

 **CHEST**<sup>®</sup>  
Annual Meeting  
2017

Connecting a Global Community in Clinical Chest Medicine



**TORONTO**  
**CANADA**

October 28 - November 1

More Than 8 Hours of Unopposed Exhibit Time

**Marketing and Exhibit Prospectus**

**Exhibit Dates**

October 30 - November 1

Toronto, Canada

# CONNECT WITH THE CLINICIANS YOU WANT TO REACH

LEADING A GLOBAL COMMUNITY IN CLINICAL CHEST MEDICINE, CHEST 2017 WILL FEATURE A CLINICALLY RELEVANT LEARNING PROGRAM IN PULMONARY, CRITICAL CARE, AND SLEEP MEDICINE.

## TAKE ADVANTAGE OF MARKETING AND EXHIBIT OPPORTUNITIES TO:

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

CHEST 2017 attendees will draw from a community of more than 19,000 members of the American College of Chest Physicians (CHEST). CHEST is a diverse community of experts and peers, representing a wide range of disciplines and team members, who exchange ideas, learn and advance knowledge, and mentor one another.

> Register to Exhibit Today  
[chestmeeting.chestnet.org](http://chestmeeting.chestnet.org)



BE PART OF THIS COLLABORATION  
AT CHEST 2017.

**AS AN EXHIBITOR AT CHEST 2017**, you will connect with attendees in the exhibit hall, where they gather to learn about your products and engage in meaningful discussion. Offer interactive, educational experiences to showcase the clinical value of your products and services. Popular meeting features will take place in the exhibit hall to draw attendees to exhibits.

**Experience CHEST.** This popular area highlights new offerings and possibilities at CHEST.

**Original Investigation Posters.** Unpublished science is displayed and presented during unopposed sessions.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 Theater.** Focused presentations in a theater setting offer clinical insight.

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

**Watch [chestmeeting.chestnet.org](http://chestmeeting.chestnet.org) for more information.**

- Exhibit floor plan and booth pricing *(available now)*
- Application and contract *(available online)*

**For more information, contact:**  
**Catherine Disch**  
*Exhibits and Sponsorship Sales Manager*  
[cdisch@chestnet.org](mailto:cdisch@chestnet.org)  
**224/521-9515**

## Diversity of Membership

Primary specialties of CHEST members include:

Allergy and Immunology  
Anesthesiology  
Clinical Bioethics  
Critical Care Medicine  
Emergency Medicine  
Family Practice  
Internal Medicine  
Medical Genetics  
Neurosurgery  
Nuclear Medicine  
Otolaryngology  
Pathology  
Pediatrics  
Pharmacotherapy  
Physical Medicine and Rehabilitation  
Preventive Medicine  
Psychiatry and Neurology  
Pulmonology  
Radiology  
Sleep Medicine  
Surgery  
Thoracic Surgery

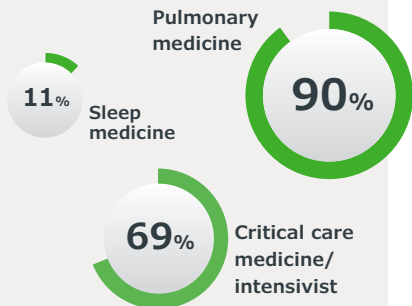
**Members get involved in CHEST NetWorks to further their clinical interests in areas of:**

Airways Disorders  
Cardiovascular Medicine and Surgery  
Chest Infections  
Clinical Pulmonary Medicine  
Clinical Research  
Critical Care  
Disaster Response  
Home Care  
Interprofessional Team  
Interstitial and Diffuse Lung Disease  
Interventional Chest/Diagnostic Procedures  
Occupational and Environmental Health  
Palliative and End-of-Life Care  
Pediatric Chest Medicine  
Practice Operations  
Pulmonary Physiology, Function, and Rehabilitation  
Pulmonary Vascular Disease  
Respiratory Care  
Sleep Medicine  
Thoracic Oncology  
Transplant  
Women's Health

