

OCTOBER 1-3, 2020 | CHICAGO, IL



32nd Annual SMIT Conference

NON-CME MEETING SPONSORSHIPS | www.smit2020.com

As of 1/2/20: Subject to Revisions and Updates

CONFERENCE PRESIDENT: FADY D. CHARBEL, MD, FACS, FAANS

Thank you for your interest in the 32nd Annual SMIT Conference, hosted by the International Society for Medical Innovation and Technology (iSMIT). Founded in 1989, iSMIT members were dedicated to the multidisciplinary advancement of minimally invasive therapy in an attempt to reduce patient trauma arising from traditional surgical operations or radiological interventions.

The 2020 Meeting will focus on minimally invasive surgery including flexible surgery and robotics for urology, surgery, gynecology, and ENT. Additional topics include interventional radiology, computer-assisted medicine, nanotechnology & nanomedicine, smart technologies, future operating room and logistics, vision for the future, plus next generation technologies. The current iSMIT membership base includes representatives from over 35 countries in medical specialties, instrument manufacturing, biomedical engineering and research.

As a sponsor of the 2020 SMIT Conference, you will have the opportunity to network with over 1,000 physician specialists and healthcare professionals in this unique learning environment. Please visit <https://smit2020.com> for the most updated information.

SPONSORSHIP PACKAGES

PLATINUM \$100,000 USD

- Corporate Logo Recognition as a Platinum Sponsor on meeting website, meeting app, and on-site meeting signage
- Premium Exhibit Display Area (20' x 20') with priority selection of exhibit space
- Registration for up to sixteen (16) company representatives*; includes access to all meals, receptions, and educational sessions. **Up to four (4) additional industry representative badges may be obtained at the rate of \$2,500 each in conjunction with this Exhibit Sponsorship.*
- Featured Profile and Corporate Advertisement in Meeting App
- Full Page advertisement in the official printed meeting program with premium placement
- Corporate promotional advertisement slide to be included in the official Meeting Room Transition Slides
- Two (2) Welcome Bag Inserts
- Two (2) lead retrieval units
- Choice of Corporate Branded Opportunity (options provided upon return of signed proposal)
- One (1) pre meeting promotional email blast (the pre-meeting email will be deployed within 2 weeks of the meeting. (Sponsor is required to provide the HTML-programmed email for distribution)
- 20-minute promotional symposium with lead scientific officer, CEO or leadership
- Special recognition at the Opening Ceremony

_____ number of additional industry representative badges requested at \$2,500 per badge (limit four additional for Platinum)

GOLD \$75,000 USD

- Corporate Logo Recognition as a Gold Sponsor on meeting website, meeting app, and on-site meeting signage
- Premium Exhibit Display Area (10' x 20') with priority selection of exhibit space
- Registration for up to twelve (12) company representatives*; includes access to all meals, receptions, and educational sessions. **Up to three (3) additional industry representative badges may be obtained at the rate of \$2,500 each in conjunction with this Exhibit Sponsorship.*
- Full Page advertisement in the official printed meeting program
- Corporate promotional advertisement slide to be included in the official Meeting Room Transition Slides
- Two (2) Welcome Bag Inserts
- One (1) Lead Retrieval Unit

_____ number of additional industry representative badges requested at \$2,500 per badge (limit three additional for Gold)



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SPONSORSHIP PACKAGES

SILVER \$50,000 USD

- Corporate Logo Recognition as a Silver Sponsor on meeting website, meeting app, and on-site meeting signage
- Premium Exhibit Display Area (10' x 10')
- Registration for up to eight (8) company representatives*; includes access to all meals, receptions, and educational sessions. **Up to two (2) additional industry representative badges may be obtained at the rate of \$2,500 each in conjunction with this Exhibit Sponsorship.*
- Half-Page advertisement in the official printed meeting program
- One (1) Welcome Bag Insert
- One (1) Lead Retrieval Unit

_____ number of additional industry representative badges requested at \$2,500 per badge (limit two additional for Silver)

BRONZE 25,000 USD

- Corporate Logo Recognition as a Bronze Sponsor on meeting website, meeting app, and on-site meeting signage
- Table Top Exhibit Display Area (6' table)
- Registration for up to four (4) company representatives; includes access to all meals, receptions, and educational sessions.
- Listing in the official printed meeting program
- One (1) Welcome Bag Insert
- One (1) Lead Retrieval Unit

EARLY STAGE 15,000 USD

The Early Stage package is offered at a significantly discounted rate to enable companies in early commercialization or start-up phase to actively attend the meeting. Factors used by the SMIT team to consider qualification include, but are not limited to the age of the company and the number of employees.

