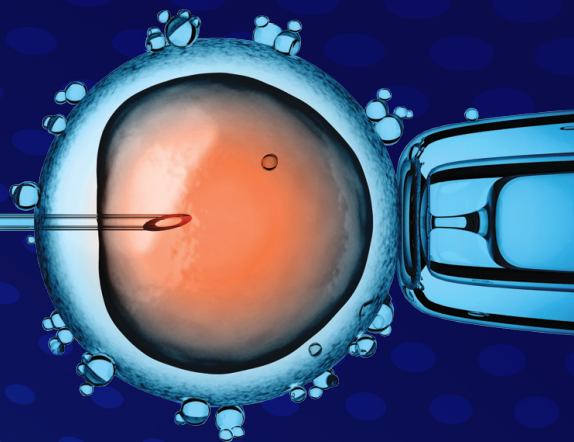


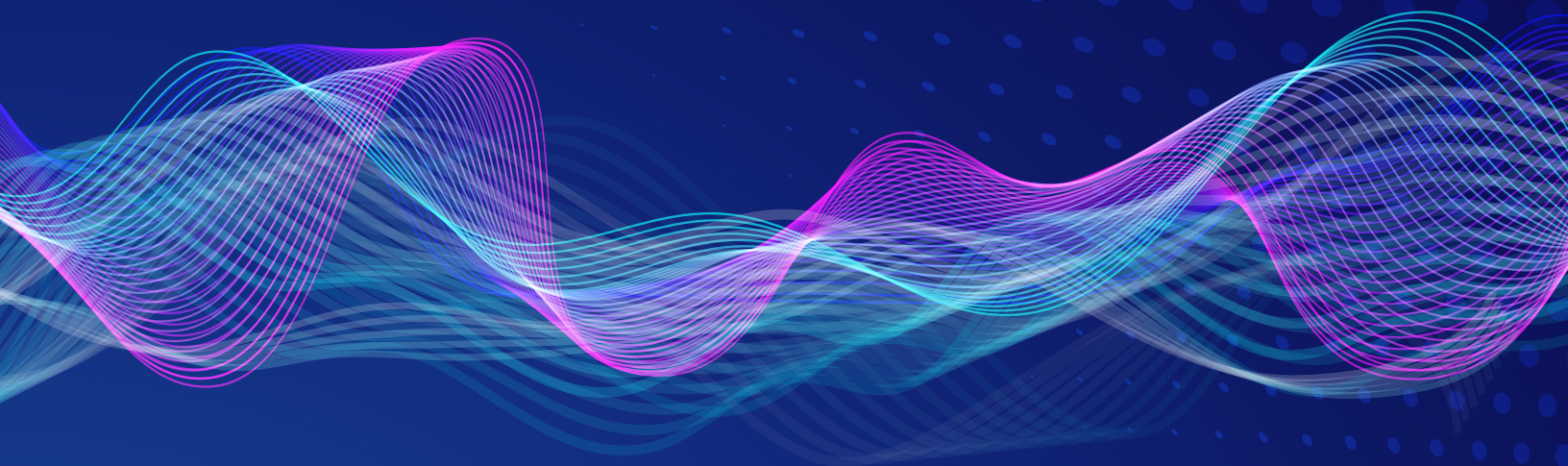
FLORIDA SOCIETY OF REPRODUCTIVE ENDOCRINOLOGY AND INFERTILITY

# FSREI 2023 Annual Meeting



**August 11–12, 2023**

The Ritz-Carlton Orlando, Grande Lakes  
Orlando, FL



## Exhibitor Prospectus & Sponsorship Guide

REGISTER AT  
**[fsrei.org/2023-meeting](https://fsrei.org/2023-meeting)**



Florida Society of Reproductive Endocrinology and Infertility

# Benefits of Exhibiting

Connect with over **75 reproductive medicine specialists** and over **250 Ob/Gyns**

Opportunities for **immediate sales leads**

Benefit from **listings in the virtual exhibit hall, onsite signage** and in the **mobile meeting app**

Receive **2 badges** for company representatives; includes **access to the scientific sessions**

