



Society for  
Maternal-Fetal  
Medicine

Apply Early  
to Ensure Your  
Prime Exhibit  
Space!

# EXHIBITOR AND SPONSORSHIP PROSPECTUS

Exhibit | Advertise | Sponsor | Connect  
Exhibit Dates: February 8–10, 2023



**43rd Annual Pregnancy Meeting™**

February 6–11, 2023  
San Francisco, California  
Moscone Center West

# INVITATION TO EXHIBIT AT THE 43rd ANNUAL PREGNANCY MEETING™



We invite you to exhibit and participate in the 43rd Annual Meeting – The Pregnancy Meeting™ taking place February 6-11, 2023 at the Moscone Convention Center West Building located in San Francisco California. Following the unprecedented disruption of our 2021 and 2022 meetings, this is your opportunity to engage with over 2,800 maternal-fetal medicine sub-specialists and other stakeholders, including nationally-respected experts, leaders, and decision makers in the field of obstetrics and women's health.



As the premiere educational conference in the field of maternal-fetal medicine, attendees travel from around the world to network with today's most influential leaders and explore the latest science and innovations. Our educational experience includes pre-meeting postgraduate courses, oral and poster presentations, state of the art lectures, and scientific forums.

This year, our goal is to provide an immersive experience that will educate and inspire beyond the lecture hall. Our **new exhibit hall activations and activities** are designed with these same core values in mind - we want attendees informed of current technologies available for maternal-fetal medicine as well as emerging trends they may not yet be aware of so that their #SMFM23 experience can leave them feeling empowered!

In addition to the scientific poster sessions, opening reception, and coffee breaks, for the first time, the Exhibit Hall will feature the

following enhancements to attract attendees and give you the opportunity to showcase your services:

- New! Exhibit hall hours featuring unopposed time
- Product Theaters
- Career Fair
- SMFM Thrive Brain Break area

We are also excited to introduce new advertising opportunities, providing fresh, valuable and in demand marketing opportunities. They include:

- Hanging banners on the lobby level of the convention center
- Escalator clings on the escalators that take attendees from the registration and exhibit hall level to the session level
- Nook meeting pods – branded meeting space in the exhibit hall

The Pregnancy Meeting™ provides a unique and valuable venue for your organization to increase exposure, build relationships and enhance your company's image among the leaders in the field of obstetrics. We hope you will take advantage of this opportunity to showcase your products and services to this influential group of decision-makers. Exhibit space and sponsorship opportunities are limited, so make your selection today! Booth space is allotted on a first come, first serve basis, and has sold-out for past consecutive live meetings, so be sure to apply early. On behalf of the Society for Maternal-Fetal Medicine, we look forward to seeing you in San Francisco!

**Christina J. Wurster, MBA, CAE**  
Chief Executive Officer

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## EXHIBITS ARE A PRIMARY SOURCE OF INFORMATION FOR ATTENDEES MAKING PURCHASING DECISIONS

Contact Kasey McNeil, Director of Meetings and Exhibits,  
at [kmcneil@smfm.org](mailto:kmcneil@smfm.org) for more information

## About SMFM

The Society for Maternal-Fetal Medicine (SMFM), founded in 1977, is the medical professional society for maternal-fetal medicine subspecialists, who are obstetricians with additional training in high-risk pregnancies. SMFM represents more than 5,500 members who care for high-risk pregnant people and provides education, promotes research, and engages in advocacy to advance optimal and equitable perinatal outcomes for all people who desire and experience pregnancy. For more information, visit [SMFM.org](http://SMFM.org).



## About the Meeting

The Annual Meeting is the centerpiece of SMFM's work, featuring postgraduate courses and workshops, luncheon roundtables, scientific forums, and poster presentations. It is the premier event for presenting and learning about cutting-edge science in obstetrics and provides participants the opportunity to connect with leaders and colleagues in maternal-fetal medicine.

## About Exhibiting

SMFM recognizes that issues in maternal-fetal medicine are ever broadening and has designed our exhibit program to help foster communication between companies involved with maternal-fetal medicine and the Society.

The Annual Pregnancy Meeting™ allows you to target your market audience face-to-face. Your company will gain exposure with an array of interested,

highly educated experts who are also prime prospects with significant buying power. These attendees expect to see the companies and organizations that lead the specialty showcasing their products and services.

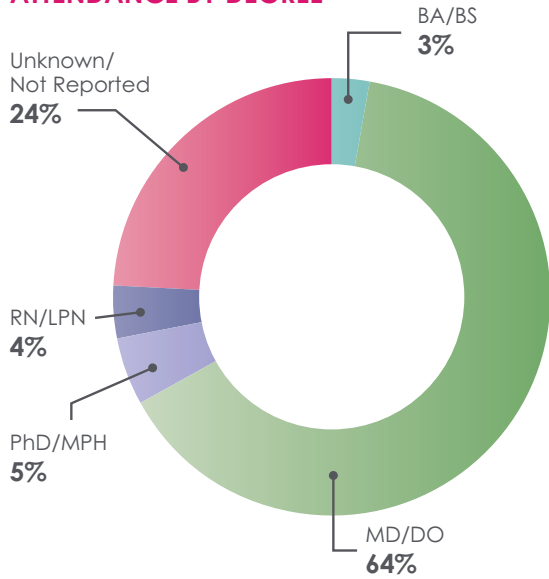
When you exhibit at the SMFM Annual Meeting, you are identified as supporting and taking an active interest in the activities of the Society. Exhibiting

provides benefits to both participating industry and the Society. Meet face-to-face with the high-risk pregnancy experts. Whether your company is selling products or services, promoting your organization, recruiting staff or introducing a new technology, exhibiting at the Annual Pregnancy Meeting™ increases your company's visibility among the most influential leaders in obstetrics.

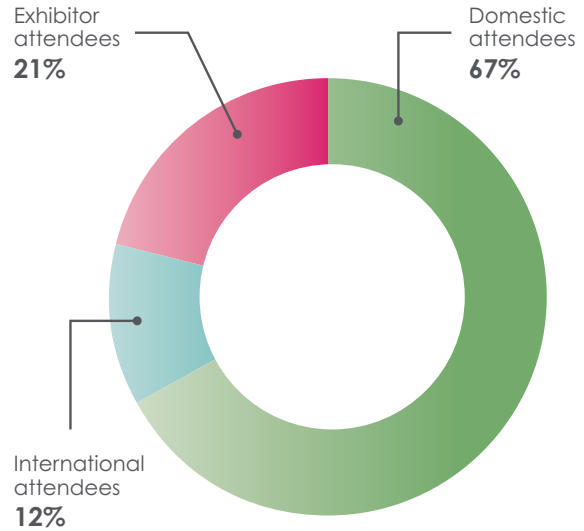
# Demographics

\* Denotes latest in-person meeting

## 2020\* PREGNANCY MEETING ATTENDANCE BY DEGREE

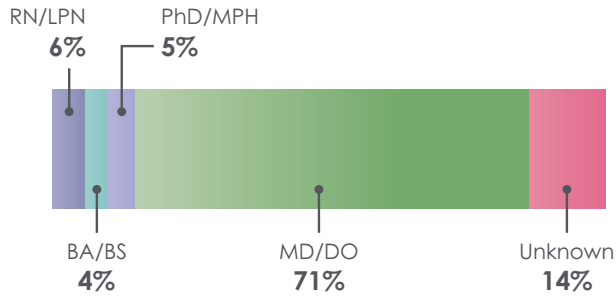


## TOTAL 2020\* MEETING ATTENDANCE: 2,731

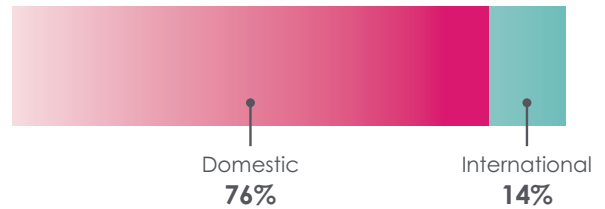


## TOTAL SMFM MEMBERSHIP

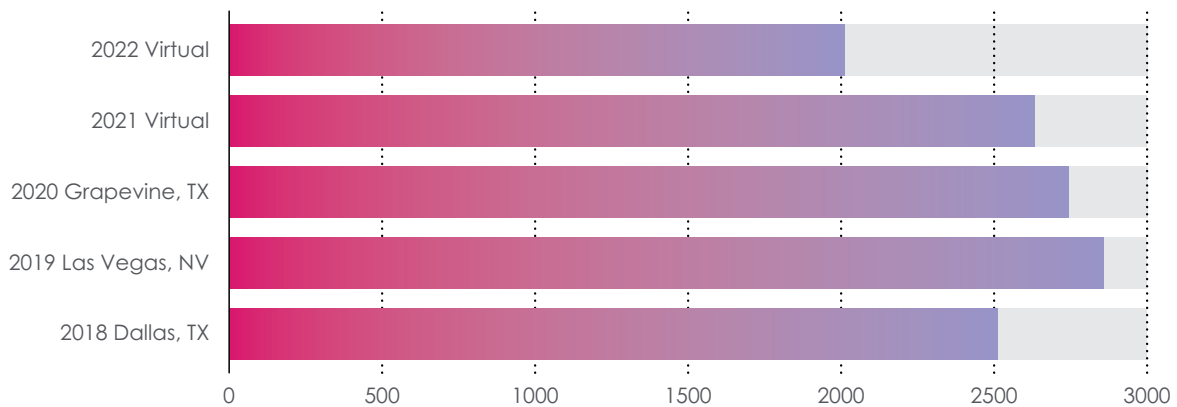
By Degree:  
(as of June 2022)



By Domestic vs. International:  
(as of June 2022)



## ANNUAL MEETING ATTENDANCE HISTORY



# Benefits of Exhibiting

## Each 10' x 10' booth space includes the following:

- 8' high draped back wall and 36" side drape (inline booths).
- 7"×44" booth identification sign with company name and booth number (inline booths).
- **NEW!** Two exhibitor registrations per 100 square feet of space, which allows entrance to the meeting's scientific sessions, forums, opening reception, and the exhibit hall during all set-up, dismantle, and regular show hours. Additional exhibitor booth badges will be \$300 each, which will be full Exhibitor Attendee badges, (to gain access to scientific sessions). Ticketed sessions will be an additional fee.
- One complimentary use of the SMFM member mailing list or one use of the pre-meeting or post meeting attendee mailing list (physical addresses only; email and phone numbers are not included, or (1) complimentary Job posting listing on the SMFM Job Board please contact [kmcneil@smfm.org](mailto:kmcneil@smfm.org) to take advantage of this benefit.
- Exclusive opportunities to provide meeting support, promotion, and advertising.
- Complimentary company listing in the printed meeting program, onsite and online exhibitor listings, floor map and mobile app.
- Opportunity to purchase print advertising in the exclusive Pregnancy Meeting™ program which is distributed to all meeting attendees.
- Exclusive opportunity to rent Nook Meeting Pods.
- Opportunity to purchase digital advertising on the meeting's mobile app.
- Opportunity to reserve ICW (in conjunction with) meeting space, based on hotel availability of space outside SMFM meeting space, during the Pregnancy Meeting™ dates.