- Corporate Logo Recognition as an Early Stage Sponsor on meeting website, meeting app, and on-site meeting signage
- Table Top Exhibit Display Area (6' table)
- Registration for two (2) company representatives; includes access to all meals, receptions, and educational sessions
- Listing in the official printed meeting program

BRANDING OPPORTUNITIES*

PRICING AND AVAILABILITY OF THESE ITEMS AVAILABLE UPON REQUEST.

- | | |
|---------------------|------------------------|
| 1. Lunch Symposium | 9. Pre-Meeting Email |
| 2. Meeting App | 10. Hotel Drop Bags |
| 3. Hotel Keycards | 11. Lounge Sponsor |
| 4. Tote Bags | 12. Photo Booth |
| 5. Water Bottles | 13. Relaxation Station |
| 6. Wifi | 14. Conference Pens |
| 7. Lanyards | 15. Speaker Dinner |
| 8. Charging Station | |

**You will be notified whether your request can be accommodated based on the timing of our receipt of this completed application. Once your request for this sponsorship has been accepted and confirmed you will be invoiced accordingly. Please note, you are required to be at least a Bronze Sponsor or higher as a condition to sponsoring any of the above Branding Opportunities.*

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TOTAL MEETING SPONSORSHIP \$ _____

Payment Terms: An invoice will be issued with payment details upon the receipt of your written acceptance and execution of this proposal.

This Agreement is Non-Cancelable and Non-Refundable.

Agreed to and Accepted by:

Corporate Sponsor Company _____

Corporate Sponsor Name (Printed) _____

Corporate Sponsor Phone _____

Corporate Sponsor Email Address _____

Corporate Sponsor (Signature) _____

By (Print name of individual's signature above) _____

Please return your signed copy of this proposal to Bryn Mawr Communications Group
ATTN: Kristine Golden via fax at (484) 450-2682 or via email at kgolden@bmctoday.com

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GENERAL TERMS AND CONDITIONS Ensuring the quality of the SMIT Conference for attendees and exhibitors requires a mutual commitment of good faith and cooperation by all parties involved. Except as otherwise agreed in writing, the following General Terms and Conditions are designed to implement the principles of this mutual commitment in a fair, effective, and equitable manner.

DEFINED TERMS The term "Event" or "Meeting" means the Annual SMIT Conference. The Event is owned, and operated by the international Society for Medical Innovation and Technology. The Event is organized by Bryn Mawr Communications Group LLC. Hereafter the international Society for Medical Innovation and Technology, and Bryn Mawr Communications Group LLC are collectively referred to as the "SMIT Conference". As used hereinafter, the term "SMIT Conference" means the international Society for Medical Innovation and Technology and Bryn Mawr Communications Group LLC and each of their officers, directors, agents, affiliates, representatives, employees and assigns, unless the context provides otherwise. The term "Exhibitor" or "Exhibitors" or "Sponsors" means the party applying for and/or utilizing the exhibit space rental at the Event as evidenced by entry into this contract.

CODE OF CONDUCT The following Code of Conduct applies to all Exhibitors/Sponsors and to each of their personnel in attendance. Failure to comply may result in loss of sponsorship, forfeit of all payments, loss of future sponsorship, and/or ejection from the conference.

- a. Exhibitors and sponsors must wear their conference name badge at all times. Name badges may not be reassigned to other persons.
- b. All promotional materials and literature must be in full compliance with FDA requirements.
- c. Exhibitors must install and tear down their exhibit space during the designated installation and dismantle times.
- d. Exhibitor/sponsor may not intrude on any other exhibitor's/sponsor's exhibit area.
- e. Audiovisual and multimedia presentations must not interfere with any other exhibit.
- f. Exhibitor/sponsor may not hold any educational, informational, or social event for attendees of this meeting except those contracted through the SMIT Conference.
- g. The SMIT Conference shall be entitled to terminate this Agreement forthwith, close the exhibit, and remove the exhibitor's property from the exhibit/conference area at any time for failure by the exhibitor or any of its officers, agents, employees, or other representative to perform, meet, and/or observe any term, condition, or rules set forth in these terms and conditions, and such exhibitor shall not be entitled to a refund of any payment.

