



**TARGIT
Collaborative Group**

**4th Annual Conference
New Orleans, LA**

**Exhibitor and Sponsor
Guide**

February 7- 8, 2020

Royal Sonesta New Orleans
300 Bourbon St
New Orleans, LA 70130

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2020

As a major supplier of product and support services for targeted intraoperative radiotherapy, you won't want to miss the opportunity to exhibit at the 4th Annual TARGIT Collaborative Group (TCG) Conference.

In addition to displaying your organization's products and services, the networking opportunities available at this event will be invaluable. There are a limited number of sponsorship and table top exhibit spaces available. These will be awarded on a **first-come, first-served basis** only. Please complete the enclosed Exhibitor and Sponsor Application and return it today to guarantee your spot at this important industry event. We are expecting 150-175 attendees this year.

Exhibit Area

The TCG exhibit area is a table-top show adjacent to the main session room. This is the same area where most meals will generally be served. While there are no defined exhibit hours, it is up to each exhibitor to determine the appropriate times to staff their table.

Your products and material is limited to the immediate area around your table. In all cases, your material may not obstruct other exhibitors.

Tentative Schedule

Friday, February 7th

8:00am - 11:00am	Exhibitor Set-up
11:30am	Conference Opening & Lunch
3:00pm - 3:30pm	Afternoon Break
5:00pm - 7:00pm	Poster Session & Reception

Saturday, February 8th

7:00am - 08:00am	Breakfast
8:00am	Conference Opening
10:00am - 10:30am	Morning Break
12:30pm - 1:30pm	Lunch
2:00pm - 6:00pm	Simulation Lab
3:00pm	Exhibitor Tear Down
7:00pm	Balcony Party

TCG reserves the right to modify the schedule based on the final program.

Table Top Assignment Policy

If possible, the floor plan for the exhibit area will be sent in advance. Exhibitors may request the location of their table top. TCG may alter the location of any exhibitor in the best interest of the conference.

Assignment of each table top will be determined by the following general criteria:

- Sponsorship level
- Date of receipt of application and payment
- Past Participation

Exhibitor Fees

The exhibit fee includes one table, power outlet, two chairs and registration for one (1) person per company.

\$3,750 *Early - Reserved by September 30th*

\$4,000 *Regular - Reserved between Oct 1 - Jan 17th*

\$4,250 *Late - After January 17th and Onsite*

Additional Benefits also include:

- Logo included on postal mailing (Late July)
- Company Logo on TCG Website
- Company Logo in ongoing e-mail promotions
- Post Conference Attendee List (opt-in)

All additional services (such as audio/visual) are at the exhibitors' expense. Please contact TCG if you are interested in additional equipment for your table top.

The exhibit space granted under the terms of this agreement is to be used exclusively by the exhibitor to present their products and services and is not to be subdivided or shared with another company.

Exhibit Personnel

Exhibitor Fee includes registration for one individual per company. Additional exhibitors will need to register separately for an additional charge. Deadline to register additional Exhibitors is **January 17th**.

Registration for all exhibitor personnel includes Reception, lunches, breakfast and breaks for the conference days. All other meals are on your own. The balcony party is optional.

Housing

Exhibitors are responsible for making their own hotel reservations. All Exhibitors are expected to stay at the conference hotel. Rooms need to be reserved by **January 13th**. Rates are subject to change after this date. Room rates are:

Single/Double \$229
Triple/Quad \$269 / \$309

Rooms are available at these rates February 3-11. Rates quoted are per room, per night as indicated and does not include applicable taxes. Rate includes property-wide high speed wi-fi.

Conference Hotel:

Royal Sonesta New Orleans
300 Bourbon Street
New Orleans, LA 70130

To make your reservations, please call 1-855-463-3092. Reference Group Code **0205TARGIT**, or Group Name **TARGIT Collaborative Group**. Or online at: <https://book.passkey.com/e/49938901>

Additional Exhibitor Personnel

Each exhibitor must have his/her own name badge in order to work their company's booth. Two or more exhibitors may not split a registration.

Cost for Additional Exhibitor Personnel:

\$850 Paid by January 17th.

\$950 After January 17th and Onsite

Bourbon Street Balcony Party (Saturday)

An experience you won't forget. Spend the evening above the world famous Bourbon Street in New Orleans in the heart of the French Quarter. Space is limited in our private room with a balcony overlooking Bourbon Street. You will feel just like you are at Mardi Gras. This is an optional event and not included in the regular registration price. Cost includes dinner and drinks for the evening.

