

Exhibits Prospectus



ONS 44TH ANNUAL Congress

April 11-14, 2019 • Anaheim, CA

Growing Together

Transforming Care

We expect more than 4,000 oncology nurses to attend the ONS 44th Annual Congress. Make your plans now to meet with these leaders on the frontline of cancer care.

Top Diseases Treated by Attendees

- Hematologic Malignancies
- Breast Cancer
- Gastrointestinal Cancers
- Head and Neck Cancers
- Genitourinary Cancers
- Thoracic Cancers

Primary Work Setting of Attendees

- Hospital Setting (Ambulatory)
- Hospital Setting (Inpatient)
- Academic Institution

Primary Specialty of Attendees

- Medical Oncology
- Medical-Surgical Oncology
- Blood and Marrow Transplant
- Radiation Oncology
- Surgical Oncology



**ALMOST 30% OF
ONS ATTENDEES
HAVE EARNED THEIR
MASTER'S DEGREE
OR HIGHER.**

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**AVERAGE
NUMBER OF LEADS
COLLECTED:**

200

The Oncology Nursing Society (ONS) is a professional association of more than 39,000 members committed to promoting excellence in oncology nursing and the transformation of cancer care. Together, ONS and the cancer community seek to reduce the risks, incidence, and burden of cancer by encouraging healthy lifestyles, promoting early detection, and improving the management of cancer symptoms and side effects throughout the disease trajectory.

We look forward to seeing you in Anaheim, CA for the ONS 44th Annual Congress. Don't miss this opportunity to reach oncology nurses who are looking for education, products, and services that will help them improve cancer care. As the main point of contact with patients and their families, these nurses influence cancer care in all practice settings. Learning Hall hours which include unopposed time, as well as Presentation Theaters, ONS Booth Presentations, and Interactive Activities drive traffic throughout the exhibit hall.

ONS EXHIBITS AT A GLANCE

- ▶ 93% of exhibitors rated exhibiting at ONS Congress as **valuable or extremely valuable.**
- ▶ 95% of exhibitors rated the quality of attendees as **good to excellent.**
- ▶ 89% of exhibitors **plan to exhibit again** the following year.
- ▶ 93% of exhibitors felt that **ONS attracted their target audience.**

**Join more than 100 companies
that have signed up to
exhibit at Congress.**

View the current exhibitor list here.

EXHIBIT AT CONGRESS

Booth Pricing

- Commercial Booth: \$3,900 per 10 x 10 inline booth
- Hospital Nurse Recruitment Booth: \$3,400 per 10' x 10' inline booth (located in the Career Fair Pavilion)
- Patient Advocacy Booth: \$1,250* (located in the Patient Advocacy Pavilion)
- All corner booths cost an additional \$200/corner.

**Only approved nonprofit advocacy groups and organizations are eligible. To receive approval as a nonprofit exhibitor, submit a written request with your exhibit application with proof of your nonprofit/501(c)(3) status to SmithBucklin. No request is guaranteed until written confirmation from ONS is received.*

Standard Booth Package

- 10 x 10 uncarpeted space
- Standard identification sign with name and booth number
- Eight-foot high back wall and three-foot high fabric side rails with white drape
- 24-hour security guard service
- Daily cleaning of aisles in learning hall
- Booth listing in the attendee guide, Congress website, and Congress mobile app.
- Three complimentary registrations for exhibit personnel per 10 x 10 booth (additional badges available for \$50/badge).

Please note that there is a 20 foot height limitation for island booths and an 8 foot height limitation for linear space.

Growth Incentive for 2019 Exhibitors

Increase your booth space by 100 square feet and receive 5% off your Shepard general services contractor invoice.

Increase your booth space by 200 square feet and receive 10% off.

Exhibitor Move-In

**Tuesday, April 9, 2019, and
Wednesday, April 10, 2019**

Learning Hall Hours

**Thursday, April 11, 2019 • 11 am - 4:15 pm
Friday, April 12, 2019 • 11 am - 4:15 pm
Saturday, April 13, 2019 • 11 am - 2:45 pm**

Exhibitor Teardown

**Saturday, April 13, 2019, and
Sunday, April 14, 2019**

Exhibitor Benefits

- Access to oncology nurse decision-makers
- Attendee list-rental opportunities
- Listing in the attendee guide, Congress website, and Congress mobile app.
- Exclusive exhibitor-only marketing opportunities, including the ability to hold theater presentations in the learning hall, symposia events, access to meeting space, and more

Contact Erin Weintraub (312-673-5985; eweintraub@smithbucklin.com), or Andrew Haigh, sales manager (312-673-5442; ahaigh@smithbucklin.com) for more information.

