

GENERAL THORACIC SURGICAL CLUB



**2024 ANNUAL MEETING
SPONSOR & EXHIBITOR PROSPECTUS**

March 14-17, 2024

Palm Springs, California

Welcome from the Chair



Dear GTSC Exhibitors & Supporters:

On behalf of the General Thoracic Surgical Club (GTSC), we are excited to invite your company to partner with us at our 36th Annual Meeting which will be held at the The Westin Rancho Mirage Golf Resort & Spa in Palm Springs, California from March 14 - 17, 2024.

For over 30 years, GTSC has been the "Who's Who" of surgeons committed to the practice of general thoracic surgery. Our Annual Meeting provides a unique opportunity for your company to connect with key decision-makers, who shape the landscape of general thoracic patient surgery and care. By partnering with us, you can increase sales, raise product awareness, and gain valuable insights into the needs of your target

audience. Our sponsorship opportunities offer unparalleled interaction with attendees and heightened recognition throughout the conference. As a supporter, you will have full access to all GTSC scientific programming and social events, enabling one-on-one networking opportunities with our esteemed members.

Our Mission is to promote clinically relevant scientific knowledge as well as enduring professional and social connections within the general thoracic surgery community.

Our Vision is to improve outcomes for patients with general thoracic surgical problems.

To explore the exhibiting and sponsorship opportunities available, we encourage you to review this prospectus.

We look forward to seeing you in Palm Springs!

Sincerely,

A stylized, handwritten signature in white ink, appearing to read "DWigle". The signature is fluid and cursive, with the first and last letters being particularly large and prominent.

Dennis A Wigle, M.D.
GTSC Chair

Sponsorship Levels

In addition to your selected sponsorship opportunity/opportunities, each benefit level includes valuable recognition and benefits! If the total sponsorship amount from your selected opportunity/ opportunities falls within one of the below sponsorship levels, all additional benefits included in that level will be yours at no additional cost!

Support agreements for the 36th GTSC Annual Meeting are due by: January 31st, 2024 in order to be included in the Annual Meeting final program and onsite signage

In addition to your chosen support opportunity, each support level includes:

	Year-Round Sponsor \$50,000+	Gold Sponsor \$12,000+	Silver Sponsor \$6,000+	Bronze Sponsor \$2,000+
Your Company's logo displayed on the Annual Meeting webpage, linked to company website.	✓	✓	✓	✓
Invitation to the Top Supporter Breakfast	✓	✓	✓	✓
Attendance list pre-meeting and post-meeting	✓	✓	✓	✓
One (1) complimentary flyer included in the Resources section of the mobile app	✓	✓	✓	
Complimentary Meeting Registration	2	1		
One (1) complimentary banner on the mobile app	✓			
One (1) complimentary eblast advertisement to GTSC members	✓			
One (1) complimentary exhibit booth	✓			

Sponsorship Opportunities

Promotional Flyer (\$100/item)

Let us spotlight your company! Collateral can be a very important aspect of a company's marketing strategy. Include your marketing piece on the GTSC mobile app. Located under the Resources section, all attendees will be able to view your promotional material. Advertise your booth or a new product by way of this great marketing opportunity. (Artwork to be provided by sponsor)

***NEW* Stretch Break (\$250)**

Join us in supporting the health and well-being of our members by sponsoring a rejuvenating stretch break. Your sponsorship will not only promote physical wellness but also enhance productivity and engagement throughout the event. Your company's logo will be proudly displayed on the screen during the break and on the Annual Meeting webpage, linked to your company's website.

Podcasts (\$2,000/episode OR ~~\$3,500/2 episodes~~) - Bronze Sponsor

Become a driving force in disseminating knowledge and innovation within the field of thoracic surgery by sponsoring our captivating 15-20 minute non-CME podcasts for the General Thoracic Surgical Club. Your support will empower surgeons worldwide to stay informed, connected, and inspired, while showcasing your commitment to advancing excellence in thoracic surgical education. The company's name will be mentioned in the opening credits of the podcast and recognized on the GTSC podcast page. Choose which month your podcast launches: April - Dec 2024.

Fun Run (\$2,000) - Bronze Sponsor

Go the extra mile with GTSC! Sponsor this annual tradition and all around fun time. On Saturday morning, a representative from your company will get to kick off the race. Your support will not only promote a healthy lifestyle among attendees but also create a memorable and inclusive event that fosters connections and well-being within the surgical community. Sponsorship also includes the post race refreshments and a branded cooling towel for each attendee.