CME GUIDELINES To ensure independence in CME activities, the Office of Continuing Medical Education fully adheres to the Accreditation Council for Continuing Medical Education Standards for Commercial Support and as such asks of the exhibitors the following:

- a. Commercial interests may not engage in sales, promotional activities, or distribute product-specific advertisements while in the designated location of the CME activity.
- b. CME activity space includes, but is not limited to, lecture halls, break out rooms and laboratory areas.
- c. Product-promotion material or product-specific advertisement of any type is prohibited in or during CME activities. Live (staffed exhibits, presentations) promotional activities must be kept separate from CME.

CANCELLATION OF EXHIBIT, DISPOSAL OF MEDICAL WASTE, AND DISTRIBUTION OF PREMIUMS All exhibit space is non-cancellable and non-refundable. Exhibitors must follow OSHA guidelines for disposal of any hazardous waste. Contests, lotteries, raffles, and games of chance are prohibited.

DISTRIBUTION OF PRODUCT INFORMATION Product information cannot be distributed at any scientific session or in hotel lobbies. Companies may not display or demonstrate products, processes, or services, solicit orders, or distribute advertising material at any location (within or outside the Exhibit Hall) other than in their assigned exhibit space.

EXHIBITOR BADGE CONTROL AND REGISTRATION All participants affiliated with exhibits must be registered. The official SMIT Conference badge must be worn whenever an exhibitor representative is in the exhibit area or meeting rooms. Individual exhibit representatives must check-in with the SMIT Conference registration desk to obtain name badges.

FIRE PROTECTION All materials used in the exhibit area must conform to local fire ordinances and be in accordance with regulations established by the National Association of Fire Underwriters. All displays are subject to inspection by the local fire and safety authority. Fire stations and fire extinguisher equipment are not to be covered or obstructed in any manner.

LIMITATION OF LIABILITY Notwithstanding any other provision hereof, the SMIT Conference shall not be liable for any loss, damage, or liability incurred by Exhibitor, or in connection with services furnished by the SMIT, whether due to the negligence of the SMIT Conference or otherwise, unless said claim is solely caused by the SMIT Conference's gross negligence or willful misconduct. IN NO EVENT WILL THE SMIT CONFERENCE BE LIABLE FOR ANY LOST PROFITS, LOST DATA, OR ANY FORM OF SPECIAL, INCIDENTAL, INDIRECT, CONSEQUENTIAL, OR PUNITIVE DAMAGES OF ANY KIND (WHETHER OR NOT FORESEEABLE), EVEN IF INFORMED IN ADVANCE OF THE POSSIBILITY OF SUCH DAMAGES. In no event shall the SMIT Conference's liability exceed the amount paid by Exhibitor to the SMIT Conference for organization, planning and execution of the Event irrespective of the cause of the loss, damage or liability. Exhibitor waives and agrees to make no claim for any reason whatsoever against the SMIT Conference, its employees, agents, or representatives for any loss of any nature including but not limited to, theft, damage, or destruction of goods; nor for any injury, including death, to himself, employees, agents or representatives; nor for any damage of any nature, including damage to Exhibitor's business for failure to provide exhibit space; nor for failure to hold the Event as scheduled. The Exhibitor is solely responsible for his/her or its own exhibition material and products, and is responsible to insure its exhibit and any products from loss or damage from any cause whatsoever. It is understood that all property of an exhibitor is in his/her or its care, custody, and control in transit to, or from, or within the confines of the exhibit hall. The SMIT Conference shall bear no responsibility for the safety of the exhibitor, its personnel, employees, agents or representatives or providing security for the event or any personal property belonging to Exhibitor. Exhibitors must make provisions for safeguarding its goods, materials, equipment, and display at all times.

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INDEMNIFICATION (i) Exhibitor shall defend, indemnify, and hold harmless the SMIT Conference's directors, officers, employees, and agents from any liability, claim of liability, expense, cause of action, loss, or damage whatsoever including attorneys fees arising out of or in any way connected with the participation of Exhibitor or Exhibitor's agents, vendors, employees or representatives in the Event. Exhibitor shall be responsible for the actions and failure to act of all parties retained by, through, or under Exhibitor in connection with this order and the Event. (ii) Exhibitor shall without limitation as to time indemnify and save the SMIT Conference harmless from all claims which may be asserted against property covered hereunder, including without limitation mechanics liens or claims arising under Worker's Compensation or Occupational Disease laws and from all claims for injury to persons or property arising out of or related to such property unless the same are caused solely and directly by Exhibitor's gross negligence or willful misconduct. Exhibitors wishing to insure their exhibit materials, goods, or wares against theft, damage by fire, accident, or loss of any kind must do so at their own expense.