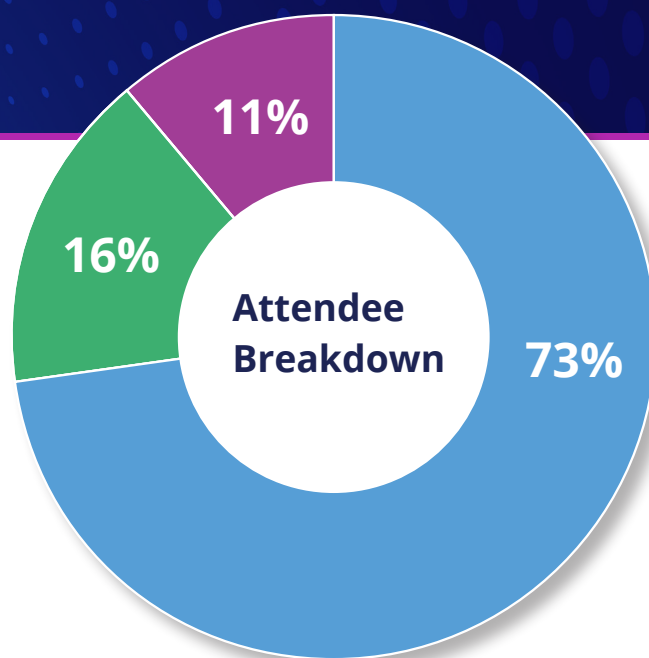
## Exhibit Information

### Exhibit Booth:

- One 8 x 10 booth (includes: table, 2 chairs, waste paper basket)
- Two badges for company representatives (additional badges available for purchase)
- One lead retrieval scanner
- Complimentary listing with company description on meeting signage, in the online virtual exhibit hall and in the mobile meeting app

### Pricing:

Early Bird	Dec. 2022 - Mar. 1, 2023	<b>\$2,950</b>
Advance	Mar. 2 - Apr. 15, 2023	<b>\$3,150</b>
Regular	Apr. 16, 2023 - Aug. 10, 2023	<b>\$3,450</b>



- Reproductive Medicine Specialists
- Embryologists
- Registered Nurses/ARNPs

## Exhibit Information

Exhibit Manager, Jean Mitchell  
[jmitchell@fsrei.org](mailto:jmitchell@fsrei.org) • 904-309-6206





## Program Venue

**The Ritz-Carlton Orlando, Grande Lakes**  
4012 Central Florida Pkwy  
Orlando, FL 32837

**Room Rate:** \$199+ tax/night, plus \$30 resort fee

**Reservations:** Call **800-266-9432** and ask for the FSREI / ACOG District XII group rate.

**Cutoff:** The room block will be open through **July 16, 2023** or until the FSREI room block is full.

## Exhibit Hall Hours\*:

### Friday, August 11

Move In:

12:00 PM – 5:00 PM

Welcome Reception:

6:30 PM – 8:30 PM

### Saturday, August 12

Hall Open

9:35 AM – 2:30 PM

Move Out:

2:30 PM

*\* Subject to change*



# Facetime Opportunities

## Satellite Symposium ..... \$15,000

Be viewed as a leader in the field of reproductive medicine. Host a one-hour CME accredited session. This unique opportunity, available only to exhibitors, gives your company exclusive access to reach attendees for a specified one-hour session (not to compete with scientific sessions). Due to limited availability, you are encouraged to register as soon as possible to secure your preferred dates and times for your company. This sponsorship includes:

- Symposium posted on the meeting website, app and signage
- Basic audiovisual will be provided
- Priority placement in the hall

## Product Theater ..... \$10,000

Showcase your company's newest products or services during a dedicated one-hour session in a private meeting room equipped for 50 attendees. Engage the attendees and make use of valuable face-time with them, without competition of any kind. This sponsorship includes:

- Complimentary 8x10 booth
- Promotion of your product theater on the meeting website, app and signage
- One-time use of a mailing list to market to all pre-registered attendees
- Basic audiovisual will be provided

### Time Slots

Friday, Aug. 11 • 6 – 7 PM

Saturday, Aug. 12 • 6:30 – 7:30 AM

## FSREI Member Reception ..... \$5,000

The FSREI member reception sponsor has the opportunity to meet with all FSREI member attendees during a one-hour reception. The sponsor will also have the opportunity to make a welcome speech and also has the option to provide a giveaway to members during the reception.