***NEW* Pickleball Tournament (\$2,000) - Bronze Sponsor**

Elevate the spirit of friendly competition and promote a healthy work-life balance by sponsoring the exhilarating Pickleball Tournament at the GTSC annual meeting. Your support will provide an opportunity for surgeons to unwind, network and engage in a dynamic sporting event, leaving a lasting impression on participants while showcasing your commitment to their well-being. Sponsorship includes light refreshments and branded cooling towels.

Sponsorship Opportunities

Gala Decorations (\$4,000) - Bronze Sponsor

Make a lasting impression on attendees and add an elegant touch to the Saturday Gala Dinner by sponsoring the exquisite centerpieces. Your support will enhance the ambiance of the event, creating a memorable and sophisticated atmosphere. Guests will see your company's logo on each elegantly decorated table while they enjoy their evening meal.

Saturday Excursion of Guided Architecture Tour (\$4,000) - Bronze Sponsor

Sneak a peek at the architecture and design that evokes the fabulous lifestyle of mid-century Palm Springs. This personalized tour will take guests on a fun and educational 2.5-hour journey to explore homes with soaring rooflines and walls of glass to monuments of commerce and industry in dramatic gasoline stations, banks and more. Sponsorship includes complimentary bottled water for all attendees and one free pass for a representative from your company.

Movie Night (\$5,000) - Bronze Sponsor

Breakout the popcorn and refreshments for GTSC's Annual Movie night! Attendees spend the evening showcasing videos of their own surgeries to share with other fellow colleagues. Ignite the joy of learning and create a unique experience! Your company's name will be showcased on the big screen for all to see.

Attendee Lanyards (\$5,000) - Bronze Sponsor

Make a lasting impression and promote brand visibility by sponsoring the lanyards! Your support will ensure that every attendee proudly wears your logo, reinforcing your commitment to the field of thoracic surgery and gaining valuable exposure among a highly influential audience.

***NEW* Refreshment Break at your Booth (6,000) - Silver Sponsor**

Energize and engage annual meeting attendees by sponsoring either the Friday or Saturday refreshment break. Your company will be prominently featured with a special snack and branded cocktail napkins placed near your booth, attracting more visitors. Your support offers revitalization and visibility in one impactful package.

Friday Excursion to Palm Springs Aerial Tramway (\$6,000) -- Silver Sponsor

The Palm Springs Aerial Tram on Mt. Jacinto is a true adventure. The rotating cable cars guide passengers 2 1/2 miles up the mountainside to a height of 8,516 feet. Once at the top, attendees can enjoy 54 miles of hiking trails or enjoy the cafe. Sponsorship includes complimentary bottled water for all attendees and one free pass for a representative from your company.

Sponsorship Opportunities

Saturday Excursion to the Living Desert Zoo & Botanical Park (\$6,000) - Silver Sponsor

A new adventure awaits! Guests will receive round-trip transportation to/from the hotel and 2-2.5 hours to explore the zoo on their own. At The Living Desert, guests will discover nearly 450 fascinating desert animals representing over 152 species including coyotes, big horn sheep, oryx, giraffes, zebras, cheetahs, and meerkats. Watch the beautiful animals in a natural setting enjoying their afternoon play time. Sponsorship includes complimentary bottled water for all attendees and one free pass for a representative from your company.

Peter C. Pairolero Scholarship (\$6,000) - Silver Sponsor

Make a profound impact on the future of thoracic surgery! Each Annual Meeting, GTSC supports one medical student, one general thoracic surgery resident and one general thoracic surgery fellow by presenting them with the Peter C. Pairolero Scholarship (3 scholarships total) during our Saturday evening Gala Dinner. The Scholarship covers hotel accommodations at the upcoming Annual Meeting (three nights room and tax only), registration fee and reimbursement of up to \$750 for travel expenses.

Attendee Bags (\$6,000) - Silver Sponsor

Maximize your brand exposure and leave a lasting impression by sponsoring the coveted attendee bags. Your support will provide a practical and stylish accessory that showcases your commitment to the surgical community while offering valuable promotional opportunities for your organization. Your company's logo, placed on the bag, will be remembered long after the Annual Meeting!

Golf Tournament (\$6,000) - Silver Sponsor

Join us in supporting a day of camaraderie, networking, and friendly competition by sponsoring the GTSC annual golf tournament. Held on the Pete Dye Resort Course at the Westin Rancho Mirage, this course is one of the more tame Pete Dye designs in the portfolio. This Dye course is best described as "Potentially Diabolical, Yet Indescribably Playable." Sponsorship includes boxed lunches, customized golf balls and a beautiful day on the greens.