## TRAFFIC GENERATING FEATURES

There are several features designed to increase attendee traffic flow in the exhibit area. They include:

### **NEW! Exhibit Hall Open with Activations & Activities**

SMFM Thrive Brain Break, Career Fair & Product Theaters

Wednesday, February 8, Noon – 6 PM

### **Opening Reception Wednesday**

**Evening!** For the eleventh year, the place to be for all attendees will be the Exhibit Hall on Wednesday, February 8, 6 – 8 PM.

**Exhibits and Poster Sessions!** The exhibits run concurrently with Thursday's and Friday's poster presentations in the Exhibit Hall allowing attendees to easily access both the scientific posters and the exhibits. All attendees have the chance to visit the exhibit booths, mingle and informally make contacts with both old and new acquaintances. The exhibit hall will be open from 10:30 AM – 6 PM on Thursday, February 9 and Friday, February 10. On both days, the busiest exhibit times will be during the concurrent poster sessions from:

#### **Thursday**

10:30 AM – Noon  
4:15 – 5:45 PM

#### **Friday**

10:30 AM – Noon  
3:45 – 5:15 PM

Please plan to staff your booth accordingly.

**Beverage Breaks.** Beverages will be served during the dedicated poster hours and exhibitors may reserve optional beverage break sponsorships.

# Exhibit Information

The SMFM 2023 Exhibits will be open February 8-10 in Moscone Center West Building. Exhibit hours have been scheduled to provide maximum interaction between meeting attendees and exhibitor personnel.

## EXHIBIT DAYS, DATES, AND TIMES

### Wednesday, February 8, 2023

Noon – 6 PM **NEW!** Exhibit Hall Activation and Activities

6 – 8 PM Opening Reception

### Thursday, February 9, 2023

10:30 AM – 6 PM with AM and PM coffee/refreshment breaks

### Friday, February 10, 2023

10:30 AM – 6 PM with AM and PM coffee/refreshment breaks

## EXHIBIT SPACE RATE

**Nonprofit, Recruiter or Publisher Booth** **\$4,500**

**Standard Booth 10'x10' Inside** **\$6,750**

**Standard Booth 10'x10' Corner** **\$6,950**

**Island Booth** **\$67.50 per square foot**

**Digital Exhibitor Listing** **\$2,000**

- Company or Product Logo
- Complete Company listing on the Meeting Website
- Company Description
- Link to the Website
- Link to a PDF Brochure

**Career Fair Table** **\$1,000**

**NEW!** Recruiters will be offered an additional Career Fair Table for the newly added Career Fair on Wednesday, February 8, 2023 from 12 PM – 1:30 PM, table will include:

- (1) 6ft draped table with (2) chairs
- Matchmaking platform to interact with potential job seekers prior to the annual meeting
- Platform to set up your content and add your company profile
- Dedicated Career Fair area on the exhibit floor during annual meeting to meet with prospective job seekers

## CHILDREN'S ADMISSION TO THE EXHIBIT HALL

Children (age of 18 years or less) are welcome in the exhibit hall during show hours, provided they are always accompanied by a registered attendee and/or exhibitor. No children (age 18 or less) are allowed in the exhibit hall during setup or dismantling. The registered attendee and/or exhibitor who is responsible for the child assumes all responsibility for damages to any exhibits.

## AMERICANS WITH DISABILITIES ACT (ADA)

All exhibiting companies are required to comply with the Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line, (800) 514-0301.

## CODE OF CONDUCT

SMFM is committed to ensuring a safe and welcoming environment for all participants at the Annual Meeting. We expect all participants at the Annual Meeting to abide by this Code of Conduct in all venues at the Annual Meeting, including ancillary events and official and unofficial social gatherings.

- Exercise consideration and respect in your speech and actions.
- Refrain from demeaning, discriminatory, or harassing behavior and speech.
- Be mindful of your surroundings and of your fellow participants.

## FIRE REGULATIONS

All display material must be flame proof and subject to inspection by the local Fire Marshal. No flammable fluids or substances may be used or shown in the exhibit area.

## ACCESS TO EXHIBITS

During show days, exhibitors who are properly badged may enter the exhibit hall one hour prior to the opening of the exhibit hall and may remain in the hall one hour after the close of exhibits. Meetings in the exhibit hall with attendees and other non-exhibit individuals may only take place during official exhibit hours and in designated areas. These individuals must be properly badged and cannot gain access to the exhibit hall except during official exhibit hours. Exhibitors may not enter another exhibitor's booth without the other exhibitor's express approval. SMFM, its representatives, and employees shall have free access to any exhibit at all times in the performance of their assigned duties.

## ACCME GUIDELINES

No industry promotional materials shall be displayed or distributed in the same room immediately before, during, or immediately after an education activity certified for credit. Industry supporter representatives may attend any Accreditation Council for Continuing Medical Education (ACCME) educational activity, but they may not engage in sales activities immediately before, during, or immediately after an in the room where the education activity takes place. Support of Academy CME activities does not influence booth space assignment decisions.

## ADVERTISING

Exhibitors' advertising and marketing of their participation in the meeting, including such activities on its website and elsewhere on the internet, shall comply with all contracts and shall not infringe or otherwise misuse the SMFM trademarks and other intellectual property. An exhibitor may, on its website or elsewhere, list the official name and date of an SMFM event and may indicate, upon approval of its application, that the exhibitor is an authorized exhibitor at such event, but the exhibitor may not state or imply that its goods or services are endorsed



by SMFM and may not otherwise use SMFM intellectual property without the prior written consent of SMFM. If, in the reasonable belief of SMFM, (i) Exhibitor's activities infringe any of the SMFM's federally registered trademarks ("Foundation Marks"), or (ii) Exhibitor's activities, including the exhibitor using, without permission, Foundation Marks on websites or in domain names, metatags, hypertext links, or any search engine sponsored links or search engine advertising programs (e.g., Google AdWords), are likely to cause confusion, mislead, or deceive, as to the affiliation, connection, or association of SMFM with the exhibitor or its goods, services or other industry activities, SMFM reserves the right to cancel the exhibitor's space. SMFM's decision on all such matters shall be final. In addition, exhibitors may not leave merchandise or printed matter in any area of the convention center or SMFM facilities. Exhibitors may distribute materials only from their assigned booth.

## BOOTH CARPET

All booth spaces must be carpeted or covered with approved flooring. Carpeting of the exhibit booth is the responsibility of the exhibitor occupying that booth space. The carpet must be clean and in reasonable shape and appearance as judged by SMFM Show Management. If the booth space is not carpeted by the posted deadline,

carpet will be laid by the general services contractor and the cost will be the responsibility of the exhibitor occupying that booth space.

## BOOTH CONSTRUCTION

Standard 10-foot deep and 10-foot-wide booths with a back wall sign bearing the exhibiting company name and booth number will be furnished to each exhibitor. The booth background drape is 8-foot-high with 3-foot-high sidewall dividers. The aisles in the exhibit hall are carpeted, so the exhibitor must supply the required booth carpeting. Booth furniture, carpeting, special drapery, and other special services are NOT supplied and may be obtained at the prevailing rates through the General Service Contractor using forms found in the online Exhibitor Service Manual. All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.



## BOOTH CANCELLATIONS AND REDUCTIONS

Exhibitors are required to submit a written notification of cancellation to the Meetings Department of SMFM at [events@smfm.org](mailto:events@smfm.org). The date the exhibitor's written notice of cancellation is received in the Meetings Department will be the official cancellation date.

## BOOTH TYPES ALLOWED

**Linear/Corner/Perimeter** Defined as a 10' x 10' (3.05m x 3.05m), or a series of 10' x 10's, in a straight line and will generally have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle. A corner booth is a type of linear booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. Corner booths can be a series of multiple linear booths but will be listed as one corner booth with one booth number. A Perimeter booth is a type of linear booth that backs to an outside wall of the exhibit hall or to a non-exhibit area, not to another exhibit booth. All guidelines of a linear booth apply with the exception of the back wall height which is a maximum of 12' (3.66m). Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8' (2.44m) high is allowed only in the rear half of the booth

space with a 4' (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Linear booths may extend to 8' (2.44m) high only half-way, 5' (1.52m) from the back-wall drape line out towards the aisle. The front 5' (1.52m) from the middle of the booth to the front aisle has a height restriction of 4' (1.22m). Hanging signage is not permitted in linear booths.

**Peninsula Booth** Defined as a booth space exposed to aisles on three sides and is a 20' x 20' (6.10m x 6.10m) or larger. Peninsula booths normally will have one other peninsula booth or a linear booth on the other side of the back-wall or side-wall drape line. Approval from each of the exhibitors involved needs to be received before the booth space assignment can become official. A fifty percent (50%) see-through effect on the portion of the booth from the floor up to a minimum of 8' in height is required. Compliance will be determined from a minimum of two angles. No exhibit structure may span an aisle by roofing or floor covering. A twenty-five percent (25%) see-through effect on the portion of the booth from 8' up to the maximum height of 20' is required. Compliance will be determined from a minimum of two angles. Display components from the floor to 8' in height may NOT be

closer than 1' to any external boundary of the exhibit space. This applies only to displays that are 20' x 30' or larger. Display components from 8' to 20' in height may extend to the edge of the exhibit space. Complete scale drawings, both concept and construction, indicating applicable set-back, exhibit height, live demonstration areas, and supplemental/back out lighting requests must be submitted to SMFM for approval no later than 45 days prior to the 43rd Annual Pregnancy Meeting. Exhibit and/or display components exceeding 12' in height must be approved by a licensed structural engineer prior to installation. A copy of the engineer's certificate or stamped floor plans must be available for onsite inspection. Move-in/set-up may not begin without written preliminary approval of plans by SMFM's Exhibit Management. The final determination will be made during the installation of the exhibit. Any changes required to bring an exhibit into compliance with the peninsula and multistory display rules shall be made at the exhibitor's expense.