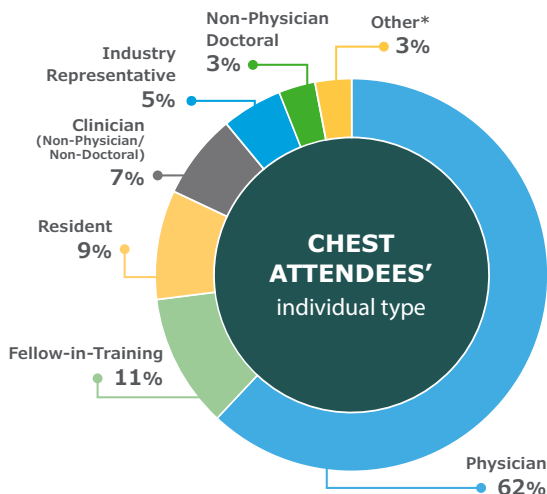
# CHEST ATTENDEE PROFILE

## CHEST Attendee Top Subspecialties

(Individuals may have more than one subspecialty)



Interventional pulmonology	5%
Pediatric pulmonology	2%



## CHEST 2016 TOP 10 COUNTRIES

- United States
- Canada
- Philippines
- India
- Egypt
- Australia
- Columbia
- Italy
- Greece
- Dominican Republic

## CHEST 2016 TOP 10 STATES

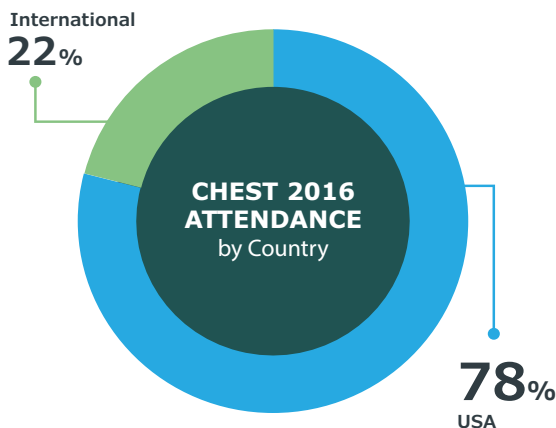
- California
- New York
- Texas
- Ohio
- Pennsylvania
- Illinois
- Florida
- New Jersey
- Michigan
- Massachusetts

TOTAL ATTENDANCE  
**6533**

Professional Attendance 4,798

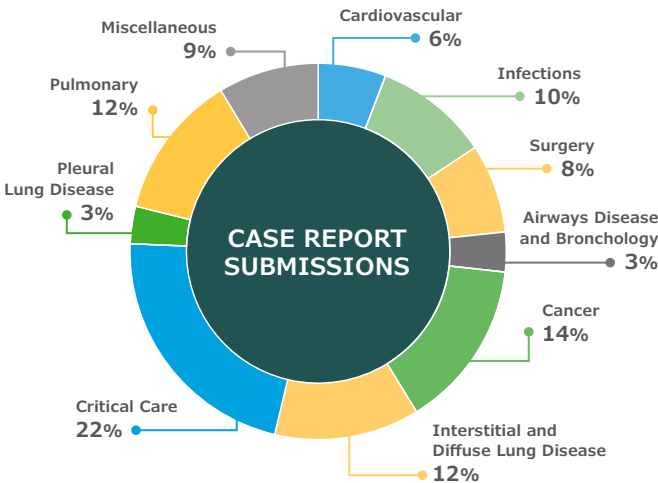
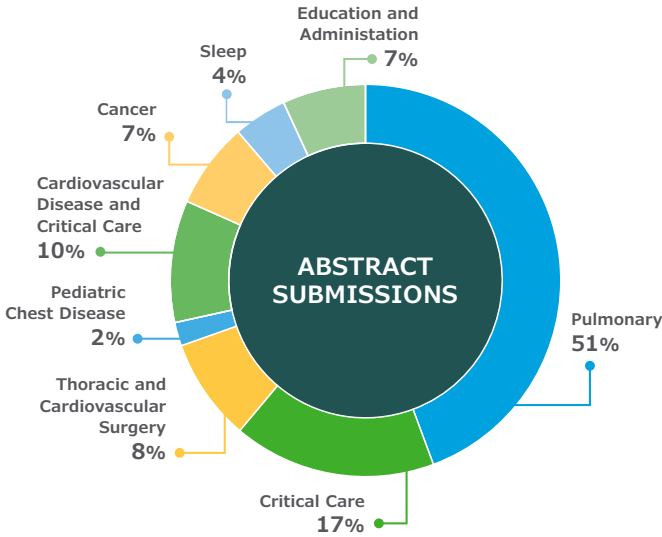
1,735

