



SMFM2025 PREGNANCY MEETING™

2024 - 2025 Exhibitor Important Dates & Deadlines

Aurora Ballroom

10/10/2024

November 15, 2024

Booth Cancellation deadline

Notification of an exhibitor's decision to cancel or reduction of space must be emailed to SMFM. If an exhibiting company does not cancel its space in writing and does not occupy its booth space on site, the company will be regarded as a no-show. If written notification of cancellation or booth reduction is received at the SMFM office by Friday, November 15, 2024, a full refund, less a 25% administrative fee, will be refunded to the exhibiting company. After **Friday, November 15, 2024, no refunds** will be given. If a written notification is sent after this date, no refunds will be given. An exhibitor's cancellation of exhibit space will result in the release of any hotel ancillary meeting space previously released to the exhibitor by the Society.

December 6, 2024

Company Descriptions due to SMFM for inclusion in the 2025 program book

A link will be sent to the contact's name on file through the Cadmium Expo Harvester portal, enabling you to submit your company description and logo upon approval or your online application.

Booth Plans and Diagrams Due

All booths 400 square feet and larger will need to submit booth plans to SMFM for approval.

Applications Due

*Industry Supported Learning Lunch Applications due
Product Theater Applications due*

Pre-attendee registration list will be sent to all exhibitors, all mailers that companies would like to send to attendees must be approved prior to this date.

All mailers should be sent to SMFM for approval one week (business days) prior to the posted dates to receive the mailing list. Should the exhibitor want to use the list for other marketing purposes, such as matching up the SMFM list to their internal list, that information must also be communicated to one week (business days) prior to the posted dates.

December 27, 2024

*Graphics deadline for any graphics that will be produced by AGS for the conference.
(Floor graphic, banners, any booth materials, signage etc.)*

January 6, 2025

Mobile app and Website ads due to SMFM, including clickthrough links.

February 6, 2025

Post-attendee registration list will be sent to all exhibitors, all mailers that companies would like to send to attendees must be approved prior to this date.

All mailers should be sent to SMFM for approval one week (business days) prior to the posted dates to receive the mailing list. Should the exhibitor want to use the list for other marketing purposes, such as matching up the SMFM list to their internal list, that information must also be communicated to one week (business days) prior to the posted dates.

2025 Exhibitor Onsite Schedule

Wednesday, January 29

Exhibit hall hours

12 pm - 3:00 pm (unopposed hours)

Exhibit Hall Open with Activations & Activities

SMFM Career Fair | Aurora Corridor

12:30 – 2:00 pm

Exhibit Hall Opening Reception

Theme: Celebrating the Diversity of our Members and Partners

6:00 pm – 8:00 pm

Thursday, January 30

Exhibit Hall hours

10:30 am – 5:30 pm

AM and PM Beverage breaks & Poster Session Hours

10:30 am – 12:30 pm | Poster session 1

4:00 pm – 6:00 pm | Poster session 2

Friday, January 31

Exhibit Hall Hours

10:00 am – 6:00 pm

AM & PM Break and Poster Session Hours

10:30 am – 12:30 pm – Poster session 3

4:00 pm – 6:00 pm Poster session 4

EXHIBIT INSTALLATION

Tuesday, January 28

8:00 am – 5:00 pm

Wednesday, January 29

8:00 am – Noon

EXHIBIT DISMANTLE

Friday, January 31

6:00 pm - 10:00 PM

Saturday, February 1

8:00 am - Noon

Dates and times subject to change

2025 Pregnancy Meeting Exhibit Booth space includes the following benefits:

- 8' high draped back wall and 36" side drape (inline booths).
- 7"×44" booth identification sign with company name and booth number (inline booths).
- 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 \$400 each, which will be full show Exhibitor badges, (which will gain access to scientific sessions), and the onsite exhibitor badge fee will be \$500 prior to January 21, 2025, *Ticketed sessions will be an additional fee.*
- **New for 2025 – Exhibitor Mailing list process.**
 - Each exhibitor will be sent (1) pre and (1) post mailing list on the following dates. Pre-Registration list - December 6, 2024
Post Registration List – February 6, 2025
 - All mailers should be sent to SMFM for approval one week (business days) prior to the posted dates to receive the mailing list. Should the exhibitor want to use the list for other marketing purposes, such as matching up the SMFM list to their internal list, that information must also be communicated to one week (business days) prior to the posted dates.

If there are any violations of the use of the list there will be priority points deducted and a chance that your organization will be asked to sit out a year and not exhibit at the Pregnancy meeting.

- 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 Exhibit Hall Meeting Rooms and Nook Pods
- Opportunity to purchase digital advertising on the meeting's mobile app.

Patient Advocacy Organization's and Medical Startup space include :

- 42-inch 6 ft table draped table • (2) two Padded Stools • Wastebasket • Carpeted area • No dividers
- Also including all benefits listed above.**