

## ThyCa: Thyroid Cancer Survivors' Association, Inc. Information for Invited Exhibitors

### Background

ThyCa: Thyroid Cancer Survivors' Association, Inc. ("ThyCa") is an international, non-profit 501(c)(3) service organization advised by nationally recognized thyroid cancer specialists. ThyCa educates and supports people with thyroid cancer and their families through person-to-person support, local support groups, an award winning educational Web site receiving more than 350,000 unique visits per month, several Internet discussion groups, a newsletter, and annual conferences. We also conduct outreach efforts to increase public awareness of thyroid cancer, encourage research, and connect survivors and families with our support services.

ThyCa offers access to thyroid cancer survivors worldwide.

### Annual Conference

Every fall, the Annual Conference is an exceptional opportunity to provide support, education, and communication to more than 450 people at all stages of testing and treatment for thyroid cancer, as well as their families and caregivers. More than 60 speakers lead the attendees through a 3-day conference presenting more than 100 workshops and sessions.

The meeting also includes a limited number of exhibits of related hospitals, pharmaceutical, laboratory, diagnostic, publication, and organizational services and products. Exhibits are located within the central conference registration and informal gathering area and in the main meeting room for maximum visibility to all attendees. Each exhibitor receives prominent acknowledgment in the Program Book and on the ThyCa Web site.

### Exhibit Description

Please attach company exhibit description.

### Representatives

Please provide ThyCa on company stationery the names of those representatives attending.

### How to Exhibit

Reserve early, as space is limited. Standard Display Tables are 3' x 8'. Complete the application and contract below. Indicate any special location requests.

### Exhibit Rates

3' x 8' Standard Table	\$2,500
3' x 8' Nonprofit Table	\$250 for 501(c)(3) organizations (include <i>IRS documentation with signed contract and full payment</i> )

Exhibit rates represent financial support of ThyCa's commitment to this important event. This event couldn't take place without your financial support. All exhibitors will be listed as conference sponsors in our Program Booklet and on our Web site ([www.thyca.org](http://www.thyca.org)) unless you specifically request otherwise.

### Exhibitors Set Up

Friday, October 14, 2011, begins 7:30 AM

### Exhibitors Dismantle

Sunday, October 16, 2011, from 1:30 – 4:00 PM

### Exhibit Dates and Hours

Friday, October 14	9:00 AM to 4:30 PM
Saturday, October 15	9:00 AM to 4:30 PM
Sunday, October 16	9:00 AM to 1:30 PM

**Contacts for the 14<sup>th</sup> Annual Thyroid Cancer Survivors' Conference**

Gary Bloom, Conference Co-Coordinator  
ThyCa: Thyroid Cancer Survivors' Association, Inc.  
Telephone: (301) 943-5419  
Fax: (630) 604-6078  
E-mail: gbloom@thyca.org

Cherry Wunderlich, Conference Co-Coordinator  
ThyCa: Thyroid Cancer Survivors' Association, Inc.  
Telephone: (301) 493-8810  
Fax: (301) 493-9414  
E-mail: cwunderlich@thyca.org

**Exhibit Materials, Packages, and Shipments**

Please contact Cherry Wunderlich, Conference Co-Coordinator, if you plan to ship exhibit materials. The Hilton Los Angeles Airport Hotel will not receive, handle, store, or ship exhibit materials before, during, or after the Annual Conference. Shipments that arrive before exhibitors' move-in (October 14<sup>th</sup>) **will not be accepted** and will be redirected to the show contractor's warehouse at the exhibitor's expense.

**FDA Guidelines**

Exhibitors are responsible for adhering to all established Food and Drug Administration guidelines for exhibiting products that are FDA approved and those that may be pending FDA approval.

**Liability and Waiver**

The undersigned Exhibitor hereby agrees to indemnify and hold harmless ThyCa from any and all claims, costs, and damages of any kind resulting from the exhibitor's own actions and the operation of its booth.

The Undersigned Exhibitor also hereby agrees that, in the event of a dispute with ThyCa, that any damages shall be limited to, at most, the amount of any fees paid to ThyCa by the exhibitor, ThyCa shall not be liable for any incidental or consequential damages and the exhibitor hereby waives any right to claim damages in excess of that amount. "

**Surveys/Questionnaires**

Exhibitors may conduct market research by asking attendees to respond to surveys and questionnaires as long as the process is conducted in good taste. No harassing, hawking, or creating a disturbance will be allowed. The survey must be conducted from within the exhibit table area and must not disturb neighboring exhibitors. Canvassing will not be permitted in the aisles.

