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

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 Unpublished science is displayed and presented during unopposed sessions.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 for more information.
- Exhibit floor plan and booth pricing (available now)
- Application and contract (available online)

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
- 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

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

CHEST Attendee Top Subspecialties
(Individuals may have more than one subspecialty)

- Pulmonary medicine: 90%
- Sleep medicine: 11%
- Critical care medicine/intensivist: 69%
- Intervventional 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
- Exhibitors & Vendors: 1,735

CHEST 2016 ATTENDANCE by Country
- 78% USA
- 22% International
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
Physician 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
224/521-9515
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!
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
Deadlines:
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
ADVERTISING AND BANNER ADS

Mobile Targeting Ad
Contact Catherine Disch for pricing: cdisch@chestnet.org
Purchase hyper-targeted 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.

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 the headquarters hotel.

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.
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.
Biodex, 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
Metro Health Hospital
Monaghan Medical Corporation
Mylan Inc.
National Board for Respiratory Care, Inc. (NBRC)
National Jewish Health
ndd Medical Technologies
NeulMed 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 Respironics
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
Sextec, 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

<table>
<thead>
<tr>
<th></th>
<th>October 24, 2016</th>
<th>October 25, 2016</th>
<th>October 26, 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Exhibit Hall Visits</td>
<td>5,621</td>
<td>5,086</td>
<td>2,690</td>
</tr>
<tr>
<td>Unique Attendees in Exhibit Hall</td>
<td>1,923</td>
<td>1,831</td>
<td>910</td>
</tr>
<tr>
<td>Average Booths Visited by Attendee</td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average Booth Stay Time in Exhibit Hall</td>
<td></td>
<td>7.9 Minutes</td>
<td></td>
</tr>
</tbody>
</table>
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 30</td>
<td>10:00 AM – 4:00 PM</td>
<td>10:00 AM – 11:00 AM</td>
<td>12:15 PM – 1:30 PM</td>
<td>2:30 PM – 3:15 PM</td>
</tr>
<tr>
<td>Tuesday, October 31</td>
<td>10:00 AM – 3:00 PM</td>
<td>10:00 AM – 11:00 AM</td>
<td>12:15 PM – 1:30 PM</td>
<td>1:30 PM – 2:30 PM</td>
</tr>
<tr>
<td>Wednesday, November 1</td>
<td>10:00 AM – 2:30 PM</td>
<td>10:00 AM – 11:00 AM</td>
<td>12:15 PM – 1:30 PM</td>
<td>1:30 PM – 2:30 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 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

<table>
<thead>
<tr>
<th>Booth Size</th>
<th>Cost sq. ft.</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’</td>
<td>$51.00</td>
</tr>
<tr>
<td>10’ x 20’</td>
<td>$51.00</td>
</tr>
<tr>
<td>10’ x 30’</td>
<td>$51.00</td>
</tr>
<tr>
<td>10’ x 40’</td>
<td>$50.00</td>
</tr>
<tr>
<td>20’ x 20’</td>
<td>$50.00</td>
</tr>
<tr>
<td>20’ x 30’</td>
<td>$50.00</td>
</tr>
<tr>
<td>20’ x 40’</td>
<td>$49.00</td>
</tr>
<tr>
<td>30’ x 30’</td>
<td>$49.00</td>
</tr>
<tr>
<td>20’ x 50’</td>
<td>$48.00</td>
</tr>
<tr>
<td>30’ x 40’</td>
<td>$48.00</td>
</tr>
<tr>
<td>30’ x 50’</td>
<td>$47.00</td>
</tr>
<tr>
<td>40’ x 40’</td>
<td>$47.00</td>
</tr>
<tr>
<td>40’ x 50’</td>
<td>$47.00</td>
</tr>
<tr>
<td>50’ x 50’</td>
<td>$46.00</td>
</tr>
<tr>
<td>50’ x 60’</td>
<td>$46.00</td>
</tr>
<tr>
<td>60’ x 60’</td>
<td>$45.00</td>
</tr>
<tr>
<td>60’ x 70’</td>
<td>$45.00</td>
</tr>
</tbody>
</table>

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

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.
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, 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