



2024

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TARGIT Collaborative Group

6th Annual Conference San Diego, California

Exhibitor and Sponsor Guide

**February 2–3, 2024
Westin San Diego Bayview
400 West Broadway
San Diego, CA 92101**

Skills Lab: February 3, 2024

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- **General Information**

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 6th 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 food events will generally occur. 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 2nd

7:00am - 8:00am	Exhibitor Set-up
8:00am - 9:00am	Breakfast with Vendors
9:00am	Conference Opening
10:20am - 10:40am	Break with Vendors
11:50am - 12:50pm	Lunch with Vendors
2:50pm - 3:20pm	Break with Vendors
5:30pm - 7:00pm	Poster Session & Reception

Saturday, February 3rd

8:00am - 9:00am	Breakfast with Vendors
9:00am	Conference Opening
10:30am - 11:00am	Morning Break with Vendors
12:30pm - 1:30pm	Lunch with Vendors
1:30pm - 4:00pm	Simulation Lab
3:00pm	Exhibitor Tear Down
6:00pm	Post-Conference 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.

\$4,000 Early - Reserved by September 15th

\$4,500 Regular - Reserved between Sept. 16– Nov. 30

\$5,000 Late - December 1st through Conference

Additional Benefits also include:

- Logo included on postal mailing (October)
- 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 sub-divided 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 **December 31st**.

Registration for all exhibitor personnel includes Reception, lunches, breakfast and breaks for the conference days. All other meals are on your own. The Conference 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 3rd**. Rates are subject to change after this date. Room rates are:

Single/Double \$219

Rooms are available at these rates February 1-4, 2024. Rates quoted are per room, per night as indicated and does not include applicable taxes. A Destination Fee of \$15 per night will also apply that includes: guestroom internet access and airport transportation.

Conference Hotel:

The Westin San Diego Bayview
400 W Broadway
San Diego, CA 92101

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 **September 15th**

\$950 After **December 31st** and Onsite

Post Conference Party (Saturday)

Plans are still being made for a memorable evening at an offsite location. This will be open to vendors and a separate invitation/registration will be sent for this optional party.

Safety and Security

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

**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, **November 30th**. 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 included in the onsite app. Additional details and deadline will be sent after sign-up.

Conference App

To connect everyone, we will be using a service called Attendify. This is a downloadable Conference App for our onsite attendees. This will have some benefit for our vendors as well. Additional information will be shared as we get closer to the conference. Some of the features include:

- Attendee List
- Ability to send messages to each other
- View Meeting material
- Full Schedule
- Activity Stream (think Facebook)...and more.

Dates & Deadlines**September**

- 15 Early Exhibitor Deadline
- 15 Early reserve to have logo included in postal mailing.

November

- 30 Last Day to Cancel for Partial Refund
- 30 Regular Exhibitor / Sponsor Application Due

December

- 31 Additional Exhibitor Registration Deadline

January

- 3 Hotel Housing Deadline
- 22 Pre-Registration List Sent (Sponsors Only)
- 30 Promotional Items Due to hotel (Optional)

February

- 2-3 TCG Conference
- 5 Final Registration List Sent

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.

Sponsorship Packages

Platinum \$75,000

Includes:

- Three (3) Table Top Exhibit Spaces
- Six (6) Exhibitor Registrations
- Twenty (20) Limited Access Exhibitor Registrations
- Two (2) promotional items in Conference packet

Gold \$50,000

Includes:

- Two (2) Table Top Exhibit Spaces
- Four (4) Exhibitor Registrations
- Ten (10) Limited Access Exhibitor Registrations
- Two (2) promotional items in the Conference packet

Silver \$20,000

Includes:

- One (1) Table Top Exhibit Space
- Three (3) Exhibitor Registrations
- Five (5) Limited Access Exhibitor Registrations
- One (1) promotional item in the Conference packet

Bronze \$10,000

Includes:

- One (1) Table Top Exhibit Space
- Two (2) Exhibitor Registrations
- One (1) Limited Access Exhibitor Registration
- One promotional item in the conference packet

All Sponsorship Packages Include:

- Logo included on postal mailing (November)
- Pre & Post Conference Attendee List (Opt-in)
- 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

Post-Conference Party: \$12,000

Plans are still being made for this fun evening at an offsite location. You will also have the opportunity to give a welcome to the group. This sponsorship can be split with other companies.

Meal Sponsor: \$10,000

Sponsors either the Friday Lunch, Saturday Lunch or Saturday Breakfast.

Reception Sponsor: \$8,000

Sponsors the Poster Review and Evening Reception on Friday night of the conference. Limited to (2) companies.

Conference App: \$4,000

Sponsors the downloadable Conference App. The App includes the daily schedule, offers networking opportunities to attendees, and much more.

Speaker Dinner: \$2,500

Sponsors our invite-only dinner for Conference Speakers the night before the Conference.

Breaks: \$1,500

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

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 Sara Shippy at sshippy@targetcollaborative.org at the TCG office to inquire.