Exhibitors & Vendors



## Expected Audience

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



For more information:  
**Catherine Disch**  
 Exhibits & Sponsorships  
 Sales Manager  
[cdisch@chestnet.org](mailto:cdisch@chestnet.org)  
 224/521-9515

# CHEST 2017 SPONSORSHIP AND MARKETING OPPORTUNITIES

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

Get your message out to CHEST attendees with these popular promotional opportunities. We welcome new and creative ideas that contribute to the quality of the meeting. All opportunities are reserved on a first-come, first-served basis, so don't delay.

## HIGH-PROFILE PROMOTION OPPORTUNITIES

### Program-at-a-Glance Board

\$25,000

Audience Reach:

Approximately 5,000

Deadlines:

July 14—Signed Contract/Payment

August 18—Ad Materials Due

Advertise on the program-at-a-glance board, a large directory that 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.

### Tower Charging Stations

\$25,000 per station

Audience Reach: Approximately 5,000

Deadlines:

July 14—Signed Contract/Payment

August 18—Ad Materials Due

Attendees can recharge electronic devices on a branded charging kiosk. Have your company name or product incorporated into the station title. Receive corporate recognition in marketing pieces. This is an effortless way to increase visibility.



### Help Desk

\$35,000

Deadlines:

July 14—Signed Contract/  
Payment

August 18—Ad Materials Due

We host an information booth during CHEST, Saturday through Wednesday, in a high-traffic area where attendees get tech help and general information. Receive recognition on signage and select panels of the Help Desk unit.

### CHEST Bingo

Audience Reach:

Approximately 5,000

\$8,000 per letter

Deadline:

July 14—Signed Contract/  
Payment

CHEST Bingo attracts attendees to exhibit booths as they try to win prizes.

### 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

Capacity of 100

Deadlines:

May 15—Signed Contract/Payment

September 8—Ad Materials Due

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 feature new products and services. Presentations will be made daily during unopposed times. Daily time slots are limited, so reserve your space today!

For more information:

**Catherine Disch**

**Exhibits & Sponsorships Sales Manager**

**cdisch@chestnet.org • 224/521-9515**



### Non-CME Promotional Program/Activity

4-hour Evening Program: \$75,000

Fee does not include marketing and logistical expenses.

Audience Reach: Approximate Seating Capacity of 250. (*Capacity varies by room size. Details will be provided with application/contract.*)

Deadlines:

May 15—Signed Contract/Payment  
September 8—Ad Materials Due

Time slots are available Monday and Tuesday evening, 6:00 pm - 10:00 pm. These activities do not compete with CME programs, so you can present your product as a workshop and/or host a special activity—such as a poster presentation, reception, or other format—to present branded or nonbranded information to attendees.

**CHEST will provide:**

- Time slots unopposed by CME programming
- Room/setup (tables, chairs, and podium)
- Standard signage outside the room to indicate this is a non-CME program
- Standard AV equipment (LCD projector, screen, microphone, laser pointer)

**As a supporter, you will be responsible for marketing and logistical expenses:**

- Development of the program and/or the special activity.
- Production and distribution of invitations. (*Participation in a bag drop and program announcement in the daily newspaper is a separate fee contracted with an outside vendor.*)
- Inclusion in the Exhibit Guide

### Shuttle Bus Service

\$25,000

Fee does not include special advertisements, such as bus wraps, covering on seat headrests, or programs on TV monitors.

