Foundation
Dollars for Denim 2018
Premiere Sponsor - $25,000
Join the CHEST Foundation and your peers on Monday, October 8, as the sponsor of Dollars for Denim at CHEST 2018! Show your support by strutting your denim, and receive premiere sponsor recognition throughout the entire CHEST meeting and on social media and increased engagement at your booth.

For more information, contact Angela Perillo at aperillo@chestnet.org, 224-521-9520

CHEST Foundation
Cause Marketing
Several custom cause marketing projects are available for multiple sponsors, or claim the exclusive CHEST Foundation CHEST 2018 Cause Marketing Partner for $25,000.
Demonstrate your commitment to championing lung health by partnering with CHEST, and drive traffic and interest in your booth and products at the annual meeting.
Reach the CHEST Community All Year Long

**CHEST Today**

*CHEST Today* is a highly valued news digest sent daily, Monday through Friday, as member benefit.

- Traditional banner ad and sponsored/native content opportunities available.
- 13,400 US circulation, 42% gross open rate, 72% monthly open rate, 71% mobile open rate, 99.89% delivery rate.

For latest rate sheets, contact advertise@bulletinhealthcare.com.

**CHEST NewsBrief**

- Traditional banner ad and sponsored content opportunities available;
- Published every Wednesday, *CHEST NewsBrief* is a weekly news briefing delivered to all CHEST members, featuring the latest member resources, including leadership development opportunities and medical education. CHEST members specialize in a variety of clinical areas, including pulmonary disease, critical care, sleep medicine, and more.
- 13,400 US circulation, 34% gross open rate, 25% share of voice, open and click rates.

For latest rate sheets, contact advertise@bulletinhealthcare.com.

**CHEST® journal** (print and digital)

Learn more about advertising in the journal *CHEST*:
http://bit.ly/CHESTMediaKit or contact ssherman@americanmedicalcomm.com.

**CHEST® Physician** (print and digital)

Learn more about advertising in *CHEST Physician*. Contact mbranca@frontlinemedcom.com.

**CHEST Video Conference Reporter** in partnership with MedPage Today

Contact g.jaeger@medpagetoday.com.

**Exhibits and Promotion at our Live Learning, Simulation, and Board Review Courses**

Contact Catherine Disch at cdisch@chestnet.org.

**CHEST Social Media**

- Twitter chat sponsorship
- Sponsored social media posts
- Other new media partnerships

Contact Catherine Disch at cdisch@chestnet.org.

**CHEST Annual Meeting Attendee eMail/Mailing Lists**

Contact Catherine Disch at cdisch@chestnet.org.
Grant-Funded Opportunities

**Virtual Patient Tours (VPTs)**
Self-guided, museum-like experiences take learners through a patient case as they walk through learning stations. VPTs are available to all learners throughout the CHEST Annual Meeting.

**Educational GAME**
Interactive and multimedia hands-on learning activities. GAMEs are available to all learners throughout the CHEST Annual Meeting.

**Fellows Course**
A full-day course covering a variety of pulmonary and critical care topics that targets fellows-in-training.

**Interdisciplinary Sessions**
Programs address clinical issues across various disciplines and combine lecture-based, case-based, flipped-classroom, and hands-on learning opportunities.

**Postgraduate Courses**
Half-day and day-long intensive learning experiences on a variety of pulmonary, critical care, and sleep medicine topics.

**Learning Tracks**
Learning programs consisting of a number of sessions and activities. Tracks address a variety of learning styles and modalities and may include general sessions, case-based discussions, and team-based programs.

**CHEST Simulation Center**
A hands-on clinical environment where participants work with experienced faculty to sharpen skills and apply their knowledge using real equipment, live model demonstrations, and simulators.

**Industry-Supported CME Satellite Symposia**
CHEST offers the opportunity for accredited industry-supported CME satellite symposia. Symposia are held at times that do not compete with the annual meeting programming. The programs are not accredited by CHEST and are not part of the official conference program.

**CHEST Foundation Research Grants**
Support the CHEST Foundation in providing research awards to our members. Grant award recipients are recognized at the CHEST Annual Meeting and receive support to implement research projects that advance the prevention, diagnosis, and treatment of chest diseases.

For more information, contact:
**Debra Janiszewski**
Senior Director of Grant Development, Planning, and Evaluation
djaniszewski@chestnet.org | 224/521-9528
Following the meeting, each exhibitor will receive a comprehensive Attendee Insight Report revealing valuable data and insights on the Exhibit Hall in its entirety. Enhanced and custom report options are also available for a deeper dive exploration of your booth visitors, going beyond the traffic-based data to include proprietary data blended in from the CHEST Analytics portal. Reach out to us now to discuss your report options for 2018. Contact Catherine Disch at cdisch@chestnet.org.