**Island Booth** An island booth is a booth exposed to aisles on all four sides. An island booth is 20' x 20' (6.10m x 6.10m) or larger. The entire cubic content of the space may be used up to the maximum allowable height of 20' (6.10m) while adhering to the see-through effect percentages. All island and multistory displays must have access from all four sides unless the exhibitor wanting limited access received permission from SMFM (at SMFM's sole discretion). A fifty percent (50%) see-through effect on the portion of the booth from the floor up to a minimum of 8' in height is required. Compliance will be determined from a minimum of two angles. No exhibit structure may span an aisle by roofing or floor covering. A twenty-five percent (25%) see-through effect on the portion of the booth from 8' up to the maximum height of 20' is required. Compliance will be determined from a minimum of two angles. Display components from the floor to 8' in height may NOT be



closer than 1' to any external boundary of the exhibit space. This applies only to displays that are 20' x 30' or larger. Display components from 8' to 20' in height may extend to the edge of the exhibit space. Complete scale drawings, both concept and construction, indicating applicable setback, exhibit height, live demonstration areas, and supplemental/back out lighting requests must be submitted to SMFM for approval no later than 45 days (November 18) prior to the meeting. Exhibit and/or display components exceeding 12' in height must be approved by a licensed structural engineer prior to installation. A copy of the engineer's certificate or stamped floor plans must be available for onsite inspection. Move-in/set-up may not begin without written preliminary approval of plans by SMFM Exhibit Management. The final determination will be made during the installation of exhibit. Any changes required to bring an exhibit into compliance with the island and multistory display rules shall be made at the exhibitor's expense.

### CANCELLATION OF EVENT

If an emergency arises prior to the opening date of the event, or during the event, which prevents its scheduled opening and/or operation, including but not limited to strikes, destruction or damage of the exhibit hall, acts of God, terrorism, or the threat of terrorism, disease or epidemic, a declaration of national emergency by the President, or any other event beyond the control of SMFM, it is expressly understood and agreed that SMFM will return all monies paid for space, or the exhibitor shall have the choice to roll over monies paid to the following year. No penalties will be applied and no monies will be withheld. If for any reason, SMFM determines that the location of the exhibition should be changed, no refund will be made, but SMFM shall assign to the exhibitor, in lieu of the original space, such other space as SMFM deems appropriate and the exhibitor agrees to use such space under applicable rules and regulations. SMFM shall not be financially liable or otherwise



obligated to the exhibitor in the event the exhibition is canceled, postponed, or relocated, except as provided herein.

### CANOPIES AND CEILINGS

Canopies, including ceilings, umbrellas, and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or to allow for hanging products). Canopies for Linear or Perimeter Booths should comply with Line-of-Sight requirements. (See "Use of Space" for Linear or Perimeter Booths). The bottom of the canopy should not be lower than 7' (2.13m) from the floor within 5' (1.52m) of any aisle. Canopy supports should be no wider than three inches 3" (.08m). This applies to any booth configuration that has a sight line restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings, and other similar coverings. Check with the appropriate local agencies prior to determining specific exhibition rules.

### CARE OF EXHIBITOR SPACE

Exhibitors must, at their expense, maintain and keep their booths and exhibits clean and in good order as determined in the sole discretion of the SMFM. Exhibitors and their designated agents shall be responsible for the cost of removing any excess waste, as deemed by the Convention Center and/or SMFM.

### CONTRACTED SERVICES AND INFORMATION

SMFM, in the best interest of the exhibitors, has selected AGS Expo to serve as the official General Service Contractor. The contractor will provide to the exhibitors, for a fee, all labor, equipment, and supervision. Complete information, instructions, and schedules of prices for services and rentals will be included in the online Exhibitor Service Manual, available November 2022.

### DAMAGE AND PERSONAL INJURY

Exhibitors are responsible for all damage to the building or to the booth space and property of other exhibitors, including damage by employees, representatives, or agents. No nails, tacks, or screws shall be put into walls, woodwork, or flooring of the building. The exhibitor is also responsible for all personal injury caused by its employees, representatives, and agents.

### DEMONSTRATIONS

Exhibitors need to conduct sales presentations and product demonstrations in a manner that assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentations, audiovisual presentations, and demonstration

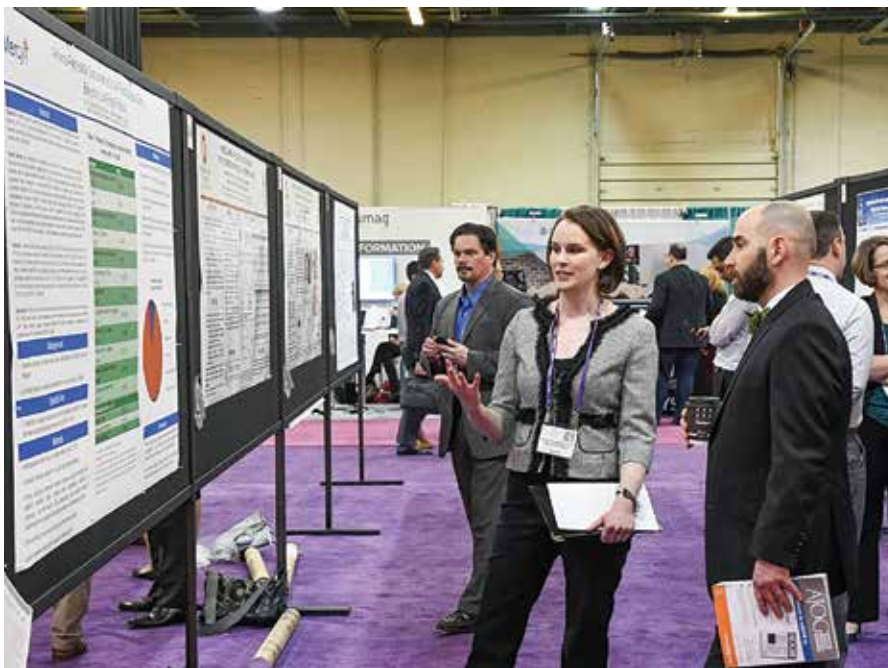
areas to ensure compliance. Exhibitors need to be aware of the local regulations regarding fire/safety and the environment which must be adhered to. Special caution should be taken when demonstrating machinery or equipment that has moving parts or potentially dangerous. A minimum setback of 3' (.91m) needs to be established to aid in preventing accidental injury to spectators. Demonstrations should be conducted by qualified personnel only.

### DRAWINGS AND RAFFLES

Drawings and raffles may be conducted according to the following guidelines: the selection process for drawings and raffles cannot take place on the exhibit floor during normal hours of operation. Winners do not have to be present to win. The total prize awarded for the show's entirety must not exceed \$1,000 in retail value. SMFM reserves the right to prohibit booth activity that it deems not in keeping with the professional purpose of the exhibition. Contests and games outside of drawings and raffles of any kind in conjunction with all exhibitor activities are prohibited. All drawings and raffles must be approved by SMFM in advance of the Annual Meeting. Exhibiting companies that interact with physicians and other healthcare professionals during the SMFM Annual Meeting are asked to review the codes of ethics developed by MITA, NEMA, PhRMA, AdvaMed, and the AMA. Ethical practices and industry conduct can differ among companies. It is the responsibility of each company to decide what types of activities are appropriate as they relate to sales and promotional events. Exhibitors also must ensure that drawings and raffles comply with all state and local laws.

### ELECTRICAL CONNECTIONS AND CHARGES

All electrical wiring must be approved and installed in accordance with local regulations. An electrical order form can be found in the online Exhibitor Service Manual, available in November 2022.



### ELIGIBILITY FOR EXHIBITING

For an application to be accepted by SMFM, the products or services must be related to the MFM field. Applications from companies that have not previously exhibited at the Annual Meeting will be reviewed by SMFM Show Management for eligibility before an assignment is made.

The materials required for review are:

- Background information about the company
- Promotional brochures/literature for all products and services to be exhibited
- A list of three medical meetings where the company has recently exhibited

Products or services that are not acceptable at the Annual Meeting include but are not limited to:

- Not available throughout North and Central America and the Caribbean
- Multi-level marketing/profit enhancement opportunities or any variation,
- Exhibitors may not offer, and the attendees cannot receive, any type of monetary compensation for the use of a product or service, referrals or any similar activities

SMFM reserves the right to accept, reject, or conditionally accept, based on SMFM's sole discretion, for any reason, which need not be disclosed to the applicant. All outstanding obligations to SMFM by the potential exhibitor, including payment of debts, must be fulfilled.

### ENFORCEMENT OF LAWS, RULES, REGULATIONS, AND POLICIES

As a condition of exhibiting under this contract, each exhibitor agrees to observe all applicable SMFM rules, regulations, and policies, as well as all applicable federal, state, and local laws, rules, regulations, and policies. This shall include, but not be limited to, the Americans with Disabilities Act; FDA laws, regulations, rules, and policies; union regulations; state and local laws, rules and regulations; and the Convention Center guidelines.

Identification of a rule violation results in written communication to exhibitor representatives explaining the nature of the violation. The written notice explains the timing/process for correcting the violation: (a) immediately, if violation poses a safety hazard, (b) by 6:00 pm the evening before official opening when the violation occurs during

installation, or (c) before the opening of the next exhibition day, if the violation occurs during an official day of the exhibition. A written notice will identify a specific time for reinspection of the specified violation. If the violation has not been corrected by that time, a second notice will be issued.

**As a general rule: no failure by SMFM to enforce, or any delay in the enforcement of, any rules, regulations, laws, or any right, power, or remedy that SMFM may have under this Agreement, shall impair any right, power, or remedy that SMFM may have under this Agreement.**

### ENVIRONMENTAL RESPONSIBILITY

Exhibitions and events, by their very nature, create waste. Properly managed, exhibitions and events can recycle excess materials and supplies in useful and meaningful ways, and they can do so using methods that result in a minimized impact on the environment. Exhibits should utilize recycled, renewable, and energy-efficient materials whenever possible. Exhibitors planning to dispose of, or leave behind, any property from their booth must make arrangements with the Official Services Contractor for disposal and all appropriate and applicable fees will apply.