Deadlines:

July 14—Signed Contract/Payment  
August 18—Ad Materials Due

Shuttle service is available between hotels and the convention center. Transportation is provided for educational symposia, non-CME promotional activities, and other events. As a supporter, you receive recognition on signage in the bus, at the hotels and convention center, and in marketing materials.

### R & R Lounge (Rest and Recharge)

\$40,000

Audience Reach:  
Approximately 5,000

Deadlines:

July 14—Signed Contract/Payment  
August 18—Ad Materials Due

A lounge area in the exhibit hall allows attendees to rest, catch up with colleagues, and recharge electronic devices. Support the R & R Lounge to have your company name or product incorporated into the lounge title. Receive corporate recognition in marketing pieces and on signage in the lounge area. This is an effortless way to increase your visibility.

## DIGITAL MARKETING OPPORTUNITIES

### “Know Before You Go” Banner Ad Space in CHEST 2017 e-Mail

Premeeting e-mail—\$15,000

Deadlines:

September 15—Signed Contract/Payment  
September 29—Ad Materials Due

Only one ad space available, so act quickly to reserve.

### Electronic Signage

\$60,000 for up to 20 signs

Audience Reach:

Approximately 5,000

Headlines:

July 14—Signed Contract/Payment  
September 15—Ad Materials Due

Up to 20 digital LCD signs are placed in high-traffic areas and outside session rooms to display session titles and speaker names. As the sole supporter of signs, have your corporate logo or message displayed when CME programs are not being held.

### CHEST 2017 App

Exclusive Support—\$80,000

Silver—\$50,000  
(one opportunity)

Bronze Package—\$35,000 per company (up to three available opportunities)

Audience Reach:  
Approximately 5,000

Deadlines:

June 30—Signed Contract/Payment  
July 7—Ad Materials Due

The app will be made available for Android and Apple devices and via a mobile-ready website.

**Supporters will receive:**

- Splash page support recognition (*Exclusive on silver level supporter only*)
- Rotating banner ads
- Enhanced exhibitor listing to include company logo
- Corporate/product branding on download site
- Recognition in programs





# CHEST 2017 SPONSORSHIP AND MARKETING OPPORTUNITIES

## ADVERTISING AND BANNER ADS

### 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 HCP 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 featuring a mix of conference details, schedules, and information. Single-sponsor exclusive or multisponsor opportunities available.

### Elevator Door Clings at Headquarters Hotel

*Call for Pricing*

Audience Reach: Approximately  
5,000

Deadlines:

July 14—Signed Contract/Payment  
August 18—Ad Materials Due

Your message will be seen by attendees as they wait to enter hotel elevator.



### Escalator Advertising

*Call for Pricing*

Audience Reach: Approximately  
5,000

Deadlines:

July 14—Signed Contract/Payment  
August 18—Ad Materials Due

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.



### Column Wrap Advertising

\$12,000 - \$15,000 per location

Audience Reach:

Approximately 5,000

Deadlines:

July 14—Signed Contract/Payment  
August 18—Ad Material

Column wraps are a unique opportunity for you to place your company message, branding, and booth location on columns in high-traffic areas.

### Hanging Banners

\$15,000 - \$30,000 per location

Audience Reach: Approximately  
5,000

Deadlines:

July 14—Signed Contract/Payment  
August 18—Ad Materials Due

Promote your company identity and/or brand at the convention center, in the exhibit hall, or at the headquarters hotel. Cost varies by size and location.

### Customized Cups and Napkins Used for Coffee Breaks in the Exhibit Hall

\$30,000

Audience Reach: Approximately  
15,000 (5,000 per day)

Deadlines:

July 14—Signed Contract/Payment  
August 18—Ad Materials Due

Support 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 information.