KOL Focus Group/Panel Discussion

CHEST Analytics offers the opportunity for your company to assemble a group of key opinion leaders from among CHEST members for a focus group or panel session during the CHEST Annual Meeting. Insights gained can help inform your go-to-market strategy for a new treatment or device, help refine plans for a targeted education program for fellows, or get a boots-on-the-ground clinical perspective from community pulmonologists for early stages of drug development. From training program directors to critical care unit medical directors or any other group of KOLs whose insights and opinions you need and value, the CHEST Analytics team has you covered. We can assemble the panel, manage the logistics, administer the honorarium, facilitate the discussion, complete a top-line write-up, and provide a full detailed report.
3D Systems Healthcare
Actelion Pharmaceuticals US, Inc.
Advanced ICU Care
Aerogen
ALAT
Allergy & Asthma Network
Alpha-1 Canada (Alpha-1 Antitrypsin Deficiency Canada)
Ambu Inc.
American Association for Bronchology & Intervventional Pulmonology
American Board of Internal Medicine
American Thoracic Society Associates of Cape Cod
AstraZeneca
Avery Biomedical Devices
Bayer HealthCare
BD
Bio2 Medical, Inc.
Biodesix, Inc.
BMS/Pfizer
Body Vision Medical
Boehringer Ingelheim Pharmaceuticals, Inc.
Boston Medical Products
Boston Scientific
Bozeman Health
Brazilian Thoracic Society
Broncus Medical, Inc
BTG
Canadian Thoracic Society
Carle
Centurion Medical Products
CEP America
CHEST - Lupin from India
CHEST 2018 San Antonio
CHEST Career Connection
CHEST Game Shows
Circassia Pharmaceuticals, Inc.
Cook Medical
Elsevier, Inc.
Envision Physician Services
ERBE USA
European Respiratory Society
Experience CHEST
Fisher & Paykel Healthcare
FloSure Technologies LLC
Foundation for Sarcoidosis Research
Fujifilm
GE Healthcare
Genentech
Getinge Group
Gilead Sciences, Inc.
GlaxoSmithKline
Grifols
Hayek Medical Devices
HCA (Hospital Corporation of America)
Helen of Troy
Hill-Rom
IDbyDNA, Inc.
Imbio, LLC
INSMED
Intuitive Surgical
Invivo Corporation
Kaiser Permanente Northern California/ The Permanente Medical Group
La Jolla Pharmaceutical Company
Lupin
Mayo Clinic
MediMobile
Medtronic
Merit Medical Endotek
Methapharm
MGC Diagnostics
Mission Health System
Monaghan Medical Corporation
Morgan Scientific Inc.
Mount Sinai - National Jewish Health Respiratory Mylan Inc.
National Board for Respiratory Care, Inc. (NBRC)
National Board of Echocardiography, Inc.
National Jewish Health nnd Medical Technologies
NeiMed Pharmaceuticals, Inc.
NeuWave Medical
NeVap, Inc.
Northwell Health Physician Partners
Olympus America Inc.
OncoCyte Corporation
Optellum
PAH.TV
PAION UK LTD.
pfm medical, Inc.
Philips Healthcare
Philips Respironics
Piedmont Healthcare
Pinnacle Biologics
Prairie Lakes Healthcare System
Pulmonary Fibrosis Foundation
Pulmonary Hypertension Association
PulmOne Advanced Medical Devices Ltd.
Pulmonx Corporation
Reata Pharmaceuticals, Inc.
Regeneron Pharmaceuticals/Sanofi Genzyme
Riverside Health System
Riverside Medical Center
Rocket Medical
SiriusXM Dr. Radio
SonoSite, Inc.
Sound Physicians - The Intensivist Group
Spartanburg Regional Healthcare System
Sunovion Pharmaceuticals Inc.
TandemLife
Temple University Health System
Teva Respiratory
The Intensivist Company
Thermo Fisher Scientific
Thoracent Inc
Thorasys Thoracic Medical Systems Inc.
TSI Healthcare
unisonMD
United Therapeutics
Veracyte
Veran Medical Technologies
VIDA Diagnostics, Inc.
Vyaire Medical
General Exhibit Information

Exhibit Dates and Hours

<table>
<thead>
<tr>
<th>Date</th>
<th>Hours Open</th>
<th>Unopposed Time to Visit Exhibits</th>
<th>Lunch Break and Time to Visit Exhibits</th>
<th>Unopposed Time to Visit Exhibits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, October 8</td>
<td>10:00 AM – 4:00 PM</td>
<td>10:00 AM – 11:00 AM</td>
<td>12:00 PM – 1:30 PM</td>
<td>2:30 PM – 3:15 PM</td>
</tr>
<tr>
<td>Tuesday, October 9</td>
<td>9:45 AM – 3:00 PM</td>
<td>9:45 AM – 10:45 AM</td>
<td>11:45 AM – 1:15 PM</td>
<td>1:15 PM – 2:15 PM</td>
</tr>
<tr>
<td>Wednesday, October 10</td>
<td>9:45 AM – 2:30 PM</td>
<td>9:45 AM – 10:45 AM</td>
<td>11:45 AM – 1:15 PM</td>
<td>1:15 PM – 2:15 PM</td>
</tr>
</tbody>
</table>

Hours, including installation and dismantling, are subject to change. Exhibitors will be notified if a change in hours is necessary. Final times will be listed in Exhibit Service Manual.