### EXHIBITOR APPOINTED CONTRACTORS (EAC'S)

Exhibitor Appointed Contractors (EACs) may enter the exhibit hall one hour prior to the opening of the show each day. They must have company identification to be allowed in the hall. The exhibiting company is responsible for the actions of its EAC and is subject to violations incurred by the EAC. The EAC is considered an agent of the exhibiting company and will be held and bound by SMFM policies and procedures. The SMFM reserves the right to remove EACs whose actions jeopardize the on-time opening of the exposition or whose employees fail to observe the rules, regulations, and procedures contained in the Exhibit Prospectus, website, and online Exhibitor Service Manual. The contractors appointed by SMFM must be used for services such as electrical, plumbing, telephone, material handling, rigging, booth cleaning, floral, and photography work. EACs, non-official or independent contractors are allowed to install and dismantle at the SMFM meeting as long as there is compliance with the following rules: SMFM must be notified in writing by the dates specified in the Exhibitor Service Manual. The EAC Request Form will be provided in the Exhibitor Service Manual. Notification by the EAC is NOT acceptable; The EAC must furnish SMFM with a certificate of

liability insurance no later than the date on the form. The liability insurance must have a limit of not less than \$1,000,000 per occurrence; \$3,000,000 aggregate; The EAC must have current contracts with appropriate unions and provide stewards in the required ratio; The EAC may not solicit or accept new business for future SMFM shows on the show floor; and The EAC must have all appropriate Federal, State, and local licenses, permits, etc. NOTE: An EAC will not be permitted on the show floor unless the above rules are observed. NO EXCEPTIONS. The exhibiting company must still furnish the SMFM with the proof of insurance listed below, even if using an EAC.

### EXHIBITOR SERVICE MANUAL

An online Exhibitor Service Manual will be available to exhibiting companies in November 2022. In case of conflict with the stated Rules and Regulations herein, the rules included in the Exhibitor Service Manual will prevail.

### FLOOR PLAN

The floor plan for this exhibit hall will be maintained as originally presented whenever possible; however, SMFM reserves the right to modify such plan to the extent necessary for the best interests of the market, exhibitor's safety, industry, and changing needs of the Annual Meeting.

### FOOD AND BEVERAGES

Non-alcoholic beverages and food products are permitted in the exhibit if ordered through the center's official caterer. Menus will be available in the Exhibitor Service Manual, available November 2022.

### FOOD AND DRUG ADMINISTRATION (FDA) REGULATIONS

All medical devices or pharmaceuticals exhibited must have fulfilled all applicable FDA regulations, rules, and policies, and all exhibit activities must comply with such regulations, rules, and policies. It is the exhibitor's responsibility



to familiarize themselves with FDA regulations. For more information on FDA compliance, please visit their website at [www.fda.gov](http://www.fda.gov).

### GIVEAWAYS

Please consider QR codes for your printed materials in an effort to maintain a greener meeting. Handout materials are to be straightforward, professional, and non-combative in nature. Small token gifts that are not worn or displayed and may be carried in the pocket, such as pens, pencils, luggage tags, or pocket calendars, are acceptable and may be distributed from the exhibitor's booth without prior approval. Such token gifts must meet American Medical Association ethics guidelines and should not be of substantial value. It is the responsibility of the exhibitor to receive prior approval for any handout/ novelty item that may be questionable in nature. Exhibiting companies that interact with physicians and other healthcare professionals during the SMFM Annual Meeting are asked to review the codes of ethics developed by MITA, NEMA, PhRMA, AdvaMed, and the AMA. Ethical practices and industry conduct can differ among companies. It is the responsibility of each company to decide what types of activities are appropriate as they relate to sales and promotional events.

### HANGING SIGNS AND GRAPHICS

Hanging signs and graphics in all standard Peninsula and Island Booths, are allowed up to a maximum height range of 16' to 25' (4.88m to 7.62m) from the top of the sign. End-cap Booths do not qualify for hanging signs and graphics. The distance is measured from the floor to the top of the sign. Whether suspended from above or supported from below, they should comply with all ordinary use-of-space requirements. For example, the highest point of any sign should not exceed the maximum allowable height for the booth type. Hanging signs and graphics should be set back 10' (3.05m) from adjacent booths and be directly over contracted space only. Approval for the use of hanging signs and graphics, at any height, should be received from the exhibition organizer at least 60 days prior to installation. Variances may be issued at Exhibit Management's discretion. Drawings need to be available for inspection.

### HEIGHT VARIANCES

Height variances may be issued for all types of booths. However, in a Linear Booth, the backside of any structure over 8' (2.44m) must be free of trademarks, graphics, and/or logos. Tall flags or markers on the front aisle of Linear Booths are prohibited. Pop

up tents or canopies may be allowed but must follow all local fire and facility regulations.

### HELIUM BALLOONS

Helium balloons are not permitted in the exhibit hall or as part of an exhibitor's display.

### HOTEL ACCOMMODATIONS POLICIES AND PROCEDURES

All exhibiting companies must utilize the official housing blocks at SMFM's headquarter hotel and overflow block indicated below.

#### HEADQUARTER HOTEL - MARRIOTT MARQUIS SAN FRANCISCO

Located just one block from Moscone West, the newly renovated San Francisco Marriott Marquis welcomes Annual Meeting attendees to Northern California with exceptional service, spacious hotel rooms and suites and a prime downtown location. Between conference sessions, you can relax and recharge in contemporary rooms and suites with plush bedding, Smart TVs, mini-refrigerators, ample workstations and Wi-Fi access. Attendees can also take advantage of popular restaurants, including The View Lounge which boasts sweeping views of San Francisco.

[Click here](#) to make your hotel reservations. Reservations are available at the special SMFM rate of \$286.00/night until Friday, January 6. Rooms may sell out prior to the deadline so please make reservations as soon as possible to ensure availability.

#### INTERCONTINENTAL SAN FRANCISCO - OVERFLOW BLOCK

Rooms are also available at the Intercontinental San Francisco, also located just one block from Moscone West. Reservations are available at the special SMFM rate of \$299.00/night until Friday, January 6. [Click here](#) to make your hotel reservations. Rooms may sell out prior to the deadline so please make reservations as soon as possible to ensure availability.



## INSTALLATION AND DISMANTLE

Installation will begin on Tuesday, February 7, 2023, at 8 AM. Setup must be completed, and exhibits must be "show-ready" by noon on February 8, 2023. All display material, packages, etc., not attended to by noon, Wednesday, February 8, 2023, will be removed by the service contractor on a charge basis. All crated material must be off the floor by 11:00 AM, February 8, 2023. Any space not claimed and occupied one (1) hour prior to the opening time of the exhibition may be resold or reassigned without refund. Dismantling may begin promptly at 6 PM on Friday, February 10, 2023. Dismantling exhibits before the official closing without just cause and/or permission from the SMFM exhibits staff will violate the rules and regulations and may jeopardize the right to exhibit at future events. Please be aware that union regulations apply to all Industry and allied exhibitors.

## LASER POLICY

Exhibiting companies planning to demonstrate laser equipment and other potential hazardous light sources must complete send complete information to SMFM Show management for approval. Please contact Kasey McNeil at [kmcneil@smfm.org](mailto:kmcneil@smfm.org).

## LIABILITY

Space is leased with the understanding that the SMFM, AGS, and the Convention Center will act for the exhibitor and his representatives only in the capacity of agent, and not as a principal, and assume no liability for damages for any acts of omission in connection with the said agency. Neither SMFM nor its contractors, nor either of their directors, officers, employees, agents, and members, or other representatives shall be held liable for, and they are hereby released from any damage, loss, harm, or injury (including any lost profits, sales or business opportunities, or any other type of direct or consequential damages alleged to be due from a breach of this contract) to the person or property of the exhibitor or any of its visitors, business invitees,

officers, agents, employees or other representatives, resulting from exhibitor's participation in the event or and/or use of exhibition space hereunder, whether resulting from terrorism or any other cause. The exhibitor's sole remedy for a breach of this contract will be for a partial or full refund of all amounts paid by the exhibitor pursuant to this contract. The exhibitor shall indemnify, defend, and hold harmless SMFM and its contractors and their respective owners, directors, officers, employees, agents, and representatives, from any and all claims, liabilities, losses, damages, costs, or expenses, including reasonable attorney's fees and costs of litigation, of any kind, relating to or arising out of the exhibitor's participation in this event, provided that the foregoing shall not apply to actions caused by the sole negligence of either SMFM or its contractors. It is the responsibility of the exhibitor to maintain adequate insurance coverage for its property and liability and to provide evidence thereof to SMFM. To comply, it is mandatory that a Certificate of Liability Insurance or documents that show proof of insurance coverage be presented to SMFM Show Management before the first day of the show. Failure to comply will result in the exhibitor not being able to set up or enter the show until these documents are provided.

SMFM shall not be responsible for any loss of or damage to any property of the exhibitor for any reason, including theft unless such loss or damage is caused solely by the gross negligence of SMFM or any of its employees. The exhibitor is required to follow and use all of the security arrangements made by SMFM for property and valuables when the show is not open. In addition, the exhibitor is required to provide and keep in force during the show period, including move-in and move-out periods, the following insurance coverage:

- Worker's compensation and employer's liability insurance covering its employees in the state in which the show is being held, in accordance with applicable state statutes, rules, and regulations

- Comprehensive general liability insurance, including blanket contractual liability insurance naming SMFM as an additional insured, with limits of \$1,000,000 combined single limit for bodily injury and property damage or Industry general liability insurance naming SMFM as an additional insured with limits not less than \$2,000,000 general aggregate, \$1,000,000 products-completed operations aggregate, \$1,000,000 personal and advertising injury limit and \$1,000,000 each occurrence limit

All-risk property insurance covering all of the exhibitor's property brought into or used in connection with the show, including the move-in and move-out periods, with insurance coverage to be set forth in an insurance policy that includes:

(A) a waiver of subrogation against SMFM, its members, officers, employees, and agents, and

(B) limits of liability providing minimum coverage (with no deduction or participation provisions) of not less than the full replacement cost of the property lost or damaged

(C) Each of the exhibitor's insurance policies required herein must contain an express waiver by the exhibitor's insurance company of any right of subrogation as to any claims against SMFM. SMFM shall be named as additional insured on exhibitor's insurance policies and the exhibitor shall provide to SMFM Certificates of Insurance indicating this status. The exhibitor shall also provide the SMFM with copies of its policies upon request.

(D) The Exhibitor understands that neither SMFM nor the Convention Center maintains insurance covering the exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance.