### Window Clings

\$15,000 - \$35,000

Audience Reach:

Approximately 5,000

Deadlines:

July 14—Signed Contract/Payment  
August 18—Ad Materials Due

Advertise your product on bright and colorful window clings located in high-traffic areas of the convention center and in the headquarters hotel.



# CHEST 2016 EXHIBITORS

3D Systems Healthcare  
Abbott Nutrition  
Actelion Pharmaceuticals US, Inc.  
Adako USA  
Advanced Brain Monitoring, Inc.  
Advanced ICU Care  
Aerogen  
Allergy & Asthma Network  
Ambu Inc.  
American Association for Bronchology & Interventional Pulmonology  
American Association of Critical Care Nurses  
American Board of Internal Medicine  
American Thoracic Society  
Apogee Physicians  
AstraZeneca  
Avera eCARE Service  
Avery Biomedical Devices  
Banner Health  
Barlow Respiratory Hospital  
Bayer HealthCare  
BBMK Technologies  
BD  
Billings Clinic  
Bio2 Medical, Inc.  
Biodesix, Inc.  
BMS/Pfizer  
BodyWorks  
Boehringer Ingelheim Pharmaceuticals, Inc.  
Boston Medical Products  
Boston Scientific  
Bozeman Health  
Brazilian Thoracic Society  
BREATHE California of Los Angeles County  
BTG  
Canadian Thoracic Society  
CareFusion  
Carolinas HealthCare System  
Cempra, Inc.  
CHEST  
CHEST Career Connection  
CHEST International Meetings  
CHEST User Experience  
Circassia Pharmaceuticals, Inc.  
Clarius Mobile Health  
Cook Medical  
COSMED USA, Inc.  
Drive DeVilbiss Healthcare  
EFER ENDOSCOPY  
ELSEVIER Inc.  
eMP10  
ERBE USA  
European Respiratory Society  
Experience CHEST  
Extracorporeal Life Support Organization (ELSO)  
Fisher & Paykel Healthcare  
Florida Hospital Heartland Medical Center  
FloSure Technologies LLC  
Foundation for Sarcoidosis Research  
Fujifilm  
Futuremed  
GE Healthcare  
Genentech  
Genentech Novartis  
GEOMIST LLC  
Getinge Group  
Gilead Sciences, Inc.  
GlaxoSmithKline  
Grifols  
Hattiesburg Clinic  
Hayek Medical Devices  
HCA (Hospital Corporation of America)  
Healthtec Industries  
Hill-Rom  
Huntsville Hospital  
Imbio, LLC  
Innovation Compounding  
INSMED  
INTERNATIONAL BIOPHYSICS CORP.  
Invivo Corporation  
Janssen Pharmaceuticals, Inc.  
Kaiser Permanente - Southern California Permanente Medical Group  
Karl Storz Endoscopy-America, Inc.  
Kreg Therapeutics  
Mallinckrodt Pharmaceuticals  
Mayo Clinic  
Meda Pharmaceuticals  
Medela, Inc.  
Medtronic  
Memorial Healthcare System  
Merit Medical Endotek  
Methapharm  
Metro Health Hospital  
Monaghan Medical Corporation  
Morgan Scientific Inc.  
Mount Sinai - National Jewish Health Respiratory  
Mylan Inc.  
National Board for Respiratory Care, Inc. (NBRC)  
National Jewish Health  
ndd Medical Technologies  
NeilMed Pharmaceuticals, Inc.  
NeuWave Medical  
NeVap  
Niveus Medical  
Olympus America Inc.  
OncoCyte Corporation  
Otto Trading Inc  
PAH.TV  
Passy-Muir, Inc.  
PENTAX Medical Company  
pfm medical, Inc.  
Pharmaceutical Specialties Inc.  
Philips Healthcare  
Philips Respiricon  
Piedmont Healthcare  
Pinnacle Biologics  
Prairie Lakes Healthcare System  
Providence Health & Services  
Pulmonary Fibrosis Foundation  
Pulmonary Hypertension Association  
PulmOne Advanced Medical Devices Ltd.  
Pulmonx Corporation  
Questcare Intensivists and Pulmonary Consultants  
Radiometer  
Reata Pharmaceuticals, Inc.  
ResMed  
RGI Informatics  
Richard Wolf Medical Instruments  
Rocket Medical  
ScholarMD  
Sentara Medical Group  
Sentec, by Master Distributor Bemes, Inc.  
SheerVision, Inc.  
SirusXM Dr. Radio  
SonoSite, Inc.  
Sound Physicians - The Intensivist Group  
Spiration, Inc.  
ST. JOSEPH'S HOSPITAL AND MEDICAL CENTER  
Stop Smoking Strategies, LLC  
Sunovion Pharmaceuticals Inc.  
SuperCare Health  
Teleflex  
Teva Respiratory  
The Intensivist Company  
Thermo Fisher Scientific  
Tourism Toronto/CHEST Housing 2017  
TSI Healthcare  
United Therapeutics  
UreSil, LLC  
Vapotherm  
Veracyte  
Veran Medical Technologies  
Verathon Medical  
Virtuox  
Wolters Kluwer