Champagne Reception (\$6,000) - Silver Sponsor

Toast to excellence and enhance the ambiance of the annual meeting by sponsoring the Champagne Reception. Your generous support will create a sophisticated and celebratory ambiance, with the added benefit of showcasing your logo on branded cocktail napkins, accompanying each attendee's champagne. Furthermore, seize the opportunity to make a lasting impression as a representative from your company delivers a brief speech just before the start of the Gala Dinner.



Sponsorship Opportunities

Educational Recordings (\$12,000) - Gold Sponsor

Be at the forefront of knowledge dissemination in thoracic surgery by sponsoring the educational recordings of the General Thoracic Surgical Club's annual meeting. As a sponsor, your company name will be prominently displayed at the start of each video, ensuring wide visibility and recognition among a highly influential audience of surgeons and medical professionals.

Focus Group - Gold Sponsor

Seize the opportunity to gain valuable insights and engage with the leading minds in thoracic surgery by hosting a 1-hour focus group at the GTSC annual meeting. Your participation will foster meaningful discussions, exchange of ideas, and provide an invaluable platform to shape the future of the field while strengthening your connections with the surgical community. GTSC will recruit 5-8 field experts for an in-depth focus group on the topic or product of your choice!

- In-Person (\$15,000) - Your focus group will take place during the Annual Meeting with breakfast provided.
- Virtual (\$12,000) - Your focus group will take place via video conference during the month of your choice (excludes the months of February & March).

Thursday Brunch Symposium (\$50,000) - Year-Round Sponsor

Maximize your brand exposure and establish a prominent presence at the General Thoracic Surgical Club annual meeting by hosting an exclusive Symposium on Thursday. This prime opportunity allows attendees to gather for an engaging one-hour session before the start of our esteemed Robert Ginsberg Clinical Trials Day, providing you with a platform to showcase your company, products, and expertise. The sponsorship package includes a standard brunch, basic audio-visual equipment, and Audience Response Systems (ARS), ensuring a seamless and impactful experience for both attendees and your brand.

Welcome Reception (\$60,000) - Year-Round Sponsor

Be the exclusive sponsor of the Welcome Reception at the GTSC annual meeting! Our Welcome Reception promises to be an evening of great food, refreshing drinks and NEW in 2024, your sponsorship includes onsite star gazing, complete with telescopes, binoculars, and sky guides. Your company will shine bright with branded signage and cocktail napkins, which will leave a lasting impression on our attendees. As an extra special touch, your company can take pride in being the exclusive sponsor of a specialty cocktail drink that's bound to be the talk of the evening.

Sponsorship Opportunities

Ginsberg Day Social Events (\$65,000) - Year-Round Sponsor

Exclusively sponsor the engaging Non-CME activities during the highly anticipated Robert J. Ginsberg Clinical Trials Day, marking the kick-off of the Annual Meeting. This comprehensive sponsorship package includes the opportunity to showcase your brand with break refreshments featuring branded coffee cup sleeves, as well as being the proud sponsor of the Thursday Welcome Reception.

Friday Dinner Sponsor (\$75,000) - Year-Round Sponsor

Elevate the experience of attendees and their families during a memorable evening of food, entertainment, games, and networking by becoming the exclusive sponsor of the lively Friday evening dinner. With sponsorship, your brand will shine through prominently with branded cocktail napkins and a specialty cocktail drink that's bound to be the talk of the evening.

Create Your Own (\$TBD)

Looking for a unique sponsorship opportunity that aligns with your specific vision? Don't hesitate to reach out to the GTSC Executive Office! We welcome the chance to explore and discuss potential sponsorship options tailored to your needs, ensuring a customized and mutually beneficial partnership that exceeds your expectations.

Exhibit with GTSC

Exhibitors at the GTSC Annual Meeting will enjoy unparalleled access to reach THE key decision makers nationwide on products and spending used for general thoracic patient surgery and care. To maximize interaction with conference delegates, exhibits will be placed next to the poster boards and refreshment service.

Exhibit Hall Hours

The hall set-up will occur Thursday morning and will be open from Thursday afternoon to Saturday afternoon, with tear down taking place on Saturday afternoon. Exact hall hours will be communicated closer to the date of the meeting. The tabletop exhibits will not be in a locked area.

Your booth purchase includes two meeting registrations, which grants access to the scientific sessions, and all meals and social events. This allows representatives further contact with the attendees. Attendance by representatives at their tables is at their discretion.

Pricing

\$6,700 and includes all items noted below. Companies are able to purchase one (1) additional exhibitor badge for \$1,500.