Booth Information  Your exhibit fee includes:

- 8 hours of unopposed time
- Exhibit listing, including booth description and educational activity, in the CHEST 2018 Online Program and the Exhibit Guide, distributed to all attendees
- Privilege of booking housing through the CHEST housing bureau, which negotiates special rates for attendees and exhibitors
- Five complimentary exhibitor badges per 100 square feet (10’x10’) of space
- Beacon technology that will allow you to capture key information about attendees and who visited your booth
- General lighting
- Roving security
- Aisle cleaning
- Ventilation (heating/air conditioning)
- Opportunity to purchase preregistrant and postregistrant attendee mailing lists
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Application and Contract Space

CHEST teams with a2z, Inc, to bring you the latest in trade show technology. Booth selection takes place through an easy, one-stop-shop online reservation process. You have access to our live floor plan to select and reserve a booth, update your company information, and make your exhibit space deposit. Once confirmed, you will be able to log in to our exhibitor portal to:

- Enter and update company information
- Select product categories
- Preview and edit your public online profile

Booth Sizing & Pricing

$48 per sq. ft. = Flat Rate

<table>
<thead>
<tr>
<th>Booth Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’x10’</td>
<td>$4800</td>
</tr>
<tr>
<td>10’x20’</td>
<td>$9600</td>
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<td>10’x30’</td>
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<tr>
<td>60’x60’</td>
<td>$172,800</td>
</tr>
<tr>
<td>60’x70’</td>
<td>$201,600</td>
</tr>
</tbody>
</table>

Pricing Subject to Change

Make Plans Now for CHEST 2018

IMPORTANT DATES

May 11:  Final payment exhibit space due
No Refund policy goes into effect

June 4:  Exhibit Guide booth description information deadline

August 15:  Giveaway approval deadline  Notification to utilize an outside contractor deadline  Proof of insurance due from outside contractor

October 5:  Exhibitor move-in begins

October 8:  Exhibit hall opens

Catherine Disch
Senior Manager, Exhibits and Sponsorship Sales
cdisch@chestnet.org  |  224/521-9515

Contact regarding exhibit booth sales and contracts, private meeting suites, booth assignments, booth education descriptions, and payment.

Josh Coe
Exhibits and Meetings Manager
coe@chestnet.org  |  224-521-9582

Contact regarding any logistical/operational questions, such as Exhibitor Service Manual, official contractors, move-in or move-out dates, exhibitor registration, etc.
When assigning booth space, CHEST will use a priority point system. Points are accumulated as follows:

- 1 point will be given for each 10x10 booth space secured (e.g., 20x30 space = 6 points).
- 2 bonus points will be given for reservations received by November 2, 2018.
- 1 bonus point will be given for booking in 2018 CHEST Housing block.
- Exhibitor loyalty points: 1 point will be given for each year of exhibiting during the past 5 years (2013-2017).

During the priority point space selection process, applications received without a 50% deposit will not be processed. Applications received after May 15, 2018, must be accompanied by full payment.

Mergers & Buyouts
In cases where exhibiting companies have merged, been purchased by, or have purchased another company and need to merge booth space, the resulting company will retain the higher of the points total of the individual companies. Priority points will not be combined. Points will be evaluated on a case-by-case basis for companies sharing a booth space.

Reduction of Priority Points
Violations of rules and regulations will result in a loss of points.

- 1st violation results in the loss of the current year’s priority and bonus points.
- 2nd violation results in the loss of one-half of accrued points.
- 3rd violation results in the loss of the remainder of points.
- 4th violation results in a 1-year suspension of exhibit privileges.

Points will be deducted for infractions of rules and regulations:

- Distribution of advertising materials outside your exhibit space.
- Noncompliance with booth construction guidelines.
- Booth not set up on time.
- Dismantling before the show closes.
- Holding a social activity that conflicts with CHEST events.
- Unethical conduct.
- Being disruptive.
- Taking pictures of or recording other booths without permission.
- Booking hotels outside the CHEST housing block.

We reserve the right to deduct any or all points for serious infractions. Companies who do not exhibit for 3 or more consecutive years will forfeit priority points.

Space Assignment
If more than one company has the same number of priority points, the date the contract is received will determine who has first choice of the exhibit space selection.

Requests for space after the priority point deadline will be processed on a first-come, first-served basis, regardless of priority points. First-time exhibitors will be assigned space based on the date the application and deposit are received. We will make every effort to accommodate exhibitor requirements so that companies are able to exhibit under the most favorable conditions. Final decisions will be made by CHEST.