The above-mentioned insurance is mandatory for all exhibitors and no sort of waiver will be accepted in its place. Exhibitors using EACs or other hired workers or labor must still provide the proof of insurance listed

Space is leased with the understanding that SMFM, will act for the exhibitor and his representatives only in the capacity of agent, and not as a principal, and assume no liability for damages for any acts of omission in connection with the said agency. Neither SMFM nor its contractors, nor either of their directors, officers, employees, agents, and members, or other representatives shall be held liable for, and they are hereby released from any damage, loss, harm, or injury (including any lost profits, sales or business opportunities, or any other type of direct or consequential damages alleged to be due from a breach of this contract) to the person or property of the exhibitor or any of its visitors, business invitees, officers, agents, employees or other representatives, resulting from exhibitor's participation in the event or and/or use of exhibition space hereunder, whether resulting from terrorism or any other cause. The exhibitor's sole remedy for a breach of this contract will be for a partial or full refund of all amounts paid by the exhibitor pursuant to this contract. The exhibitor shall indemnify, defend, and hold harmless SMFM and its contractors and their respective owners, directors, officers, employees, agents, and representatives, from any and all claims, liabilities, losses, damages, costs, or expenses, including reasonable attorney's fees and costs of litigation, of any kind, relating to or arising out of the exhibitor's participation in this event, provided that the foregoing shall not apply to actions caused by the sole negligence of either SMFM or its contractors.

### HAZARDOUS WASTE

Hazardous waste requires special arrangements to be prepared in advance of event dismantle with either

the facility or a local independent disposal company. Exhibitors are responsible for all costs associated with such specialized removal.

### LIGHTING

It is important to remember that lighting issues need to be identified as early as possible during the move-in process so they can be addressed and corrected while the necessary equipment is still available on the show floor and booths can be accessed. Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to the organizer for approval
- Lighting should not project onto other exhibits or exhibition aisles. Lighting, including gobos, should be directed to the inner confines of the booth space
- Lighting that is potentially harmful, such as lasers, ultraviolet lights, or flashing or strobe lights that can trigger photosensitive epilepsy should comply with facility rules and be approved in writing by the organizer
- Lighting that spins, rotates, pulsates, and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors

or otherwise detract from the general atmosphere of the event

- LED lights can be very bright yet generally generate less heat
- Currently, some convention facilities are not allowing certain types of quartz halogen lighting fixtures in exhibits due to potential fire hazards
- Reduced lighting for theater areas should be approved by the SMFM, the utility provider, and the Convention Center

### MEDICAL AND HAZARDOUS WASTE DISPOSAL

Current law requires all businesses which generate medical waste to treat that waste or have someone else treat it, prior to disposal. This holds true for all exhibiting companies. Types of medical waste that require special handling are: laboratory wastes – specimen or microbiologic cultures, stocks of infectious agents, live and attenuated vaccines, and culture mediums; blood or bodily fluids – liquid blood elements or other biohazardous bodily fluids, or articles contaminated with blood or other biohazardous bodily fluids; sharps – syringes, needles, blades, broken glass; contaminated animals – animal carcasses, body parts, bedding materials; Surgical specimens – human or animal parts or tissues removed surgically or by autopsy; isolation waste – waste contaminated with excretion,



exudates, or secretions from humans or animals who are isolated due to the highly communicable diseases listed by the Centers for Disease Control as requiring Biosafety Level 4 precautions. The disposal of medical/hazardous waste, the treatment, and transportation of medical/hazardous waste must be pre-arranged with a qualified medical/hazardous waste disposal company.

**Full Terms  
& Application  
Available in  
the Exhibitor  
Portal**

### ICW MEETING REQUESTS AND OFF-SITE EVENTS

The Annual Meeting commences on Monday, February 6, 2023, at 8 AM and adjourns on Saturday, February 11, 2023 at 11 AM. During that period, neither exhibitors nor their agents may conduct or sponsor any education, marketing, or media activities directed toward SMFM meeting professional registrants other than as part of the SMFM scientific program or as specifically authorized by SMFM. Exhibiting companies and organizations cannot offer CME credit to SMFM professional attendees within their exhibit space. All meeting requests and off-site events must be approved and reserved through the SMFM Meetings Department. It is a violation of SMFM regulations to reserve space directly at any facility. Exhibitors interested in holding a meeting/function during the 43rd Annual Pregnancy Meeting must complete an application and abide by the SMFM ICW guidelines. Cancellation of exhibit space will result in the immediate forfeiture of approval and the release of any assigned meeting space.

### MUSIC AND OTHER COPYRIGHTED MATERIAL

Each exhibitor is responsible for obtaining all necessary licenses and permits to use live or recorded music, photographs, and other copyrighted material in the exhibitor's booth or display. No exhibitor will be permitted to play, broadcast, or have performed any live or recorded music or use any other copyrighted material, such as photographs or other artistic works, without first presenting proof satisfactory to SMFM that the exhibitor has, or does not need, a license to use such live or recorded music or copyrighted material. SMFM reserves the right to remove or prohibit from the exhibit hall all or any part of any booth or display which incorporates live or recorded music, photographs, or other copyrighted material and for which the exhibitor fails to produce proof that the exhibitor holds all required licenses. The exhibitor shall remain liable for and shall indemnify, defend, and hold SMFM, its directors, officers, agents, and employees harmless from all loss, costs, claims, causes of action, suits, damages, liability, expenses, and costs, including reasonable attorney's fees, arising from or out of any violation or infringement (or claimed violation or infringement) by the exhibitor, exhibitor's agents, or employees of any patent, copyright, or trade secret rights or privileges.

### NON-PROFIT ORGANIZATIONS

Non-profit tax-exempt organizations, [501(c)(3), 501(c)(4), or 501(c)(6)], may request the discounted non-profit rate listed on the application. An IRS letter of determination must be submitted to SMFM confirming the company's tax-exempt status and a detailed description of the products and services to be displayed before the non-profit fee is approved. Only one discounted booth will be rented to a non-profit organization. Additional booths are full price.

### PHOTOGRAPHY/VIDEOTAPING AND CAMERA CREWS

The examining of another exhibitor's equipment or display without permission is forbidden (including but not limited to photographing, including use of a camera-enabled cell phone; videotaping; or by any other means). Live public/media broadcasts by exhibitors are strictly prohibited. Exhibitors that wish to use a photographer other than the designated official show photographer and/or mobile camera crew must comply with the rules developed by SMFM. Contact [events@smfm.org](mailto:events@smfm.org) for additional information.

### PROFESSIONAL CODES

SMFM adopts these Codes to reinforce the core principles that help us maintain actual and perceived independence. Adopting these Codes helps to ensure that SMFM's interactions with companies will be for the benefit of patients and members and for the improvement of care in the field of OB/GYN.

**AdvaMed Code:** All exhibiting companies must comply with the AdvaMed Code of Ethics on interactions with health professionals, as listed on [www.advamed.org](http://www.advamed.org).

**PhRMA Code:** All exhibiting companies must comply with the PhRMA Code on interaction with healthcare professionals, as listed on [www.phrma.org](http://www.phrma.org).

**The Sunshine Act:** The Physician Payments Sunshine Act requires manufacturers of drugs, medical devices, supplies, and biologicals that are located or conduct activities within the United States to report certain payments and transfers of value given to physicians and teaching hospitals. Manufacturers are required to collect and track payment, transfer, and ownership or investment interest information beginning August 1, 2013. For details visit [www.cms.gov](http://www.cms.gov).



## REGISTRATION AND BADGES

Exhibiting companies are allocated two complimentary full meeting badges per 100 square feet (10' x 10') of space. All badges over and above that allotment will be \$300 each. Booths must be staffed at all times. Please note that you will be in violation of the regulations if the booth is not staffed.

## RESTRICTIONS

SMFM reserves the right to establish additional restrictions for exhibits in order to enhance the success of the Annual Meeting. These restrictions may cover persons, conduct, printed materials, or anything which, in the sole discretion of SMFM, may be objectionable to or disrupt the annual meeting. If SMFM finds an exhibit in violation of any rule or restriction, SMFM may order the violation removed or may remove the booth space from the floor. Upon such violation or eviction, SMFM shall not provide any refund and is expressly not liable for any damage or injury resulting from such eviction. Exhibitors are expected to conduct themselves in a professional manner at all times and in a manner that will not disturb other exhibitors or detract from the decorum of the event, as determined in the sole discretion of SMFM. Any complaints will be resolved by SMFM or an agent of SMFM.

## RULES AND REGULATIONS

The SMFM reserves the right to amend these Rules and Regulations and other terms and conditions at any time. Breaches or infractions in the letter or spirit of the policies, terms, rules, and regulations in this contract, by a current or prospective exhibitor at any time may be considered by SMFM, in its sole discretion, in determining whether to close an exhibit or to refuse an application or provide a less desirable location for any future year. Such action may also be taken against any current or prospective exhibitor that engages in practices in connection with the exhibition that is deemed unfair or deceptive by SMFM, in its sole discretion,

including but not limited to past violation of any policies, rules, or regulations of SMFM.

## SAFETY

All exhibits must be constructed and operated safely. Construction shall be substantial and fixed in position for the duration of the exposition. No exhibit that violates any municipal or state law, rule, or regulation, including safety codes, will be permitted. All materials used for decorative purposes shall be flameproof. Crepe paper, corrugated paper, cardboard, smoke machines, or other combustible materials are prohibited. Explosive materials and inflammable materials which conflict with the Underwriters Fire Prevention or Fire Department rules are prohibited. Exhibitor must, when installing a display with a ceiling or a second level, check with the local Fire Department to ensure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

## SECURITY

Solely as a courtesy and accommodation to exhibitors, watchman service for the perimeter of the exhibit area will be furnished by SMFM during the show. The furnishing of such services does not serve as a guarantee against any loss or theft of any kind.

## SELLING OF PRODUCTS/SERVICES

Order taking and sales of exhibited products will be permitted at the SMFM Annual Meeting. Purchased items taken out of the hall must be small enough to be easily carried by hand. If you engage in business in California and sell or lease tangible personal property or provide taxable services in California to customers in California, and/or you acquire tangible personal property or taxable services from out-of-state suppliers that do not hold a California Sales or Use Tax permit, you must apply for a California Sales Permit and collect appropriate sales tax. In California, a

sales tax of 9.5 percent is applicable to most purchased goods and services, including hotel rates. Additional information is available online: [www.cdfta.ca.gov/taxes-and-fees/](http://www.cdfta.ca.gov/taxes-and-fees/)

## SHARING SPACE

No two (2) or more companies can share a single booth space. A company is defined as the same business or firm and can involve only a single line of business. Exhibitors may not permit non-exhibiting companies' representatives to work in their booth. Exhibitors agree not to assign or sublet the whole or any portion of the rented space.