Each Table Purchase Includes

- Two full meeting registrations - access to all GTSC educational sessions, meals and social events
- One covered and draped 6ft. table with two chairs
- Company listing in Annual Meeting mobile app (deadlines apply)
- A copy of the attendance list will be provided both pre-meeting and post-meeting
- Existing Lighting
- Standard Heating & A/C
- Participation in the Exhibitor Wine Walk

Decorator/Storage

Professional decorator services are not available at the GTSC Annual Meeting.

Assignment of Table Space

GTSC does not assign tables and are instead on a first come, first serve basis upon arrival at the meeting. GTSC shall have the right to relocate any exhibit at any time before or during the period of exhibition. Payment is required in order to secure your table.

AV/ARS

Audio Visual and an Audience Response System may be purchased closer to the meeting. Additional fees apply.

Make Connections at Our Exhibitor Wine Walk!

It was such a hit, we're doing it again! GTSC will hold its 2nd annual Exhibitor Wine Walk after the Thursday educational program from 5:15pm - 6:15pm.

Attendees will gather in the exhibit hall where they will be divided among the exhibit tables, and enjoy a sample of the provided wine, while they listen to your 2-3 minute 'elevator pitch'. After three minutes, attendees will move onto the next table. This is a great way for our exhibitors to connect with our attendees on the first day of the conference!

Attendees who can't attend the wine walk will still be able to visit booths throughout the conference.

By purchasing a booth, all exhibitors agree to the rules and regulations, listed on the following pages

Exhibitor Rules and Regulations

The rules and regulations contained herein are intended by GTSC to serve the best interests of GTSC educational sessions, the exhibitors, and the attendees, and give notice to applicants and exhibitors of governing rules and regulations. All applicants and exhibitors are bound by the rules and regulations. GTSC shall have full authority to interpret or amend these rules, and its decision is final. Exhibitors agree to abide by any rules or regulations that may hereafter be adopted, which shall be as much a part as though originally incorporated. All issues not addressed herein are subject to the decision of GTSC. These rules and regulations have been formulated in the best interest of all exhibitors. The exhibitor understands and agrees that the information contained in this prospectus and GTSC Rules and Regulations are an integral and binding part of the Exhibit Space Contract, and that by submitting the exhibit space application/contract indicates understanding and agreement to comply with all policies, rules, regulations, terms and conditions in the prospectus, and any other GTSC issued communication. These rules and regulations may be amended or changed at any time by GTSC, and all amendments and changes will be binding on all parties.

CONTRACT FOR SPACE

The order of a booth space upon acceptance by the General Thoracic Surgical Club (GTSC), assignment of space, and the payment of rental charges constitutes a contract for rental of the space assigned. Any exhibitor failing to occupy space is not relieved of the obligation to pay the full rental price. If not occupied by the time set for completion of display installation, such space may be re-possessed by the GTSC. Said contract will not be binding upon the GTSC in the event of strikes or other circumstances beyond the GTSC's control. It is agreed that: If a cancellation occurs on or before January 31, 2024, a full refund, less an administrative fee of \$200, will be issued. If cancellation occurs after February 1st, 2024 the company will be responsible for paying the full cost of the booth space.

GENERAL CONDUCT OF EXHIBITORS

The purpose of the GTSC's exhibit program is to further the education of the registrants by providing an area for exhibitors to present information on products or services pertinent to their professional interest. The character of exhibits is subject to the approval of the GTSC. The right is reserved to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail exhibitors or parts of exhibits, which reflect against the character of the meeting.

SELLING OF PRODUCTS

The GTSC provides display space for manufacturers to exhibit products on the basis of their potential informational and commercial value and not for the purpose of selling on the exhibit floor. All exhibitors are required to adhere to such rules and regulations as may be established by the U. S. Internal Revenue Service to ensure continued income tax exemption for the meeting and no tax liability to the host location or the GTSC. Distribution of advertising matter outside the exhibitor's own table space is not allowed.

REGISTRATION & BADGES

Exhibitors shall register all of its personnel in advance (two representatives per company). Name badges/bands will be required for all GTSC functions and will be available at the Registration Desk.