# Essential Opportunities

## Hotel Key Cards (Exclusive Opportunity) ..... \$5,000

Capture the attention of attendees as soon as they arrive at the host hotel! Attendees staying at the host hotel will receive a hotel key card with your company logo and website at check-in. Your company will be recognized as a sponsor on meeting signage and in the mobile meeting app. Sponsorship must be confirmed 60-days prior to the meeting.

## Attendee Meeting Bag ..... \$4,500

The sponsor of the attendee meeting bags will receive full exposure as every bag will include your company name and logo. Attendees will use the meeting bag throughout the entire meeting and beyond. Sponsorship must be confirmed 60-days prior to the meeting.



## **Photo Booth (Exclusive Opportunity) . . . . . \$4,000**

Sponsor the FSREI photo booth located in the exhibit hall. This is a sure-fire way to draw attendees to your booth and create fun memories for the attendees. The photo printout will have your logo and website information included.

## **Directional Floor Decals (Exclusive Opportunity) . . . . . \$3,500**

Direct attendees to your exhibit booth with floor decals featuring your company logo. The floor decals will be strategically placed at the entrance of the exhibit hall to lead attendees directly to your company's booth.

## **Bathroom Mirror Clings (Exclusive Opportunity). . . . . \$3,000**

Place your company message, logo or booth number in a spot that attendees will be sure to see the bathroom! Mirror clings will be placed in the bathrooms located near the meeting space for attendees to see in clear view!

## **Room Door Drop . . . . . \$3,000**

Reach attendees in their room before they even reach the exhibit hall. This is an excellent opportunity to promote your company before attendee's head out to the exhibit hall. Door drops can include messaging about your product/services as well as an invite to stop by your booth. Your company creates the marketing piece and we will take care of the rest!

(All door drops must be approved by prior to printing. Sponsor is responsible for design, printing and shipping (Max size/weight: 8.5" x 11", max weight .08 oz).

## **Meeting Bag Stuffer . . . . . \$1,250**

Want more exposure during the FSREI meeting? Include your company branded swag in the attendee meeting bags. Your company can provide the swag, or we can help you create a specialized item. All inserts must be approved by the FSREI prior to printing. Sponsor is responsible for design, printing and shipping.

(Max size/weight: 8.5" x 11", max weight .08 oz).

## **Bingo Card Slot (Limited Availability) . . . . . \$350**

Have some fun with attendees by including your company name and booth number on a Bingo card that conference attendees will have to complete to qualify for a special prize drawing at the end of the conference. Enjoy extra exposure with this update to our previous exhibitor passport. Each attendee must visit every booth on the card before they can qualify for the prize drawing.

## **Pre-Registration List . . . . . \$150**

Want to know who will be attending the meeting before you arrive? Purchase the pre-registration list that will include all pre-registered attendees. The list will be sent two weeks prior to the meeting and will include attendee first and last name, and city/state.



# Advertising Opportunities

## Premier Advertising Onsite (Limited Availability) ..... \$1,500

An 8-foot ad will be placed on the back of the meeting signage that all attendees will see upon arrival at the meeting. Signage can include your company logo, exhibit booth number, company website or can even include information on your products and/or services.

## Annual Meeting Platform Ad ..... \$500/month

Place an ad on the the annual meeting platform that all attendees will have access to for the meeting. Reach all attendees through this vital tool. Meeting attendees include physicians, embryologists and nurses. Ad dimensions are 208 x 208 and should can be submitted in a .jpeg or png format.

## Full/Half-Page Ad in the FSREI E-Newsletter ..... \$600/\$350

Reach out to the attendees before and/or after the meeting by placing a full or half-page full color ad in the FSREI e-newsletter. There is no better way to remind the attendees that your company will be at the upcoming meeting. The FSREI e-newsletter will be emailed in May and October. Full-page size: 7.5x10; Half-page size: 7.5x5.