## SOLICITATION

The aisles and other spaces in the exhibition and conference areas, not leased to exhibitors, shall be under the control of SMFM. All displays, equipment demonstrations, presentations, distribution of literature, or any other type of activity shall be conducted in a professional nature, avoiding the use of sideshow or theatrical gimmicks inside the space contracted. Standing in aisles, or in front of any exhibit booth, for advertising purposes is strictly prohibited. Persons connected with non-exhibiting concerns are prohibited from any dealing, exhibiting, or soliciting within the exhibit hall, convention facilities, or hospitality suites and suites of SMFM conference hotels. Exhibitors are urged to report immediately any violations of this rule to the Exhibit Manager or a member of the SMFM staff.

## SOUND

Exhibitors may use sound equipment in their booths as long as the noise level is not disruptive to the neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Sound and noise levels should not exceed 85 decibels when measured from the aisle immediately in front of a booth. Please refer to OSHA at [www.osha.gov](http://www.osha.gov) for additional information.



## STORAGE

Fire regulations generally prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables. Please contact the General Services Contractor onsite to make these arrangements. Exhibitors may store a limited supply of literature or product appropriately within the booth area as long as these items don't impede access to utility services, create a safety problem, or look unsightly.

## STRUCTURAL INTEGRITY

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.

## SUITCASING

Our Suitcasing Policy Statement is derived from IAEE, the International Association of Exhibitions and Events. As we continue to do our best to see that your company has a successful show, Show Management has mandated increased measures to protect exhibitors from suitcasing at the annual meeting. Please note that while all meeting attendees are invited to the floor, any

attendee who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of the Exhibition Policy, will be asked to leave immediately. Additional penalties may be applied. Please report any violations you may observe to Show Management. Show Management recognizes that suitcasing may also take the form of Industry activity conducted from a hotel guest room or hospitality suite; a restaurant, club, or any other public place of assembly. For the purposes of this policy, suitcasing violations may occur at venues other than the exhibition floor and at other events. Show Management must be informed of any hospitality suites and expressed consent must be received prior to the event.

## TERMS OF PAYMENT

Companies submitting applications must submit at least a 50 percent (50%) deposit with their application. The deposit amount will be charged upon receipt of application unless otherwise noted to charge payment in full. **FINAL PAYMENT IS DUE BY December 16, 2022.** If full payment is not received by December 16, 2022, booth space will be forfeited and returned to inventory. All payments for exhibit space are nonrefundable.

## TOWERS AND MULTI-STORY EXHIBITS

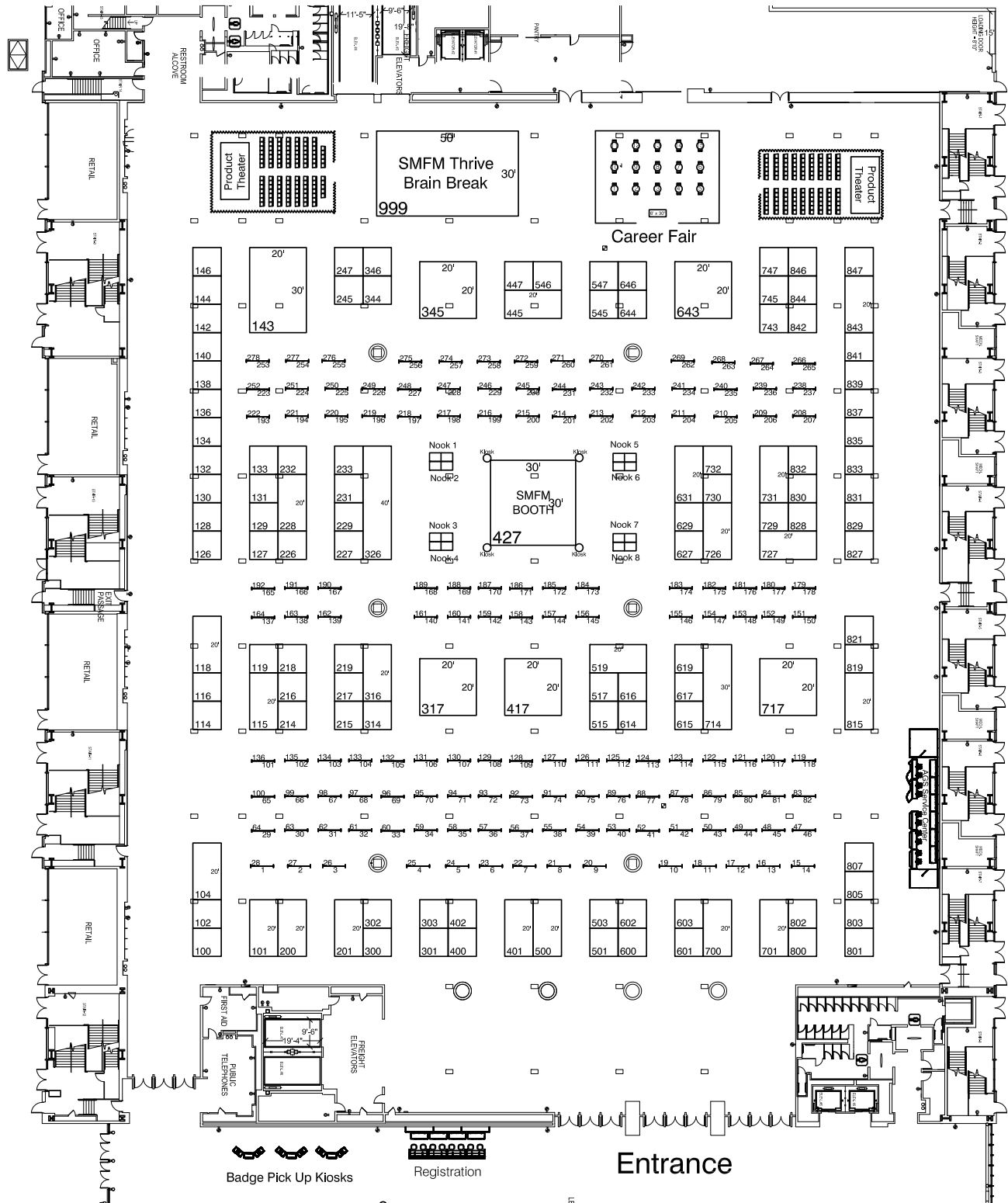
A tower is a freestanding exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space configuration

being used. Fire and safety regulations in many facilities strictly govern the use of towers. A building permit or safety lines may be required. A multi-story exhibit is a booth where the display fixture includes two or more levels. In many cities, a multi-story exhibit requires prior approval by the exhibit facility, and/or relevant local government agency, as well as the Organizer because it is deemed to be a "structure" for building purposes. The city building department generally needs to issue a building permit based on an application and drawings prepared and submitted by a licensed architect or engineer. Exhibitors should obtain local building regulations early on to ensure that all time constraints are met. Organizers should be prepared to assist exhibitors in this application process. It is recommended that Organizers require exhibitors to provide engineering stamped documents for all multi-story exhibits and towers over 8' (2.44m) in height. If engineering stamps are not required, exhibitors using these types of structures should, at a minimum, provide drawings for inspection.

## USE OF EXHIBIT SPACE

SMFM reserves the right to approve the character of the display and to prohibit any display which, because of noise or other objectionable features, detracts from the general character of the event. No exhibitor shall assign, sublet, or apportion the whole or any part of the space allotted to him. Each exhibitor must keep an attendant in the display during open hours of the exhibition. All attendants must wear SMFM exhibitor badges and be registered as exhibitors. In the event that an exhibiting company finds it necessary to expand the size of its booth, all attempts will be made to accommodate the exhibiting company's existing location, however, SMFM will not relocate those companies that may interfere with your expansion if they do not wish to move. Downsizing will result in loss of previously assigned exhibit space location and the company will be moved where SMFM sees fit.

# Floor Plan



# Exhibit Submission Guidelines

Apply to exhibit by going to <https://bit.ly/3wGYR6A> and selecting the Exhibit Application link

We must receive your application and payment by **December 16, 2022** to have your company name listed in the 43rd Annual Pregnancy Meeting™ Program.

2023 is the twenty-second year SMFM will be hosting Industry Exhibits. As an exhibitor, your company will be entitled to participate in this portion of our program. **Upon request**, SMFM will provide each 10 x 10' or combined (2 or more 10 x 10' spaces) booths with one booth package consisting of one six-foot draped table, two chairs, and an identification sign. The exhibit area is NOT carpeted.

**Exhibitors are responsible for carpeting their booth space. All booths must have carpeting or flooring.**

Demand for exhibit space has been fierce with continually growing interest from companies wishing to reach the SMFM audience. With recent years' exhibits selling out, priority is a critical factor in determining booth assignments and availability. **Apply early. Space is limited.**

A portion of any exhibit and/or sponsorship revenue received by the Society for Maternal-Fetal Medicine or the Foundation for SMFM may be directed toward the other entity. Both SMFM and the Foundation for SMFM are separate 501(c)(3) entities. The mission of the Foundation for SMFM is to support education and research in maternal-fetal medicine.

Please provide the exhibiting organization's description in **75 words or less**. Describe the products and/or services that you plan to exhibit. This description will appear in the Annual Meeting program, provided you follow these requirements. A link will be sent to the contact on file from the Cadmium Exhibit Harvester, where you will be able to add your company description, using the following guidelines

1. Limit your description to 75 words or less and one paragraph (bulleted lists and multiple paragraphs will be edited to one paragraph);
2. Use ® for registered product names and ™ for trademarks;
3. Clearly write product and service names so that upper and lowercase letters are unmistakable;
4. Pharmaceutical companies must adhere to FDA guidelines. The SMFM reserves the right to edit text so that it conforms to these requirements. Only descriptions received by **December 2, 2022**, will be included in the Annual Meeting Program.

## EXHIBIT SPACE SELECTION

To provide the best exhibit and sponsorship application experience and security measures, you must apply to exhibit online at SMFM's secure exhibit application portal. Paper application forms for exhibits and sponsorships are no longer accepted. Please check the Pregnancy Meeting™ website for general meeting information and FAQs and select the Exhibit and Sponsorship Application link to view the exhibit floor plan, select your booth(s), and sponsorships.

Keep in mind that many companies apply for the same space(s) so *make your selections as early as possible*. You are welcome to select adjacent 10 x 10' spaces in the same row to provide a larger exhibit footprint.