Partner With the ONS Foundation to Enhance Your Congress Experience

Collaborate with the ONS Foundation to make your booth a must-visit learning hall destination. Incorporate Foundation activities into your booth experience to draw attendees while supporting oncology nursing education, research, and more. The Passport to Care is just one example of this sort of activity. Through it, attendees receive a "passport" they take to participating booths to have it stamped and redeem it for a free gift at the Foundation booth. You'll receive special recognition in the passport as well as booth signage indicating that you are a participating exhibitor.

Make your plans today, as the Passport to Care is limited to just 12 companies. You don't want to miss this exclusive offer to get your name out to Congress attendees while supporting the mission of the ONS Foundation.

For more information about the Passport to Care and other ways you can partner with the ONS Foundation, contact Sloan Astorino, Director of Development, at sastorino@ons.org or 412-859-6409. Or, stop by the ONS Foundation Booth.

Support Oncology Nurses Through Educational Grants

Cancer care is evolving at a rapid speed. As treatment evolves, quality of care, patient safety, and treatment outcomes depend on all members of the oncology team receiving information and education. Oncology nurses play a pivotal role on the oncology care team. Up-to-date, evidence-based education for nurses is paramount to quality care for patients who are experiencing cancer.

For more information on how your organization can partner with ONS to provide education to oncology nurses, contact Toni L. Felice, PhD, Director of Grants, at tfelice@ons.org or 412-859-6220.



Questions? Contact Our Sales Managers

Erin Weintraub eweintraub@smithbucklin.com 312-673-5985 (phone)

Andrew Haigh ahaigh@smithbucklin.com 312-673-5442 (phone)

1. Your Contact Information (List as you would like it to appear in all materials.)

Company name _____
Contact name _____
Title _____
Address _____
Address _____
City _____ State _____ Zip _____
Email _____
Website _____ Phone _____
Fax _____

If you are using a third party to plan your exhibit, please provide a name and contact information _____

2. Select Your Booth Type

- Commercial Booth (inline): \$3,900 per 10 x 10 inline booth*
Hospital Nurse Recruitment Booth (inline): \$3,400 per 10 x 10 inline booth*
Patient Advocacy Booth: \$1,250 per 10 x 10 inline booth* (must submit proof of 501(c)3 status)

*All corner booths must add an additional \$200 per corner.

Cost: # of 10 x 10 booths _____ x Rate \$ _____ + # of Corners \$ _____ =

Total Booth Price \$ _____

Must qualify as patient advocacy organization and submit proof of 501(c)3 status. See Patient Advocacy Exhibit Rate section in the attached rules and regulations.

Please note: Companies that qualify for the Hospital Nurse Recruitment and Patient Advocacy rates must select booth space in the respective pavilions on the show floor.

3. Choose Your Booth Space

Please select your top-six choices for your booth space.

Table with 2 columns: Choice (First Choice to Sixth Choice) and empty space for selection.

ONS will make its best efforts to assign companies to one of the requested spaces.

A deposit of 50% of the total exhibit space is due with application. Applications submitted after October 1, 2018, must be accompanied by payment in full.

If possible, don't place us near: _____

4. Submit Your Payment

Applications submitted after October 1, 2018 must be accompanied by payment in full.

- Invoice third party*
Invoice exhibiting company

Send Check payable to ONS (tax ID #51-0183279) to

Oncology Nursing Society Exhibits P.O. Box 3500 Pittsburgh, PA 15230

If you need to FedEx your check payment, please mail it to the following address.

SmithBucklin ATTN: ONS Accounts Receivable 330 N. Wabash Ave, Suite 2000 Chicago, IL 60611*

*Exhibiting company is liable for contracted total.

5. Terms of Agreement

- We agree to abide by all rules and regulations governing the ONS 44th Annual Congress as printed in the prospectus and which are part of this application. Acceptance of this application by show management constitutes a contract.

Date _____

Authorized signature* (required)

Name/title (please print)

*Authorized signature must come directly from exhibiting company.

6. Submit Your Contract

Email this application to ahaigh@smithbucklin.com or eweintraub@smithbucklin.com. Do not mail contracts.

EXHIBIT AND SPONSOR RULES AND REGULATIONS

Acquisitions: If an exhibiting company is acquired by another company, the acquiring company will become liable for the full exhibit and/or sponsorship fees.