Safety and Security

Exhibitors are responsible for the safety and security of their exhibits at all times. TCG will not be providing onsite security. The exhibitor area will be locked overnight.

**Care of Building**

Any damage to the building by the exhibitor will be charged to the exhibitor. Walls, woodwork and flooring must not be defaced or altered in any manner. Tacking, taping or nailing of signs, banners, etc. to permanent walls or posts is prohibited.

Signs and Distribution of Literature

No signs or banners may be placed outside of the immediate table top area except as previously authorized by TCG. No interference with other exhibitors will be allowed. All signs must be self supported.

No company is allowed to distribute their product and/or service literature for general consumption except in their paid exhibit area and/or as a benefit of their paid sponsorship.

Sound Restrictions

Sound amplification must be kept at a level that does not disturb other exhibiting companies or attendees.

Refund and Cancellation Policy

No refunds or cancellations will be accepted after Friday, December 27th. There is a \$500 processing fee for cancellations prior to this date. Cancellations of exhibit space must be directed in writing to TCG.

Shipping

Exhibitors are responsible for their own shipping charges. Any incoming or outgoing boxes are subject to a service fee.

Shipping details will be sent approximately 30 days in advance of the conference.

Conference Program

Each exhibitor and sponsor will be listed in the onsite Conference Program. Please send a Product or Service description of up to 60 words along with your company logo in both a .jpeg and .eps format. These items should be sent electronically to info@targetcollaborative.org by **January 10th**.

In order to be listed in the conference program, the Exhibitor Application and fee must be received by **January 10th**.

Dates & Deadlines**September**

30 Early Exhibitor Deadline

December

27 Last Day to Cancel for Partial Refund

January

10 Exhibitor Descriptions are due

13 Hotel Housing Deadline

17 Additional Exhibitor Registration Deadline

17 Regular Exhibitor / Sponsor Application Due

20 Pre-Registration List Sent (Sponsors Only)

February

4 Promotional Items Due to hotel (Optional)

7-8 TCG Conference

11 Final Registration List Sent
(Exhibitors and Sponsors Only)

Sponsorship Packages

Sponsorship gives companies an opportunity to extend their marketing dollars. There are several sponsorship opportunities available to further promote your company. Some sponsorship opportunities could have more than one sponsor. Companies wishing to Sponsor do not need to be in attendance at the meeting. Each are on a first come, first serve basis.

Example: A Silver Level Sponsor can choose the Reception (\$4,000) and two breaks (\$3,000) for a total of \$7,000. They will then receive the benefit of the package below.

Sponsorship Packages

Gold **\$10,000 Minimum**

Includes:

- Sponsored Speaker for 10 minutes
- Two (2) Table Top Exhibit Spaces
- Three (3) Exhibitor Registrations
- Two promotional items in the conference packet

Silver **\$7,000 Minimum**

Includes:

- Sponsored Speaker for 5 minutes
- One (1) Table Top Exhibit Space
- One (2) Exhibitor Registrations
- One promotional item in the conference packet

Bronze **\$5,000 Minimum**

Includes:

- One (1) Table Top Exhibit Space
- One (1) Exhibitor Registration
- One promotional item in the conference packet

All Sponsorship Levels

Include:

- Logo included on postal mailing (Late July)
- Pre and Post Conference Attendee List
- Logo with Link on TCG Website
- Recognition in Advance Promotions
- Recognition in Signage On-site at Conference
- Additional Benefits as indicated:

**** Please note the sooner your sponsorship is received the sooner your benefits start.**

Sponsorship Opportunities

Balcony Party: **\$8,000**

This is our first ever off-site fun event. This will be held within walking distance of the hotel at the Maison Bourbon Jazz Club. The evening includes dinner drinks. You will also have the opportunity to give a welcome to the group. This sponsorship can be split with other companies. Also includes Pre-Conference Attendee list.

Lunch Sponsor: **\$6,000**

Sponsors either the Friday or the Saturday Lunch. One sponsor per lunch. Also includes Pre-Conference Attendee list and can speak in front of the group for up to 5 minutes.

Reception Sponsor: **\$4,000**

Sponsors the Poster Review and Evening Reception on Friday night of the conference. Also includes Pre-Conference Attendee list (Opt-in). Limited to (2) companies.