## BOOTH PRICING

Booth Type	Cost
Standard 10 x 10 Inside	\$6,750
Standard Corner	\$6,950
Island Booth	\$67.50 per square foot
Nonprofit, Recruiter or Publisher	\$4,500

**Please make check payable to the Society for Maternal-Fetal Medicine** and mail payment, along with a copy of your invoice to: SMFM, Exhibits Office, 409 12th Street, SW, Suite 601, Washington DC 20024-2188

By applying to exhibit, exhibitor hereby agrees to and does indemnify, hold harmless, and defend SMFM from and against all liability, responsibility, loss, damage, cost, or expense of any kind whatsoever which SMFM may incur, suffer, be put to, pay or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission by Exhibitor or any of its employees, servants, or agents. SMFM shall not be responsible in any way for damage, loss, or destruction of any property of Exhibitor or injury to exhibitor or its representatives, agents, employees, licensees, or attendees.

# Commercial Support, Sponsorship, and Advertising Opportunities

## ATTENDEE EXPERIENCES

### MEET THE FELLOWS AND RESIDENTS RECEPTION

**Moscone West | \$15,000 | Exclusive**

On Thursday evening held at the Convention Center, SMFM leadership and current maternal fetal medicine fellows are encouraged to attend this invitation only reception to network with SMFM leadership and your peers.

**Benefits:**

- Logo/company name recognition on the annual meeting website, meeting app, program book as well as on-site signage
- The Sponsor will also be invited to attend the event and have the opportunity to network with the attendees

### SMFM ALL FELLOWS RECEPTION

**Atrium at the Marriott | \$10,000 | Exclusive**

All MFM fellows (1st, 2nd, and 3rd year fellows) are invited for networking reception at the Headquarters Hotel (Marriott Maquis). Please join your colleagues on Thursday evening for conversation, oversized games, and after-dinner refreshments.

**Benefits:**

- Logo/company name recognition on the annual meeting website, meeting app, program book as well as on-site signage
- The Sponsor will also be invited to attend the event and have the opportunity to network with the attendees
- Opportunity for your company to brand the oversized games (for an additional fee) and provide branded, cups, and napkins

### LACTATION LOUNGE

**\$10,000 | Exclusive**

Attendees who are lactating will appreciate this relaxing and private space! Included with this exclusive sponsorship: Recognition on the acknowledgements page in SMFM program book and Pregnancy Meeting™ website, your company's logo on Lactation Lounge sponsor appreciation signage outside and inside the Lactation Lounge and the opportunity for you to provide branded items such as water bottles, pillows, or healthy snacks. Exclusive.

**Benefits:**

- Logo/company name recognition on the annual meeting website, meeting app, program book as well as on-site signage



- Signage inside the Lactation Lounge and the opportunity for you to provide branded items such as water bottles, pillows, or healthy snacks for all to enjoy
- Opportunity for your company to provide branded items such as water bottles, pillows, or healthy snacks for all to enjoy

### EXHIBIT HALL OPENING RECEPTION

**\$30,000 | Two (2) available**

Your brand will be on display during the Opening Reception held on Wednesday evening. This is a highly anticipated and attended event on the exhibit floor with unopposed time. As one of two Opening Reception sponsors, your company will receive recognition in the meeting program, online recognition, signage with your logo will appear near the entrance of the exhibit hall and bar/food stations.

**Benefits:**

- Your brand will be on display during the Opening Reception. Logo/company name recognition on the annual meeting website, meeting app, program book as well as on-site signage
- Signage with your logo will appear near the entrance of the exhibit hall and bar/food stations
- Sponsor can also supply branded cups, napkins, or anything to compliment a reception. Items must be approved by SMFM

## PHOTO BOOTH SPONSORSHIP

**\$15,000 | Exclusive**

Allow attendees to capture a memory at the meeting. Visitors to the photo booth will take home a photo print out of images from their photo booth session. Your company name or logo will be displayed on the photo booth and on the photos provided to visitors. Your company will be acknowledged in the official meeting program book. Additionally, you may provide theater props or take-a-ways to visitors of the photo booth. There are many unique exposure opportunities for this incredible sponsorship! Exclusive.

### Benefits:

- Logo/company name recognition on the annual meeting website, meeting app, program book as well as on-site signage
- Branded Photo Booth props
- Catering at the Photo Booth

## SOCIAL MEDIA WALL

**\$14,000 | Exclusive**

With prominent placement in the meeting registration area, the Social Media Wall will display participant social media posts throughout the Meeting. This will be an high traffic area that so that attendees will get to see the Social Media Wall (with your company brand/logo) several times throughout the meeting. Sponsor will be given a digital banner on the wall.

### Benefits:

- Logo/company name recognition on the annual meeting website, meeting app, program book as well as on-site signage and Digital Banner on the Social Media Wall

## ALL FELLOW VIRTUAL MINI RETREAT

**\$15,000 | Exclusive**

The 5th annual SMFM All Fellows Retreat facilitates the networking of maternal-fetal medicine fellows and breakout sessions with faculty panels to help them prepare for their careers after fellowships. The sponsor of this well-attended event will have the opportunity to provide a pre-recorded



video or a 3–5-minute presentation during the event as well as branding on the event site and recognition during the Retreat on Sunday.

### Benefits:

- Logo/company name recognition on the annual meeting website, meeting app, program book.
- The sponsor will also be invited to attend the virtual event and have the opportunity to address the audience for 3-5 minutes

## ALL FELLOWS VIRTUAL RETREAT - VIRTUAL SNACKS - SUNDAY NIGHT

**\$15,000 | Exclusive**

### Virtual Snack Swag Box for the All-Fellows Mini Retreat

All attendees of the All-Fellows Virtual Retreat will be sent a snack swag box which they will have the opportunity to pick their preference of snacks. The snack boxes will include a branded message from the sponsor.

### Benefits:

- Logo/company name recognition on the annual meeting website, meeting app, program book.

## DIVERSITY RECEPTION

**\$30,000 | Exclusive**

The annual Diversity Equity and Inclusion Reception celebrates the diversity of our members. It provides a welcoming atmosphere and a chance for members to connect and network. The reception will celebrate the graduation of our first-ever Emerging Leaders Program Class of 2022-2023. It will also honor the recipient of the 2023 SMFM Mentorship in Diversity, Equity, and Inclusion Award.

### Benefits:

- Logo/company name recognition on the annual meeting website, meeting app, program book as well as on-site signage.

## THOUGHT LEADERSHIP

### INDUSTRY LEARNING LUNCHES

**\$25,000 | Ten (10) Available; Two (2) per day Monday - Friday**

Held Monday through Friday, the Industry Learning Lunches are a great way to present your message and informally network with meeting attendees. SMFM provides the registration services, space, and standard AV services for the Industry Learning Lunches. The capacity for Learning Lunch presentations is a minimum of 100 attendees and the sponsor is responsible for the cost of food and beverage. Participating companies determine and manage their Learning Lunch topics and speakers independently of SMFM, however, the content must be reviewed and approved in advance by the SMFM Program Committee. There will be (2) lunches permitted each day and they sell out fast. If you would like to reserve one of these opportunities, act immediately. Please note that by reserving a Learning Lunch sponsorship, you agree to comply with SMFM's Learning Lunch OPPORTUNITIES guidelines which require providing the title, description/objectives of your lunch with your sponsorship application and providing a complete presentation for review by **December 9, 2022**.

### NEW! PRODUCT THEATERS

**\$35,000 | Call for Availability**

**Product Theater:** a one hour marketing presentation about your company's products or services. These sessions do not offer CME credits, rather, they give exhibitors the freedom to create a presentation centered on their company's products.

Product theaters at the SMFM annual meeting feature exhibitor presentations on new research findings on products. Product theaters are designed to be solely promotional in nature. Only exhibitors with a secured exhibit contract at the Annual Meeting are eligible to host a product theater or Industry Learning Lunch.



These are commercial presentations conducted by exhibiting companies in specially-constructed theaters on the exhibit floor. This year we will have two Product Theaters located in the Exhibit Hall, and will be hosted on Wednesday through Friday from noon – 1:00 pm. Product Theaters are forums organized by industry and designed to enhance your learning experience.

Included with Industry Learning Lunches & Product Theaters

- Classroom style seating for 100 people in the Exhibit Hall  
**(Product theaters only)**
- Program signage outside the event
- AV equipment included (one lavalier microphones, one podium microphone, one wired aisle microphone, monitors, sound amplification and mixer system, and VGA switcher) and electricity
- Listing in the program book, mobile app, website, (final titles are due Friday, December 9, 2022)
- One mailing list of conference attendees, addresses only
- Marketing announcements on social media
- Day of push notifications on the mobile app
- Logo/company name recognition on the annual meeting website, meeting app, program book as well as on-site signage
- Full Schedule in Digital Bag Listing
- Badge scanner/lead retrieval device for onsite admission tracking



# BRANDING

## PROGRAM BOOK ADS

Where do SMFM attendees go to find information for all things related to the 2023 Pregnancy Meeting™? The official meeting program of course! Each attendee will receive a copy of the meeting program onsite. The meeting program contains a schedule of events, sponsored events, useful site maps and all the information that attendees need to know to plan their Pregnancy Meeting™ activities. Advertising opportunities in the final program are available for every budget. *File specifications and deadline(s) will be sent after you have reserved the ad position.*

- Full with bleed: 8.75x11.25
- Half Page 7.5x4.75
- Quarter 3.625x4.75

Premium Positions		Standard Positions	
Inside Back Cover	\$8,000	Full Page	\$7,000
Inside Front Cover	\$8,000	Half Page	\$4,000
First Full Page	\$8,000	Quarter Page	\$2,500



## DIGITAL BAG INSERT

**\$5,000 | Call for Availability**

Let your exhibitors shine by showcasing their promotional PDFs in the Digital Bag Insert! Put your Brochure or flyer directly into the hand of attendees because they will be able to view your content directly on the Conference App. *Work with your graphics team to keep PDF sizes small. (We recommend a maximum of 1.5 megabytes for each PDF, and total grab bag size of about 15 megabytes).*

## HEADQUARTER HOTEL DOOR DROP

**\$10,000 | Exclusive**

A hotel Door Drop is a convenient and cost-effective exhibitor marketing tool that delivers your promotional materials, new product announcements, invitations, or samples directly to the hotel rooms of meeting attendees. The door drop provides added visibility for your company, exhibit booth, or event. This service helps reach late and on-site registrants that mailings may miss. Door Drops must be approved by show management, for more information contact Kasey McNeil at [kmcneil@smfm.org](mailto:kmcneil@smfm.org). Delivery fees for the door drop will be charged to the sponsor.