ADA Compliance: Exhibitors shall be fully responsible for compliance with all applicable provisions of the Americans With Disabilities Act. If you have special needs or questions, please contact mgerth@smithbucklin.com.

Assignment of Space: Booth assignment will be made upon receipt of signed application. ONS reserves the right to exercise its sole discretion in the acceptance or refusal of applications. The preferences requested for booth space location are for guidance and are not guaranteed. ONS does not represent that any space will be available to any applicant. If space is not available, a waiting list will be developed in the order of the date of receipt by ONS of each completed application for exhibit space. ONS will refund all payments received with application for exhibit space to any applicant for whom space is not available or to whom exhibit privileges are not extended. ONS reserves the right to modify the floor plan to accommodate space or change as necessary to avoid conflicts. Any space not reserved prior to the start of the conference may be deleted by ONS without any obligation on the part of ONS. ONS reserves the right to assign booths as necessary to meet the requirements of all participants. Assignments not rejected by exhibitor within 14 days from notification of space assignment will be considered accepted by the exhibitor and may thereafter be rejected or the application canceled only with the approval of the exhibit manager.

Care of Property: No signs or other articles are to be fastened to walls or electrical fixtures. The use of thumb tacks, scotch tape, nails, screws, bolts, or any tool or material which could mark the floor or walls is prohibited. Any damage to the convention center through carelessness of exhibitors or their employees or agents must be paid for by exhibitor causing such damage.

Certificate of Insurance/Liability: ONS requests exhibitors show evidence of a certificate of insurance for liability insurances, workers compensation, and automobile insurance (if applicable) for all events being offered to ONS registrants. ONS should be named as an additional insured.

Children's Admission to the Learning Hall: Children are permitted in the learning hall provided an attendee and/or exhibitor accompany them at all times. Strollers are prohibited for safety reasons. The registered attendee and/or exhibitor responsible for the child assumes all responsibility for any damage to exhibits. Children under 18 are not permitted during set-up or dismantle.

Eligibility: Eligible exhibitors are those with an endorsement from ONS. All exhibitors must be in good standing with ONS. ONS reserves the right to revoke an exhibitor's privileges and terminate the exhibit agreement. If ONS terminates this agreement for reasons other than those set forth in the payment policies, then ONS will return to the exhibitor all deposits or fees paid by such exhibitor.

Exhibit Construction and Layout: ONS reserves the right to control the layout of the exhibit hall. Detailed regulations governing the construction, height, and layout of exhibits will be included in the Exhibitor Services Manual. These Rules and Regulations are to be considered an addendum to this document and are subject to the full power and enforcement as set forth herein. If you require immediate access to these Rules and Regulations, please reference your service manual under the Rules and Regulations tab or contact ONS Show Management for a copy. Each exhibitor will be held accountable for abiding by these rules and regulations governing stand construction and height limitations. All exhibitors are required to provide some form of floor covering in their booth, which must reach aisle to aisle. Bare concrete is not permitted. The exhibitor will also be responsible for any cost necessary to finish off the back wall and open area behind their pop-up, and/or hard wall structure. No cartons may be stored behind the booths.

Exhibitor Events: No entertainment, meetings, tours, special events, hospitality suite functions, or other private functions will be permitted during any scheduled ONS Congress activity unless approved in writing by ONS. Exhibitors that are not in accordance with the stated rules may lose their privilege of exhibiting at this and future conferences.

Exhibit Funding: Funding provided per this agreement is not contingent on the purchase, recommendation, or referral of the participating company's products and is not intended to encourage ONS to order, prescribe, or recommend the participating company's products.

Fire Regulations: Fire hose cabinets must be left accessible and in full view at all times. All display material must be flame proofed and subject to inspection by the local fire department. No flammable fluids or substance may be used or shown in booths.

Fundraising: Unless a special exception has been granted by ONS in writing, exhibitors may not engage, directly or indirectly, in any fundraising in the learning hall.

Handouts/Giveaways/Activities: Any exhibitor must first obtain ONS's written approval before using the ONS conference logo, and ONS must review and approve each giveaway item. Email your requests to mgerth@

smithbucklin.com. In addition, all food and beverage giveaways must have written approval from ONS and the convention center catering service. Any giveaway or activity listed in the Sponsorship Prospectus is an exclusive offering and may not be conducted in booth space.

Hospital Nurse Recruitment Rate: All companies that qualify for this rate must select booth space in the Career Fair Pavilion.