FIRE PROTECTION

All exhibits must conform to the fire laws, health regulations, electrical codes, and other ordinances of the host cities fire department. All materials used in the exhibit must be flameproof and fire resistant. All materials are subject to inspection and their regulations shall govern. Crepe paper, corrugated paper, flameproof and otherwise, plus inflammable fluid or substances are not permitted. There will be no open flame devices and use of compressed gasses or dangerous chemicals. Any exhibits or parts thereof found not to be fireproof may be

Exhibitor Rules and Regulations

FIRE PROTECTION CONTINUED

ordered dismantled. Enclosed ceilings are not permitted in the exhibit hall. Smoking is not permitted in the exhibit hall. The Hotel reserves the right to dismantle any exhibit it feels does not conform to the fire laws, health regulations, electrical codes, and other ordinances.

RESTRICTIONS ON USE OF SPACE

No exhibitor shall sublet, assign or share any part of their allocated space. Solicitations or demonstrations by exhibitors must be confined within the boundaries of their booth.

MEETING CANCELLATION

It is mutually agreed that in the event of cancellation due to fire, explosion, strike, freight embargo, flood, act of God, act of public enemy, act of war, war, act of terrorism, civil disturbance, act of any government, de jure or de facto, or other government declaration or regulation, epidemic or other event over which the GTSC has no control, then the exhibitor contract may be immediately amended by the GTSC, and exhibitor hereby waives any and all claims against the GTSC for damages, reimbursement, refund, or compensation. At the sole discretion of GTSC exhibitor refunds will be determined after deduction of any amounts necessary to cover the expense incurred by the GTSC in connection with the show. The GTSC shall not be financially liable in the event the show is interrupted, cancelled, moved or rescheduled except as provided herein.

INSURANCE & LIABILITY

It is the Exhibitor's sole responsibility to obtain, at its own expense, any or all licenses and permits, and to comply with all federal, state and local laws and ordinances for any activities conducted in association with or as part of the Exhibition.

Exhibitor shall be fully responsible for any claims, liabilities, losses, damages or expenses relating to or arising from an injury to any person or any loss of or damage to property where such injury, loss or damage is incident to, arises out of, or is in any way connected with Exhibitor's participation in the Exhibition. Exhibitor shall protect, indemnify, hold harmless and defend the GTSC, its officers, directors and agents against all such claims, liabilities, losses, damages and expenses, including reasonable attorneys' fees and costs of litigation, arising from or in any way connected with Exhibitor's participation in the Exhibition; provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the negligence or willful misconduct of the GTSC, their officers, directors or agents. Exhibitor, its agents and representatives shall maintain general public liability insurance against claims for personal injury, death or property damage incident to, arising out of or in any way connected with Exhibitor's participation in the Exhibition, in an amount of not less than one million dollars (\$1,000,000) per occurrence and two million dollars (\$2,000,000) in aggregate for personal injury, death or property damage, and Workers' Compensation insurance in an amount equal to the greater of that which is required by statute in the applicable jurisdiction, or five hundred thousand dollars (\$500,000) per accident or disease with a five hundred thousand dollar (\$500,000) policy limit. Exhibitor's general liability insurance shall cover Exhibitor's indemnification obligations under these Rules & Regulations and shall cover the GTSC and the Executive Committee as additional named insureds. Exhibitor shall have or obtain proof of such insurance. Exhibitor is responsible for obtaining, for its protection and entirely at its expense, such property insurance for its display materials as Exhibitor deems appropriate.

Exhibitor Rules and Regulations

INSUREANCE & LIABILITY CONTINUED

Any policy providing such property insurance must contain an express waiver by the Exhibitor's insurance company of any right of subrogation as to any claims against the GTSC, its officers, directors or agents. In the event any part of the exhibit hall is destroyed or damaged so as to prevent the GTSC from permitting Exhibitor to occupy assigned space during any part or the whole of the Exhibition period, or in the event occupation of assigned space during any part or the whole of the Exhibition period is prevented by strikes, acts of God, national emergency or other causes beyond the control of the GTSC, Exhibitor will be charged for space during the period it was or could have been occupied by Exhibitor; and Exhibitor hereby waives any claim against the GTSC, its directors, officers or agents for losses or damages which may arise in consequence of such inability to occupy assigned space, its sole claim against the GTSC being for a refund of rent paid for the period it was prevented from using the space.

To the fullest extent legally permissible, Exhibitor agrees: (i) it shall be fully responsible to pay for any and all damage to property owned by Hotel, its owning entity, managing entity or their affiliates that results from any act or omission of Exhibitor; (ii) to defend, indemnify and hold harmless Hotel, the entity that owns the hotel, the entity that manages the hotel and their affiliates and each of their respective shareholders, members, directors, officers, managers, employees and representatives, from any damages or charges resulting from Exhibitor's use of the property; and (iii) its liability shall include all losses, costs, damages, and expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees.



Contact:
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