**Room Distributions (Room Drops)** The Marquis Bell Staff can distribute your customized materials to your attendees' guest rooms

- Popular items include: newspapers, printed publications such as brochures or flyers, and gift baskets
- Items are priced on a per item basis according to the size of the item



## HEADQUARTER HOTEL KEY CARDS

**\$15,000 | Exclusive**

Make your company visible to attendees every time they open their hotel room door with this exclusive sponsorship opportunity. This is premium exposure to your company throughout the week with your company logo, booth number and/or marketing message on each attendee's hotel room key. Card production and delivery fees will be charged to the sponsor and art must be approved by SMFM and the Hotel.



## MOBILE APP BANNER ADS

**\$6,000 | Call for Availability**

The 2023 Pregnancy Meeting™ will have its own app. All attendees will have the opportunity to download this free app and use it throughout the meeting to reference schedules, maps, abstracts, local information, as well as to learn more about exhibitors. Increase your visibility with attendees by being one of five rotating banner ads. The Benefits include: banner ad and link to exhibitor listing or website URL. There are limited ads available, reserve your mobile app ad space ASAP!







### EXHIBIT HALL FLOOR CLINGS (PATH STICKERS)

**\$7,000**

Create a path of floor clings from exhibit entrance area to your booth. These clings can be 10 different messages or 10 of the same messages attendees need to see and read prior to getting to your booth to claim a prize. The messaging would be up to the sponsor but approved by SMFM. Production of the clings are included in the cost.

### 43RD ANNUAL PREGNANCY MEETING HOME PAGE ADS

**Two meeting page navigation banner advertisements available:**

- (3) Right Side Navigation Banner Ad - \$8,000
- (3) Left Navigation Banner Ad - \$12,000

SMFM attendees will use the SMFM Annual Meeting website to find all the up-to-date information for all things related to the 2023 Pregnancy Meeting™. Each attendee will use the website to see the most current information about abstracts, exhibits and the final meeting schedule. Advertisement will stay online for the full life cycle of the meeting, through Monday, May 1, 2023. Includes banner ad and link to exhibitor listing or website URL. There are limited ads available, reserve your Conference Website Banner ad space ASAP!

### WI-FI SPONSORSHIP WITH SPLASH SCREEN

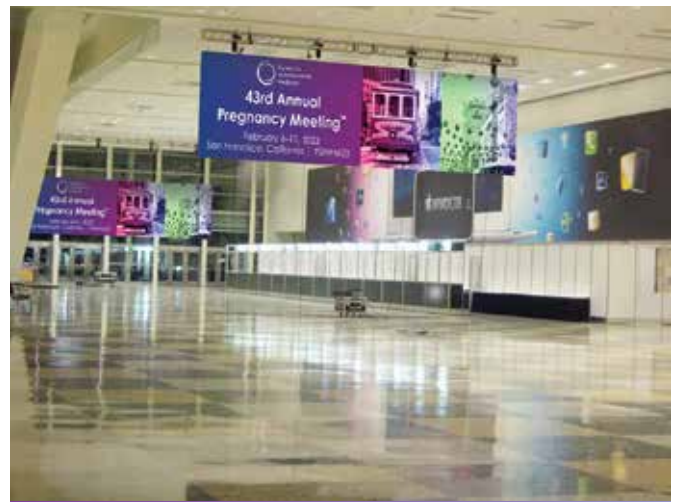
**\$40,000 | Exclusive**

Be the exclusive sponsor of the vital Wi-Fi network at the Convention Center. Supporting this opportunity provides the sponsor with a custom landing splash screen upon joining the event Wi-Fi network. Be creative and create a unique call-to-action they can opt-in to receive, either at your booth or post-event!

### NEW! HANGING BANNERS

**First Level Of Moscone West Only | Call for Pricing**

Various sizes and locations are available throughout the convention center. Have your call to action grab center stage in the most heavily trafficked parts of the annual meeting for all four days. Call for size and location options.



### NEW! AISLE SIGNS

**\$32,500 | Exclusive**

Have your company or product logo and booth number on our 15+ aisle signs. Attendees will see your branding as they navigate the exhibit hall. No matter where they are trying to go, they will know you are close by.

### NEW! ESCALATOR CLINGS AND GRAPHICS

**\$45,000 | Exclusive**

Place your message on (2) escalator locations at the Convention Center. Tell your branding story to thousands of attendees a day in this highly stylish branding opportunity. (2) locations available in the lobby area.



**NEW! NOOK MEETING PODS**

**\$15,000 | Five (5) Available**

Nook Event Pods offer a Branding Canvas where creativity has no limitations: A mobile, modular meeting spot that provide exceptional attendee experiences and will offer you new meeting space alternatives. Design to highlight your message. Nook Event Pods provide places to work, make a phone call or simply to



relax and recharge. Nook Event Pods are charging stations and podcast studios. They act as meeting space in a booth or as an extension of your brand and they are quiet, comfortable, calming, and relaxing. Available in 10'x10' and 20'x20'.

**HEADQUARTER HOTEL DO NOT DISTURB SIGNS**

**\$50,000 | Exclusive**

Your company's message will hang in the headquarters hotel (Marriott Marquis) attendees' rooms throughout their stay. SMFM has a block of more than 1,000 rooms making this sponsorship one of those you do not want to miss because of the endless exposure opportunities. Sponsor will work directly with the vendor to create the sign. All graphics from the sponsor must be approved by SMFM before they are sent to production. *All signs must include hotel safety information and the San Francisco Marriott Marquis logo. Contact Kasey McNeil, [kmcneil@smfm.org](mailto:kmcneil@smfm.org) for additional details.*

**SANITATION STATIONS**

**\$8,000 | Six (6) Available**

Place your branded hand sanitizers at strategic locations throughout the event in high-traffic, public areas. Placements are available in the Registration area, entrance to the show floor, hallways of the scientific sessions etc.

Show Management provides dispensing stations and is responsible for placement and refilling arrangements/costs coordinated with the convention center. SMFM must approve station design and signage.

**CHARGING STATIONS**

**\$4,500 | Four (4) Available**

These lockable charging stations will be available in high traffic areas of the convention center. The kiosk itself is brandable, and the video monitor over the station will play a loop of your 30-second video you provide.

**DEADLINES AND PRODUCTION ARTWORK**

The deadline for all production ready artwork is due **Thursday, January 12, 2023**. Surcharges will apply for artwork submissions and approvals after this date. The following pricing model will be in effect after this date:

- January 13 - 19 a rate increase by 25%
- January 20 - January 24 a rate increase by 50%

A graphic proof will be sent up to five business days after receipt of production artwork and sample pdf. Approval or revisions will be required 48 hours after receipt. If revisions are needed due to layout changes or improper sizing, the new date when AGS receives the updated artwork will be considered the new date for pricing. Production will not continue until balance and any late charges are paid in full, which can further affect increases. All production copy must be approved by SMFM.





**SMFM PARTNERS,**

Thank you for your continued  
support of our mission

We look forward to seeing you in 2024!

# Previous Pregnancy Meeting™ Exhibitors

3D Systems Symbionix	Down Syndrome Diagnosis Network	Medical City Children's Hospital Fetal Care Center	Philips Healthcare
ACOG Strategies for Health Equity	DuPont Clinic	Medical Interactive Community	MoMMAs Voices
Advocate Aurora Health	Elizabeth J. Ferrell Fetal Health Center at Children's Mercy Kansas City	Medicem, Inc.	Progenity
Advocate Children's Hospital	Elsevier	Michigan Medicine	ProMedica
AIUM - The American Institute of Ultrasound in Medicine	Ferring Pharmaceuticals	Mississippi Center for Advanced Medicine	Prytime Medical Devices, Inc.
Akron Children's Hospital	The Fetal Care Center	MotherToBaby Pregnancy Studies	Remote Medical Technologies
Momenta Pharmaceuticals	The Fetal Center at Children's Memorial Hermann Hospital	Myriad Women's Health	Roche Diagnostics Corporation
AMAG Pharmaceuticals	The Fetal Center at Vanderbilt-Monroe Carell Jr. Children's Hospital-Vanderbilt University	Natera	Rush University Medical Center
The Chicago Institute for Fetal Health	Fetal Medicine Foundation USA	National Abortion Federation	Safe Obstetric Systems
Applied Medical	Gauss Surgical, Inc	National Association of Nurse Practitioners in Women's Health	Sage Therapeutics
AS Software, Inc.	GE Healthcare	National Organization for Disorders of the Corpus Callosum	Samsung
Bayhealth Medical Center	GenPath Women's Health	NewYork-Presbyterian	Sema4
Baylor Scott & White Health	Gundersen Health System	Norton Children's Maternal-Fetal Medicine, a part of Norton Healthcare	Sera Prognostics
Billings Clinic	Hayes Locums	Novant Health	Southwestern Women's Options
BillionToOne Inc.	HCA Healthcare	NTD Eurofins	Sparrow Health System
Boulder Abortion Clinic, PC	HealthCare Partners of Nevada	Nuvo	Special Angels Adoption
CARE- Clinics for Abortion & Reproductive Excellence	HER Foundation	OBIX By, Clinical Computer Systems Inc	St. Louis Fetal Care Institute
Carle Physician Group	Hologic	Obstetrix Medical Group/ Mednax	Stanford Children's Health
The Center for Fetal Diagnosis and Treatment at The Children's Hospital of Philadelphia	HPSRx Enterprises	OB-Tools	Texas Children's Pavilion for Women-Fetal Center
Children's Health	Huntsville Hospital	Option Care	Thieme Medical Publishing
Children's Hospital Los Angeles	ICP Care	Optum	Trice Imaging, Inc.
Children's Hospital of Wisconsin	llumina	Owensboro Health	UC Davis Fetal Care and Treatment Center
Midwest Fetal Care Center	InfuCare RX	Pacira Biosciences	UCSF Benioff Children's Hospitals Fetal Treatment Center
Children's National Fetal Medicine Institute	Inozyme Pharma	Paradigm Medical Systems/ Model-med	University of Maryland Medical Center - Center for Advanced Fetal Care
CHRISTUS Trinity Mother Frances Health System	Integrated Genetics	Valley Children's Medical Group	USF Fetal Care Center of Tampa Bay
Cincinnati Fetal Center	International Society of Ultrasound in Obstetrics and Gynecology (ISUOG)	Perinatal Access	Utah Fetal Care Center at Intermountain Primary Children's Hospital
Colorado Fetal Care Center	Invitae	Perinatal Quality Foundation	VirtaMed, Inc.
CookMedical	The Johns Hopkins Center for Fetal Therapy	PerkinElmer Diagnostics	Vision Chips, Inc.
Covenant Medical Group	Los Angeles Fetal Surgery		Wolters Kluwer
Digisonics	Mayo Clinic		WVU Medicine