# NEW FOR CHEST 2017

## BEACON TECHNOLOGY AND ANALYTICS

With Beacon Technology, all CHEST exhibitors will have improved understanding of the flow of attendee traffic throughout the conference, including which booths and exhibits they visit and for how long. You will gain key insights into visitors' conference interests and behaviors. Beacon will be a tremendous data and analytics asset to you as you prepare for the annual meeting and, afterwards, when you assess your booth's performance and marketing impact. In addition, you will have the option to combine Lead Retrieval information with Beacon data to provide more insight into your visitors' level of interest that can help you focus on the most effective follow-up efforts.

### Included Reports for 2017

#### CHEST Conference Exhibitor Beacon Data Overview

This report presents general CHEST exhibit floor traffic and your specific booth visits.

- Total Exhibit Hall Visitors
- Total Exhibit Hall Unique Attendees
- Average Booths Visited by Attendee
- Average Booth Stay Time in Exhibit Hall
- Unique Attendees At Your Booth
- Total Visitors At Your Booth
- Average Stay Time At Your Booth

#### Total Visits to Exhibit Hall by Individual Type

This report gives better insight into the specific attendee individual types (physician, fellow, clinician, etc.) that are present in the exhibit hall for each day.

#### CHEST Conference Exhibit Hall Demographics

This report assigns more detailed percentages to the individual types, specialties, and subspecialties of the attendees in the exhibit hall for all three days.

- Booth Visitors By Individual Type
- Top Specialties By Attendees
- Top Ten Subspecialties By Attendees

#### Exhibit Hall Demographics By Country and Region

This report presents the breakdown of attendees to the exhibit hall by country and by US region.

#### Visitors To Your Booth By State

This report and graphic shows the registered attendee visitors to your booth by state over all three days.

#### Your Attendee Breakout

This report offers specific demographic breakouts of the attendees that visited your booth over all three days

- Country Demographics of Attendees
- Visitors To Your Booth By Individual Type
- Visitors To Your Booth By Subspecialty

#### Top Exhibitors By Booth Visits

This report show how your booth traffic compares to other exhibitors in terms of total booth visitors and also includes your unique booth visitors total.