**For customized packages, please contact Jean Mitchell at [jmitchell@fsrei.org](mailto:jmitchell@fsrei.org).  
Must purchase booth to take advantage of sponsorship opportunities.**

# Important Deadlines

## March 1, 2023

Early Bird Exhibit Rate Ends

## April 4, 2023

Advance Exhibit Rate Ends

## April 5, 2023

Regular Exhibit Rate in Effect

## April 17, 2023

Ad(s) due for e-newsletter

## June 1, 2023

Hotel Key Cards, Attendee Meeting Bags

## July 3, 2023

Satellite Symposia and Product Theater Apps Due

## July 10, 2023

Bag Stuffers, Room Door Drops Due

## July 16, 2023

Hotel Reservation Cutoff



# EXHIBIT & SPONSORSHIP APPLICATION

August 11–12, 2023 | The Ritz-Carlton Orlando, Grande Lakes | Orlando, FL



## Exhibit Booth Pricing

(Select one below. Payment is due at the time the application is submitted.)

- ☐ **Early Bird:** \$2,950 December 2022 – March 1, 2023  
☐ **Advance:** \$3,150 March 2, 2023 – April 4, 2023  
☐ **Regular:** \$3,450 April 5, 2023 – August 10, 2023

## Sponsorship Opportunities\*

### Face Time Opportunities

- ☐ Satellite Symposium .....\$15,000  
☐ Board / Faculty Dinner .....\$5,000  
☐ FSREI Member Reception .....\$5,000

### Essential Opportunities

- ☐ Hotel Key Cards .....\$5,000  
☐ Attendee Meeting Bag .....\$4,500  
☐ Photo Booth .....\$4,000  
☐ Directional Floor Decals .....\$3,500  
☐ Bathroom Mirror Clings .....\$3,000  
☐ Room Door Drop .....\$3,000  
☐ Meeting Bag Stuffer .....\$1,250  
☐ Bingo Card Slot .....\$350  
☐ Pre-registration List .....\$150

### Advertising Opportunities\*\*

- ☐ Premier Advertising Onsite .....\$1,500  
☐ Annual Meeting Platform Ad .....\$550  
☐ Full-Page E-Newsletter Ad .....\$600  
☐ Half-Page E-Newsletter Ad .....\$350

\*Must purchase booth to take advantage of sponsorship opportunities.

\*\*Advertising prices are inclusive of tax.

**Total Amount: \$** \_\_\_\_\_

Check boxes above to indicate.

For customized packages, please contact Jean Mitchell  
at [jmitchell@fsrei.org](mailto:jmitchell@fsrei.org) or 904-309-6206.

## Applicant Information

Whom should we send exhibit correspondence to, including exhibit confirmation and booth number.

**Company Name** \_\_\_\_\_

Please list exactly the way it should appear on all materials-website & printed.

**Representative Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_

**Email** \_\_\_\_\_

**Website** \_\_\_\_\_

**Competitor(s)** \_\_\_\_\_

*\*Required*

We ask for this information to try and place competitors' booths away from one another. If you leave this blank, your company may be placed by a competitor.

Payment for exhibit space must accompany registration form or we will be unable to confirm your booth(s) until payment is received. A credit card will be required to place on hold until check payments arrive. The credit card to place on file will be due at the time of the application is submitted.

## Onsite Representative(s) Name and Contact Info

### Badge 1

**Name** \_\_\_\_\_

**Cell #** \_\_\_\_\_ **Email** \_\_\_\_\_

### Badge 2

**Name** \_\_\_\_\_

**Cell #** \_\_\_\_\_ **Email** \_\_\_\_\_

Additional Badges \$250/Person:

### Badge 3

**Name** \_\_\_\_\_

**Cell #** \_\_\_\_\_ **Email** \_\_\_\_\_

### Badge 4

**Name** \_\_\_\_\_

**Cell #** \_\_\_\_\_ **Email** \_\_\_\_\_

**Total Amount: \$** \_\_\_\_\_

Exhibit booth(s), sponsorship opportunities, and additional badges.

## Payment and Billing Information

To sign up for exhibit space, complete this form and return with payment to Jean Mitchell at [jmitchell@fsrei.org](mailto:jmitchell@fsrei.org).

