



TARGIT Collaborative Group

5th Annual Conference San Diego, CA

Exhibitor and Sponsor Guide

September 10–12, 2021
The Westin San Diego Gaslamp Quarter
910 Broadway Circle
San Diego, CA 92101

Simulation Lab: September 12, 2021

Inside:

- **Exhibitor Information**
- **Sponsorship Opportunities**
- **General Information**

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2021

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 5th 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, September 10th

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, September 11th

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	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.

\$3,750 *Early - Reserved by June 4th*

\$4,500 *Regular - Reserved between Jun 5- July 31st*

\$4,750 *Late - August 1st through Conference*

Additional Benefits also include:

- Logo included on postal mailing (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 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 **August 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 **August 18th**. Rates are subject to change after this date. Room rates are:

Single/Double \$169

Rooms are available at these rates September 9-12. 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:

The Westin San Diego Gaslamp Quarter
910 Broadway Circle
San Diego, CA 92101

To make your reservations, please call **1-888-627-8563**.
Please reference **TARGIT Collaborative Group**.

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 **July 31st**

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

Post Conference Party (Saturday)

Plans are still being put together for a memorable evening. 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, **July 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**June**

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

July

- 30 Last Day to Cancel for Partial Refund
- 31 Regular Exhibitor / Sponsor Application Due
- 31 Additional Exhibitor Registration Deadline

August

- 18 Hotel Housing Deadline
- 27 Pre-Registration List Sent (Sponsors Only)

September

- 6 Promotional Items Due to hotel (Optional)
- 10-12 TCG Conference
- 17 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 (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

Post-Conference Party: \$8,000

Plans are still being developed for this fun evening. 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.

Meal Sponsor: \$6,000

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

Emerging Technologies 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

Simulation Lab Sponsor: \$2,000

Support our Simulation Lab training of residents and fellows. With this sponsorship you have the opportunity to bring in equipment and a support person during the simulation lab. 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.

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
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 _____

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. Individual Exhibitor Registration due

Exhibitor Type	Paid by June 4th	Paid by July 31st	# requested	Total
Table Top Exhibit	\$3,750	\$4,500		\$
Additional Exhibitors	\$850	\$950		
<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

() Check Enclosed () Check In Mail () Please Invoice

Exhibitor and Sponsor Application (cont.)

Please choose your Sponsorship or individual Sponsorship Opportunities.

Sponsorship Level

___ **Gold** **\$10,000 Min.**

___ **Silver** **\$7,000 Min.**

___ **Bronze** **\$5,000 Min.**

Speaker Sponsorship

___ **\$2,500**

Simulation Lab Sponsor

___ **\$2,000**

Sponsorship Opportunities

Post Conference Party

___ \$8,000 - Saturday Night

Meal

___ \$6,000 - Friday Lunch

___ \$6,000 - Saturday Lunch

___ \$6,000 - Saturday Breakfast

Reception

___ \$4,000 - Friday Night

Daily Breaks

___ \$1,500 - Friday Afternoon

___ \$1,500 - Saturday Morning

___ \$1,500 - Saturday Afternoon

Charging Station

___ \$500

Promotional Item

___ \$300

TOTAL \$ _____

Please contact me to discuss other sponsorship opportunities

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.

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September 10 - 12, 2021



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. Post Conference 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
Post Conference Party:	\$100 (Optional)	\$

Additional Exhibitor Representative

Name of Additional Exhibitor:		
Email Address:		
Early Registration Fee:	\$850 (Received before June 4)	\$
Regular Registration Fee:	\$950 (Received after July 31)	\$
Post Conference Party:	\$100 (Optional)	\$
	GRAND TOTAL	\$

Additional Exhibitor Representative

Name of Additional Exhibitor:		
Email Address:		
Early Registration Fee:	\$850 (Received before June 4)	\$
Regular Registration Fee:	\$950 (Received after July 31)	\$
Post Conference Party:	\$100 (Optional)	\$
	GRAND TOTAL	\$