Indemnification/Hold Harmless: Exhibitor releases ONS, its contractors, and their respective directors, officers, employees, agents, and members, and each of them, from any claims, liabilities, losses, damages, costs, or expenses relating to or arising out of any injury to any personnel of exhibitor or to any other person or any loss of or damage to any property of exhibitor or any other property where such injury, loss, or damage is incident to, arises out of, or is in any way related to exhibitor's participation in the event, and the Exhibitor shall be responsible for any such injury, loss, or damage, and any expenses relating thereto. Exhibitor shall indemnify, defend, and hold harmless ONS and its contractors and their respective directors, officers, employees, agents and members, and each of them, from and against all claims, liabilities, losses, damages, costs or expenses, including reasonable attorney's fees and costs of litigation, relating to or arising out of Exhibitor's participation in the event, provided that the foregoing shall not apply to injury, loss, or damage caused by or resulting directly from the sole negligence of either ONS or its contractors. The terms of this provision shall survive the termination or expiration of this agreement.

Limitation of Remedies: In no event will ONS be liable for any lost profits, lost savings, incidental damages, or other economic consequential damages, even if ONS has been advised of the possibility of such damages. ONS will not be liable for any damages claimed by the Exhibitor based on any third-party claim. Damages: In no event will ONS be liable for any damages caused by failure of an Exhibitor to perform their responsibilities.

Patient Advocacy Exhibit Rate: The Patient Advocacy booth rate is limited to patient advocacy organizations that can provide proof of 501(c)(3) status. Patient advocacy organizations are those that provide resources and support for patients, survivors, and care providers. Eligibility for this rate is subject to ONS approval. All companies that qualify for this rate must select space in the Advocacy Pavilion.

Payment/Cancellation Policy: A deposit of 50% of the total exhibit space is required at the time the application is forwarded unless the application is filed after October 1, 2018, when 100% of exhibit cost must be forwarded. Checks should be made payable to ONS and mailed to Oncology Nursing Society Exhibits, P.O. Box 3500, Pittsburgh, PA 15230-3500. Exhibitors canceling exhibit space prior to June 1 will

EXHIBIT AND SPONSOR RULES AND REGULATIONS

be charged a \$250 processing fee. Exhibitors canceling exhibit or meeting space from June 1-October 1, 2018, will be responsible for 50% of the total fee. Exhibitors canceling exhibit or meeting space after October 1, 2018, will be charged the total fee of exhibit, sponsorship, or meeting space reserved. Full payment is due with signed contact and companies are liable for the contracted total upon submission. No sponsorship or event cancellation refunds will be granted due to ongoing promotions. Should any contingency prevent holding of the exhibition, neither ONS nor SmithBucklin shall be held liable for any expenses incurred by the exhibitor.

Performance of Music: No copyrighted music, if published via ASCAP or BMI, may be played in the learning hall during the exhibit hours. Unpublished original music, used in promotional video/audio tapes, is not subject to this rule.

Pets/Animals: No pets or animals will be permitted in the learning hall.

Prize Contests: All contests, raffles, and such must be approved by ONS exhibit management. Email your requests to mgerth@smithbucklin.com.

Registration: Each Exhibitor will be allowed three (3) complimentary exhibit hall-only registrations per 10' x 10' booth, with the option to purchase additional exhibit booth personnel badges at an additional cost of \$50 per badge. All exhibitors are to register their personnel in advance of the conference. All registered exhibitors must be employees of the exhibiting firm. False certification of individuals as exhibitor representatives, misuse of badges, or any method used to assist unauthorized individuals to enter the conference area or sessions may be sufficient cause for expelling the violators from the conference, barring them from further attendance of any activities or sessions associated with the conference without obligation by ONS for refund of any fees.

Release: Exhibitor consents to and authorizes the use, reproduction, and public release, by ONS of any and all recordings in whatever medium, including video, audio, or other transcript, gathered in relation to the conference. Exhibitor agrees all such recordings will be the property of ONS, solely and completely. Exhibitor agrees to obtain sufficient rights and releases from any employees and agents working with Exhibitor at the conference, to grant ONS a perpetual, unrestricted, and royalty-free right to use their likeness, photograph, voice and or name in the recording including any portion thereof, for advertising, publicity, trade or any other lawful purposes, in any medium now known or hereafter to be developed and do hereby release and forever discharge ONS from any and all claims resulting directly or indirectly from use of the recordings.