Breaks: **\$1,500**

Sponsor one of the three breaks during the conference. Limited to (2) companies per break.

Charging Station: **\$500**

Charging tables are for attendees to power-up their devices in the session room. Includes: Signage on tables. Limited to (1) company per table.

Promotional Item: **\$300**

Have your company brochure or promotional item distributed to every attendee in the official conference packet. Limited to one item. Unlimited number of companies allowed.

Other Sponsor Opportunities:

Additional opportunities to sponsor also exist. Please contact Jeff Milde at the TCG office to inquire about these possibilities.

Additional Sponsorship Opportunities

Sponsored Speaker: \$2,500

Sponsor a speaker of your company's choice. Limited to one (1) speaker per company. Fifteen (15) minutes of speaking time will be allotted to the speaker during the conference. You agree to fund the speaker's:

- Conference Registration
- Travel
- Housing
- Honorarium at your discretion

Benefit Includes:

- Pre and Post Conference Attendee List
- Recognition in Advance Promotions



	Exhibitor	Bronze	Silver	Gold
Promotional item distribution			1	1
Onsite Signage		Yes	Yes	Yes
Table Top Exhibit Space	1	1	1	2
Exhibitor Registration	1	1	2	3
Logo with Link on TCG Website	Logo Only	Yes	Yes	Yes
Recognition in Advanced Promotions	Yes	Yes	Yes	Yes
Attendee List (Opt-in)	Post Conference	Pre & Post Conference	Pre & Post Conference	Pre & Post Conference

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Exhibitor / Sponsor Application

Contact information: (Please Print)

Company _____

Main Contact _____ E-Mail _____

Phone _____ Fax _____

Address _____

City _____ State _____ Zip _____ Country _____

Conference Program Listing: Same as above check here ()

Company _____

Name _____ E-Mail: _____

Phone _____ Website _____

Address _____

City _____ State _____ Zip _____ Country _____

We do not wish to be placed directly beside the following companies: _____

We need electricity: () Yes () No

Exhibitor Registration

Exhibit Fee includes the registration for one Main Exhibitor Representative. Additional exhibitor registration can be purchased now and individuals identified later. Individual Exhibitor Registration due

Exhibitor Type	Paid by September 30	Paid by January 17	# requested	Total
Table Top Exhibit	\$3,750	\$4,000		\$
Additional Exhibitors	\$850	\$950		
Balcony Party	\$100	\$100		\$
<i>All prices are \$USD</i>				Total \$

Payment Information:

Exhibitor Registration Fee (above) \$ _____

Sponsorship Opportunity \$ _____

Total Amount Due \$ _____

Please make checks payable to:
 TCG and remit with completed application to:

TARGIT Collaborative Group
 1721 Eastern Avenue, Suite 19
 Sacramento, CA 95864 USA
 info@targitcollaborative.org
 Fax: 916-604-9224

() Check Enclosed () Check In Mail () Please Invoice Me () VISA () MasterCard () Discover () AMX

Card # _____ Card Security Code # _____ Exp. _____

Name: _____ Signature: _____ Date: _____

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Individual Exhibitor Registration

EXHIBIT PERSONNEL:

Exhibit Fee includes the registration for one Main Exhibitor Representative. Registration includes access to conference sessions and exhibit area, reception, lunch, dinner and breaks for two days. Balcony Party is additional. Use additional forms as necessary. Some sponsorship packages include additional exhibitors at no cost. If this is the case, please write in the word "Included" under the registration price.

Name of Exhibiting Company: _____
 (Submission of Exhibit and Sponsorship Application is required to use this form)

Main Exhibitor Representative

Name of Main Exhibitor:		
Email Address:		
Registration Fee:	\$0	\$ INCLUDED
Balcony Party:	\$100 (Optional)	\$

Additional Exhibitor Representative

Name of Additional Exhibitor:		
Email Address:		
Early Registration Fee:	\$850 (Received before January 17)	\$
Regular Registration Fee:	\$950 (Received after January 17)	\$
Balcony Party:	\$100 (Optional)	\$
	GRAND TOTAL	\$

Additional Exhibitor Representative

Name of Additional Exhibitor:		
Email Address:		
Early Registration Fee:	\$850 (Received before January 17)	\$
Regular Registration Fee:	\$950 (Received after January 17)	\$
Balcony Party:	\$100 (Optional)	\$
	GRAND TOTAL	\$