☐ Check (Payable to FSREI)

☐ Visa ☐ American Express ☐ MasterCard

**Card Number** \_\_\_\_\_

**Exp. Date** \_\_\_\_\_ **Security Code** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Name on Card** \_\_\_\_\_

**Signature** \_\_\_\_\_

This exhibitor agreement is entered into between

\_\_\_\_\_ (Exhibitor) and FSREI. This agreement takes effect upon signing by exhibitor. The exhibitor hereby requests to FSREI to provide the exhibitor with exhibit space at the FSREI 2023 Annual Meeting. Exhibitor further agrees to abide by all exhibitor terms and conditions as outlined in the Terms and Conditions including having full booth set up by 5:00 PM on Friday, August 11 and tear down before Saturday, August 12 at 3:00pm. Exhibitor agrees that if they do not follow these set up and tear down guidelines, the company will be charged \$500 and will be suspended from future shows.

DISCLAIMER: Exhibit space is awarded on a first-come, first-served basis. Submission of this form and payment does not guarantee exhibit space. FSREI will notify exhibitor applicant if exhibit space request cannot be honored. An email will be sent upon receipt of payment to confirm exhibitors participation. My signature below indicates that I have read the regulations, agreement terms and booth specifications in the Terms and Conditions.

**My signature below indicates that I have read the regulations, agreement terms and booth specifications in the Terms and Conditions.**

**Print Name** \_\_\_\_\_

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

# Terms & Conditions

Thank you for your interest in exhibiting at the FSREI 2023 Annual Meeting ("Organization"). All exhibitors agree to the following information, guidelines, and regulations for purposes of exhibiting at our meeting, superseding all prior discussions. This may be supplemented by additional rules included in the exhibitor prospectus as well as any other information or updates provided by the Organization.

**Exhibit Hall Hours.** All exhibitors must commit to having their exhibits displayed and staffed during the posted exhibit hours. Please do not set-up late or tear-down early. You agree to pay a \$500 fee should the exhibit space get broken down before official tear-down hours.

**Exhibit Booth/Sponsorship Cancellations & No-Shows.** Once the application has been received, cancellation must be submitted to Organization, in writing, no later than June 27, 2023, forty-five (45) days prior to the meeting. Upon receipt of a timely cancellation notice, a full refund minus a \$500.00 processing fee will be returned. If no cancellation notice in writing is received, no refund will be made. After June 27, 2023, there are no refunds for no-shows or those canceling within the forty-five (45) days.

**Cancellation and Postponement of the FSREI 2023 Annual Meeting.** In the event that the FSREI 2023 Annual Meeting is postponed due to any occurrence not occasioned by the conduct of FSREI or the exhibitor, whether such occurrence be an act of God; the common enemy; the result of terrorism, war, riot, civil commotion, sovereign conduct; widespread dissemination of an infectious disease; curtailment of transportation facilities; or the act or conduct of any third party (individually and collectively referred to as the "Occurrence"), then the performance of the parties of their respective meeting obligations shall be excused for such period of time as is reasonably necessary after the Occurrence to remedy the effects thereof. If the Occurrence results in cancellation of the FSREI 2023 Annual Meeting, the obligations of the parties under applicable agreements shall automatically be terminated and all booth payments shall be refunded to Exhibitor, less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by FSREI through the date of exhibitors' notification of event termination or cancellation or through the completion of event termination or cancellation processes, whichever is later.

**Space Assignment.** Space will be assigned according to the order in which applications and full payments are received. No space can be assigned without full payment. Organization will confirm the receipt of money/contract along with a space assignment. Organization reserves the right to re-arrange the floor plan at any time prior to the conference even if a location has already been confirmed. It also reserves the right to reject, at its discretion, any application to exhibit. Organization will make every effort to separate direct competitors. Exhibit materials are confined to the exhibit area.

**Exhibitor Badges & Registration.** Booth size determines the number of badges afforded to exhibitor. Representatives without badges will not be permitted in the exhibit hall. Exhibitor may pick-up name badges at the registration desk onsite.

**Display Requirements & Restrictions.** Organization retains the right to deny the exhibition of inappropriate items and products. Please contact the Exhibit Coordinator with any questions. Drugs, chemicals, or other therapeutic agents listed in AMA's New and Non-Official Remedies, National Formulary or U.S. Pharmacopeia, may be displayed. Proprietary drugs mixtures and special formulas may be displayed if documentary evidence of their acceptance by ethical medical organizations is on file with the Exhibit Coordinator. New, unlisted and/or initial display items must be submitted for clearance prior to opening of the convention. Clinical and laboratory tests and evaluation on such items must be submitted at least three months prior to opening date of the convention. The same restrictions apply to books, advertisements in medical journals or other publications on display and to all promotional literature.