Additional Sponsorship Opportunities

Emerging Technologies Sponsored Speaker: \$4,000 (4 Available)

Sponsor a speaker of your company's choice. Limited to one (1) speaker per company. Fifteen (15) minutes of speaking time followed by (5 minute) Q&A will be allotted to the speaker during the conference. Included in the Sponsorship:

- Conference Registration
- Housing (Two nights at the Conference Hotel)

You agree to fund the speaker's:

- Travel expenses (Flight, Taxi, etc.)
- Honorarium at your discretion

Benefit Includes:

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

Skills Lab Sponsor:

This year we are excited to offer two Skills Labs training for residents and fellows to participate in. You can choose to participate in the Brain Skills Lab, the Breast Skills Lab or both. Participants could include Surgical and Radiation Oncologist Residents and Fellows and Medical Physics Residents.

\$3,500 in addition to Exhibitor/Sponsorship participation (Only One: Brain or Breast)

\$5,000 in addition to Exhibitor/Sponsorship participation (Both: Brain & Breast)

\$6,000 to participate in one Skills Lab only; \$8,500 to participate in both Skills Labs only.

With this sponsorship you have the opportunity to bring in equipment and two support persons during the simulation lab. The Skills Lab will consist of a lecture followed by two hours of hands-on learning. Each participating company will receive a table to showcase their products in live demonstrations while residents/fellows rotate through each station. As part of this sponsorship you agree to take on the related expenses of the shipping and set-up costs in addition to the costs of your support personnel. Display and literature table included.

Benefits Include:

- Logo included on postal mailing (July)
- Logo included in promotion to potential lab attendees.
- Pre and Post Lab Attendee List (Opt-in)
- Logo with Link on TCG Website
- Recognition in Advance Promotions
- Recognition in Signage On-site at Conference

	Exhibitor	Bronze	Silver	Gold	Platinum
Promotional item distribution	0	1	1	2	2
Onsite Signage	No	Yes	Yes	Yes	Yes
Table Top Exhibit Space	1	1	1	2	3
Exhibitor Registration	1	2	3	4	6
Logo with Link on TCG Website	Logo Only	Yes	Yes	Yes	Yes
Recognition in Advanced Promotions	Yes	Yes	Yes	Yes	Yes
Attendee List (Opt-in)	Post Conference	Pre & Post Conference	Pre & Post Conference	Pre & Post Conference	Pre & Post Conference

2024 TCG Conference

San Diego, California USA

February 2–3, 2024



To pay by check, complete the following documents and send to Sara Shippy at sshippy@targitcollaborative.org or mail to the address listed below.

Exhibitor / Sponsor Application

Contact information: *(Please Print)*

Company _____

Contact _____

E-Mail _____ Phone _____

Additional information for the conference program and App listing will be requested after this application is received.

ADDITIONAL INFORMATION:

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.

Exhibitor Type	Paid by April 15th	Paid after April 15th	Paid after August 1st	Total
Table Top Exhibit	\$4,000	\$4,500	\$5,000	\$
Additional Exhibitors	\$850	\$950	\$950	
<i>All prices are \$USD</i>			Total	\$

Skills Lab	In addition to Exhibiting	Skills Lab Only	Total
Brain Only	\$3,500	\$6,000	\$
Breast Only	\$3,500	\$6,000	\$
Both Brain and Breast	\$5,000	\$8,500	\$
<i>All prices are \$USD</i>		Total	\$

Payment Information:

Exhibitor Registration Fee (above) \$ _____

Sponsorship Opportunity \$ _____

Skills Lab \$ _____

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

Exhibitor and Sponsor Application (cont.)

Please choose your Sponsorship or individual Sponsorship Opportunities.

Sponsorship Level

____ **Platinum** **\$75,000**
____ **Gold** **\$50,000**
____ **Silver** **\$20,000**
____ **Bronze** **\$10,000**

Speaker Sponsorship

____ **\$4,000**

Simulation Lab Sponsor

____ **\$3,500**

Sponsorship Opportunities

Post Conference Party

____ \$10,000 - Saturday Night

Meals

____ \$6,000 - Friday Lunch
____ \$6,000 - Saturday Lunch
____ \$6,000 - Saturday Breakfast

Reception

____ \$5,000 - Friday Night

Conference App

____ \$4,000

Speaker Dinner

____ \$2,500 - Thursday Night

Daily Breaks

____ \$1,500 - Friday Afternoon
____ \$1,500 - Saturday Morning
____ \$1,500 - Saturday Afternoon

Promotional Item

____ \$300

Exhibitor Check List

- ☐ **Complete Exhibitor / Sponsorship Application (2 pages)**
- ☐ **Complete Individual Exhibitor Registration**
- ☐ **Send Promotional Item (Optional)**
- ☐ **Send Company Logo and description**

Next Steps

Once your application and payment is received, you will be contacted by TCG with additional information about your participation.

TOTAL \$ _____

☐ **Please contact me to discuss other sponsorship opportunities**