INSURANCE Exhibitors hereby represent that they currently have or shall, at their sole cost and expense, procure and maintain through the term of this contract, the following insurance that will cover Exhibitor's participation at the Event: Comprehensive General Liability insurance with limits not less than \$1,000,000 including Contractual Liability and Products Liability coverage and Workman's Compensation in full compliance with all laws covering the Exhibitor's employees. Exhibitors must also have theft, public liability and property damage insurance with combined single limits of at least \$1,000,000. This insurance should include both bodily injury and property damage coverage. Exhibitor expressly assumes all risk associated with, resulting from or arising in connection with Exhibitor's participation or presence at the Event, including, without limitation, all risks of theft, loss, harm or injury to the person (including death), property, business or profits of Exhibitor, whether caused by negligence, intentional act, accident, Act of God or otherwise. Proof of such insurance shall be provided to the SMIT Conference or its agent or representative upon request.

DAMAGE TO PROPERTY Exhibitor shall be liable and indemnify the SMIT Conference, including reasonable defense costs, for any and all damage caused by Exhibitor, Exhibitor's agents, vendors, employees or representatives to the facilities where the Event is held including, but not limited to, building floors, walls, or columns, or to standard booth equipment, or to other exhibitor's personnel and property. Exhibitor will not apply paint, lacquer, adhesive or other coatings to building columns, floors or walls, or to standard booth equipment.

ASSUMPTION OF RISKS AND RELEASE Subject to the "Limitation of Liability" provision above, Exhibitor releases the SMIT Conference and assumes sole responsibility for its property or any theft, damage or other loss to such property (whether or not stored in any courtesy storage areas), including any subrogation claims by its insurer and agrees to indemnify the SMIT with respect to any third party claim, including defense costs. Neither the SMIT Conference nor the Exhibit Facility accepts responsibility, nor is a bailment created, for property delivered to the SMIT Conference event by or to the Exhibitor.

MEETING CANCELLATION POLICY If the 2020 SMIT Conference is abbreviated or cancelled due to circumstances beyond its control, including but not limited to: civil disturbance, earthquake, electrical outage, explosion, fire, strike or labor unrest, flood, hurricane, tornado or other acts of God, and act of war, or the act of any government, then this agreement shall be suspended without penalty and rescheduled within twelve (12) months. If, in the sole discretion of the SMIT Conference it cannot be rescheduled, both parties shall be excused from this agreement without penalty or liability of any kind to the other and all funds collected shall be refunded in full.

LISTING AND PROMOTIONAL MATERIALS By exhibiting at the Event, Exhibitors grant the organizer a fully-paid, perpetual non-exclusive license to use, display, and reproduce the name of Exhibitors in any directory listing the exhibiting companies at the Event and to use such names in promotional materials supporting the Event. Exhibitor, on behalf of itself, its employees, agents and representatives grant the organizer a fully-paid, perpetual non-exclusive license to use, display and reproduce images, video, and audio of the Event with respect to the Exhibitors and participants at the Event. The SMIT Conference shall not be liable for any errors in any listing or descriptions or for omitting any Exhibitor from the directory or other lists or materials.

INCORPORATION OF RULES AND REGULATIONS Any and all matters pertaining to the Event not specifically covered by this contract shall be subject to determination by the SMIT Conference. The SMIT Conference may adopt rules or regulations from time to time governing such matters and may amend or revoke them at any time, upon reasonable prior written notice to the Exhibitor.

PHOTOGRAPHY AND VIDEOTAPING Photographing, videotaping and/or audiotaping of any kind is prohibited during the conference without the permission of the SMIT Conference. The SMIT Conference may engage in photographing, videotaping and/or audiotaping the meeting for post meeting promotion and/or educational purposes.

SALES AND ORDER TAKING AND SUBLETTING SPACE Sales and order taking are permitted, provided all transactions are conducted in a manner consistent with the professional nature of the meeting. Products for sale must be the exhibitors' own unaltered products, and the products or services must be pertinent to the attendees' professional interest. The SMIT Conference reserves the right to restrict sales activities that it deems inappropriate or unprofessional. Exhibitors may not permit any other party to exhibit in their space any goods other than those manufactured or distributed by the contracting exhibitor, or permit the solicitation of business by others within their booth space.

TERMS AND CONDITIONS COMPLIANCE The sponsoring company agrees to abide by all terms and conditions outlined in this agreement. You also agree to share the terms and conditions with your company representatives who attend the SMIT Conference. These terms and conditions may be amended at any time and all amendments, as communicated to and accepted by sponsor shall be equally binding on all parties affected by them as the original regulations.