**Electrical Requirements.** Machines and apparatus operated by electricity must not disrupt or annoy other exhibitors. Electrical arrangements must be made through the hotel, subject to their prices and conditions.

**Prohibited Conduct.** The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. No signs or other articles shall be posted, nailed or otherwise attached to any of the pillars, walls, doors, etc. in such manner as to deface or destroy them. No attachments shall be made to the floors by nails, screws or any other device. Exhibitor is

responsible for damage to property. Organization reserves the right to restrict exhibits that may be objectionable, or to order the removal of any portion of an exhibit which in the judgment of Organization is detrimental to or detracts from the general order of the exhibits. This applies to persons advertising, soliciting or anything of a similar nature.

**Live Demonstration.** The use of models, biological tissues, or animals is strictly prohibited.

**Unauthorized Canvassing & Distribution of Advertising Matter.** Solicitation of outside business or conferences in the interest of business except by exhibiting firms is prohibited. Exhibitors are urged to report to the Exhibit Coordinator any violations of this rule. Canvassing by exhibitors outside of their booths is also forbidden. Circulars or advertising matter of any description shall not be distributed except from the exhibitor's booth or by specific permission of Organization.

**Photography.** Organization may contract an official meeting photographer to photograph or video all aspects of the meeting. Photography or video may occur in the exhibit hall, limited to attendee activity. Exhibitor agrees to allow reasonable request from Organization or the official meeting photographer to take pictures outside the exhibitor's booth.

**Subletting of Space.** No subletting of space will be permitted. Only one company may exhibit per booth. Each company represented in the exhibit hall must sign the exhibit application. Any person or company subletting a space, as well as the person or company purchasing the space, will be subject to eviction from the exhibit hall. No refund will be made to a company subletting its space.

**Security.** Exhibitors are strongly urged to secure all valuables nightly or take them to their hotel's rooms. Organization, the hotel, and Compass Management & Consulting, Inc. will not be responsible for lost or stolen items.

**Certificate of Insurance & Liability.** The property hosting the conference will take all reasonable precautions against damage or loss by fire, water, storm, theft, strike or any other emergencies of that character but does not guarantee or insure the exhibitor against loss by reason thereof. Organization will not guarantee exhibitors against loss of any kind. Reasonable care should be exercised by the Exhibitor to protect all exhibits.

Exhibitors must provide Organization with a certificate of insurance no later than seven (7) days prior to the meeting. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and defend Organization, Compass Management & Consulting, Inc., the affiliates, officers, directors, agents, employees and partners of each, ("Indemnified Parties") harmless against all claims, losses and damages, including negligence, to persons or property, governmental charges or fines and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibit premises or a part thereof. In addition, Exhibitor acknowledges that the Indemnified Parties do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption, property damage and comprehensive general liability insurance. Exhibitors are urged to take out a portal-to-portal rider available at a nominal cost on their own insurance policy, protecting them against lost through theft, fire damage, etc.

**Disclaimer.** Organization neither warrants nor endorses any of the products or services advertised. You agree to indemnify, defend, and hold harmless organization for any and all costs, including reasonable attorney fees, associated with any claim based on your product. Attendance. Organization may estimate the number of attendees anticipated at the conference; however, such estimate does not intend to guarantee a number of conference attendees.

**Attendance.** Organization may estimate the number of attendees anticipated at the conference; however, such estimate does not intend to guarantee a number of conference attendees.

**Payment.** Applications will be confirmed with the submission of an application and full payment. Any company that submits an application to exhibit, but is not paid in full by July 14, 2023, four weeks prior to the meeting, will be required to place a credit on file with the Organization in order to receive an exhibit assignment. Check payments will be due no later than 30-days after the meeting. If payment is not received by September 11, 2023, the credit card on file will be charged.

**Cooperation.** Organization requests the full cooperation of the exhibitor in their observances. Please be sure that your promotional department, exhibitor appointed contractor, and anyone else involved in the arrangements for your exhibit has a copy of these guidelines. For any questions, please contact the Organization office at (904) 309-6245.