**Notice of Disability**

In compliance with the Americans with Disabilities Act of 1990, ThyCa will make all reasonable efforts to accommodate persons with disabilities at its Annual Conference. The Hilton Los Angeles Airport Hotel is accessible to persons with disabilities.

**Cancellation Policy**

***All cancellations must be in writing.*** If an exhibitor cancels on or before August 31, 2011 they are entitled to a 50% refund. After August 31, 2011 the exhibitor is responsible for the full cost of the contracted space.

**PLEASE READ THE FOLLOWING STATEMENTS THOROUGHLY AND SIGN BELOW****Responsibility Agreement**

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and hold ThyCa: Thyroid Cancer Survivors' Association, Inc., the City of Los Angeles and the Hilton Los Angeles Airport Hotel, 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. Exhibitor promises to obtain a certificate of insurance showing the indemnified parties as additionally named insured during the period from October 14, 2011 through October 16, 2011.

Exhibitor has read and agrees to abide by all requirements, restrictions, and obligations set forth in the 2011 ThyCa Exhibitor-Prospectus, the policies governing Exhibitors at events of ThyCa, those on this application and those which may be set forth in the future by ThyCa in connection with the 2011 Annual Meeting. Exhibitor further acknowledges that ThyCa reserves the right to reject, at its discretion, any application to exhibit

**Disputes**

Any disputes that may arise regarding this exhibition shall be subject to the laws of the state of California, and venue for any such action shall be in Los Angeles, California.

**I have read the exhibit requirements in the attached contract and I am enclosing payment in full, with this application.**

Authorized Signature/Title                      Date

Names of Authorized Party(s)

Special Requests

*Please complete the following or tape your business card below*

Contact Name / Title

Company

Address

City / State / Zip or Postal Code

Telephone              Fax                      E-mail

**EXHIBIT BADGE REQUEST:**

Please type your preliminary badge request on a separate sheet. List last name, then first name. Attach the list to this signed contract. **E-mail your final badge list by October 1, 2011.**

**PAYMENT MUST ACCOMPANY THIS SIGNED CONTRACT.** Please make checks, in US funds drawn on a US bank, payable to: ***ThyCa: Thyroid Cancer Survivors' Association, Inc. Federal Tax ID # 52-2169434***

And send to:

ThyCa: Thyroid Cancer Survivors' Association, Inc.  
Gary Bloom, Conference Co-Coordinator  
P.O. Box 1102  
Olney, MD 20830-1102  
Telephone: (301) 943-5419  
Fax: (630) 604-6078  
E-mail: [gbloom@thyca.org](mailto:gbloom@thyca.org)

**2011 Sponsorship Opportunities**

To support the 14<sup>th</sup> Annual Thyroid Cancer Survivors Conference while building visibility for your company, please explore the opportunities below. ThyCa seeks partnerships with corporate sponsors, giving maximum exposure to all meeting attendees. Corporate sponsors receive special acknowledgments in the Program Booklet and on ThyCa's award-winning website. To learn more about becoming a corporate sponsor, contact:

Gary Bloom  
 ThyCa Executive Director  
 Telephone (301) 943-5419  
 Fax (630) 604-6078  
 E-mail gbloom@thyca.org

Check one or more of the following and fax your commitment by September 1, 2011:

<b>Conference Related</b>	<b>Donation</b>
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Travel money for scholarship Speakers	\$5,000
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**Advertising in the Program Booklet (B&W)**

Prime location half-page	\$1,000
Prime location full-page	\$1,750

**Exhibit Hall Activities**

Physician Hospitality & Meeting Room	\$3,000
Friday Lunch	\$4,500
Annual meeting mixer (Friday)	\$2,500
Saturday Lunch	\$4,500

**Attendee Gifts and Handouts**

Insert/company product info	\$1,000
(500 pieces to pre-stuff in each reg. packet)	
General donation	\$ _____

Please complete the following or tape your business card below. **Fax to ThyCa: (630) 604-6078**

Contact Name / Title

Date

Company

Address

City / State / Zip or Postal Code

Telephone

Fax

E-mail