### CHEST 2016 Beacon Data Overview

	October 24, 2016	October 25, 2016	October 26, 2016
Total Exhibit Hall Visits	5,621	5,086	2,690
Unique Attendees in Exhibit Hall	1,923	1,831	910
Average Booths Visited by Attendee	7		
	Average Booth Stay Time in Exhibit Hall		
	7.9 Minutes		

# GENERAL EXHIBIT INFORMATION



October 28 - November 1

## Exhibit Dates and Hours

Date	Hours Open	Unopposed Time to Visit Exhibits	Lunch Break and Time to Visit Exhibits	Unopposed Time to Visit Exhibits
Monday, October 30	10:00 AM – 4:00 PM	10:00 AM – 11:00 AM	12:15 PM – 1:30 PM	2:30 PM – 3:15 PM
Tuesday, October 31	10:00 AM – 3:00 PM	10:00 AM – 11:00 AM	12:15 PM – 1:30 PM	1:30 PM – 2:30 PM
Wednesday, November 1	10:00 AM – 2:30 PM	10:00 AM – 11:00 AM	12:15 PM – 1:30 PM	1:30 PM – 2:30 PM

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 kit.

## Booth Information

### Your exhibit fee includes:

- 8 hours of unopposed time
- Exhibit listing, including booth description and educational activity, in the CHEST 2017 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
- Beacon technology that will allow you to capture key information about attendees and who visited your booth
- Roving security
- Aisle cleaning
- General lighting
- Ventilation (heating/air conditioning)
- Opportunity to purchase preregistrant and postregistrant attendee mailing lists

- Access to shuttle bus
- Five complimentary exhibitor badges per 100 square feet (10'x10') of space

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

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

**Paul Niemiec**  
**Exhibits and Sponsorships**  
**Operations Manager**  
**pniemiec@chestnet.org**  
**224/541-9582**

Contact regarding any logistical/operational questions, such as Exhibitor Service Manual, official contractors, move in or move out dates, exhibitor registration, etc.

## Booth Sizing and Pricing

Booth Size	Cost sq. ft.
10' x 10'	\$51.00
10' x 20'	\$51.00
10' x 30'	\$51.00
10' x 40'	\$50.00
20' x 20'	\$50.00
20' x 30'	\$50.00
20' x 40'	\$49.00
30' x 30'	\$49.00
20' x 50'	\$48.00
30' x 40'	\$48.00
30' x 50'	\$47.00
40' x 40'	\$47.00
40' x 50'	\$47.00
50' x 50'	\$46.00
50' x 60'	\$46.00
50' x 70'	\$45.00
60' x 60'	\$45.00
60' x 70'	\$45.00

## Application and Contract Space

CHEST teams with a2z, Inc. to bring you the latest in tradeshow 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
- Enter a company description
- Select product categories
- Preview and edit your public online profile

Connect to a2z [chestmeeting.chestnet.org](http://chestmeeting.chestnet.org)

Pricing Subject to Change

## Beacon Technology



Beacon allows CHEST and our exhibitors to better understand the flow of attendee traffic throughout the conference and to gain key insights into visitor interest. By understanding the quality of visit, background, general profile, and interests of attendees who visited your booth, you as an exhibitor, will be able to better discern how successful your participation was and how to plan for future events.

# PRIORITY POINT SYSTEM POLICIES

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 (eg, 20x30 space = 6 points).
- 2 bonus points will be given for reservations received by November 2, 2017.
- 1 bonus point will be given for booking in 2017 CHEST Housing block.
- Exhibitor loyalty points: 1 point will be given for each year of exhibiting during the past 5 years (2012-2016).

During the priority point space selection process, applications received without a 50% deposit will not be processed. Applications received after May 15, 2017, must be accompanied by full payment.

## Mergers and 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 during CHEST.
- 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.

## IMPORTANT DATES

- May 15:** Final payment exhibit space due  
No Refund policy goes into effect
- June 5:** Exhibit Guide information deadline
- August 7:** Exhibitor Service Kit e-mailed to exhibitors
- September 25:** Giveaway approval deadline  
Notification to utilize an outside contractor deadline  
Proof of insurance due from outside contractor
- October 27:** Exhibitor move-in begins
- October 30:** Exhibit hall opens



**CHEST**  
Annual Meeting  
2017

**MAKE PLANS NOW  
FOR CHEST 2017**

FOR MORE INFORMATION, CONTACT:

Catherine Disch  
Exhibits and Sponsorship Sales Manager  
cdisch@chestnet.org  
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