Sales: Publishing companies are permitted to sell oncology-related books and journals during show hours. Otherwise, no cash sales are permitted in the booth or learning hall unless approval is received by ONS. All other companies/organizations are limited to taking orders. Exhibitors selling or taking orders in their booth are required to collect and remit city and state sales taxes.

Security/Liability: Watchmen will be on duty at all times. However, each exhibitor must take provisions to safeguard his goods from the time they are placed in his booth until they are removed by him. Space is leased with the understanding that ONS, SmithBucklin, and the convention center will act for the exhibitor and his representatives only in the capacity of agent, and not as principal. Each party agrees to be responsible for his own property through insurance or self-insurance and shall hold harmless each of the other parties for any and all damage caused by theft and those perils normally covered by a fire and extended coverage policy. These rules and regulations are to be construed as part of all space contracts. ONS reserves the right to interpret them as well as to make final decisions on all points not specifically covered.

Set-Up and Dismantle: If an exhibit is not set up by 5 pm on Wednesday, May 16, 2018, ONS reserves the right to re-assign such space to another exhibitor or to make other use of the space as deemed necessary or appropriate at the expense of the exhibitor. Exhibits are to be kept intact until the closing of the learning hall. No part of an exhibit shall be removed during the learning hall without special permission from ONS. Any exhibitor that begins dismantling its display before the close of the show will be charged a 25% booth fee, and may altogether lose the privilege of exhibiting. The exhibitor agrees to have the equipment or materials removed from the learning hall by the prescribed time. Failure to remove equipment or materials may incur the billing of late charges. If exhibitor fails to remove its equipment or materials, the exhibitor shall appoint ONS as its agent to arrange such removal. Exhibitor agrees to pay all charges for the breakdown, removal, and shipment of its equipment and materials as arranged by ONS. All freight must be removed from the facility by the end of move out. If exhibits are not removed by this time, management has the right to remove exhibits and charge the expense to the exhibitor.

Solicitation: In response to requests from past exhibitors, the show floor will be policed to eliminate solicitation of exhibitors by other exhibitors and third parties. If you are approached, please report it to the exhibitor registration desk immediately. Individuals who fail to observe the no-solicitation policy will be removed from the learning hall floor and jeopardize the participation of the exhibitor they represent. As a reminder of ONS policies, exhibitors are only allowed to

distribute literature, journals, and promotional materials from their designated booth area. Any distribution of the mentioned materials outside of said booth will be a violation of the guidelines set forth by ONS and subject to removal from the learning hall floor. This will be strictly enforced.

Special Visual and Audio Effects: Audio-visual and other sound and attention-getting devices and effects will be permitted only in those locations and in such intensity as, in the opinion of ONS, do not interfere with the activities of neighboring Exhibitors. Operational equipment demonstrated may not create noise level objectionable to neighboring exhibitors. Subject to these limitations, video recording is permitted within exhibitor's booth space. Operation of all such equipment is subject to union regulations.

Subletting of Space: The subletting or assigning of space is prohibited. Two or more firms may not exhibit in a single space unless special arrangements have been made with ONS exhibit management.

Use of Space-General: Booth space must be staffed during all hours the Hall is open. All marketing activities of each exhibitor must be confined to the exhibitor's allotted booth space. Aisle space may not be used for exhibit purposes for displays or signs or for solicitation of business. Distribution of cards, circulars, samples, or exhibit material is expressly forbidden in areas outside of the learning hall. Exhibitors are not permitted to use strolling advertisements. Demonstrations in booths must be designed to take place and keep the audience within the existing booth space to allow the free flow of traffic in the aisles. Exhibitors expressly agree not to hold any activity that, in the sole opinion of ONS, creates a material adverse effect on attendance during ONS conference hours. If clarification is needed on a specific activity, please submit it to ONS for approval.

Additional Exhibitor Regulations: ONS reserves the right without recourse to absolutely control or prohibit any exhibit or any part of any exhibit which in its opinion is not suitable or in keeping with the character of the exhibition (e.g., people, things, conduct, printed matter, souvenirs). Advertisements not meeting approval must be removed upon request. ONS approval can be confirmed through ONS exhibit management. Unethical conduct or infraction of rules on the part of the exhibitor or his representatives or both will subject the exhibitor or his representatives or both to dismissal from the learning hall. In this event, it is agreed no refund shall be made by ONS, and no demand or redress will be made by exhibitor or his representatives. Disregard for any rule stated here is considered just reason for ONS to prohibit any exhibitor from attending all future ONS activities. Questions regarding these policies should be directed to ONS exhibit management.