



2025 Start-Up Table Guidelines and Application

In accordance with the SMFM's guidelines governing Start-Up tables at the 2025 SMFM, at the Convention Center/hotel, the undersigned hereby agrees to the terms and conditions listed below and hereby makes an application for a Start-up table, which, when accepted by SMFM, becomes a contract. SMFM reserves the right to alter the space assignment if necessary.

Healthcare Start-ups - Healthcare startups introduce technologically advanced products and services into the healthcare industry, which is governed by regulations. While necessary for patient safety, regulatory scrutiny can slow the pace of change, making innovation within the healthcare sector all the more essential.

Start-up table Rental Rate:

\$3,000 per table which include

- 42-inch 6 ft table draped table
- (2) two Padded Stools
- Wastebasket
- Carpeted area

Contact Information

The contact listed in this section will be designated as the official contact to manage the booth financials and to receive all exhibit related materials and communications.

COMPANY NAME:

(This company name will also be used for the program book, Cadmium Expo portal, booth signage, website, and other show related materials.)

Contact:

Title:

Phone:

Email:

Website:

Address:

City:

State:

Country:

Zip:

Criteria:

In order to participate as a "Startup" exhibiting company, your organization must qualify with the following criteria:

- ✓ New company (or company division) in the first three years of business
- ✓ Less than \$1MM revenue annually
- ✓ Never exhibited at an SMFM meeting.
- ✓ Under 10 Employees

Please submit this information with your application, incomplete applications will not be accepted.

Start-up table benefits:

- 7"×44" booth identification sign with company name and table number
- (1) One exhibitor registration per table, 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.

Start-up Table Payment Terms

Payment is due no later than 30 days from the date of order. Failure to make full payment by this date will result in the item being placed back into inventory for another party to purchase that table and the company will incur cancellation fees. All payments are non-refundable after November 15, 2024. SMFM reserves the right to reject or resell any opportunity if payment is not received within 30 days. If an order is placed after November 15, 2024, payment will be due upon submission of the application. Space will be assigned only after full payment has been received based on availability at that time.

Notification of cancellation of a table must be in writing. Any supporter canceling a table will be charged a fee based on the following schedule:

- On or before November 15, 2024: 50% of total fee is due, regardless of whether the table is re-sold.
- After November 15, 2024: 100% of total fee is due, regardless of whether the slot is re-sold. Table cancellations will result in automatic cancellation of any marketing opportunities secured. No refunds will be provided for these other opportunities.

ACKNOWLEDGEMENT

As an authorized representative of the above stated Exhibitor, I have received and reviewed the 2025 Exhibitor Prospectus and the 2025 SMFM Exhibitor Rules, Regulations and Policies available online at [SMFM Pregnancy Meeting \(eventscribe.net\)](https://www.eventscribe.net), hereinafter referred to as “2025 Exhibitor Prospectus and Rules”. Exhibitor agrees to comply with the 2025 Exhibitor Prospectus and Rules which are incorporated herein by reference and made part of this contract (as existing on the date hereof and as the same may be amended or changed). In the event of any change in the 2025 Exhibitor Prospectus and Rules, the most up-to-date versions, available online at [SMFM Pregnancy Meeting \(eventscribe.net\)](https://www.eventscribe.net), will be controlling. I agree and understand that the contact information provided on this Application and Contract for Startup Table will be shared with other organizations assisting with the Annual Meeting and other SMFM initiatives. Exhibitor agrees to receive all written and electronic correspondence from SMFM and other official show vendors in reference to the 2025 SMFM Pregnancy Meeting. The parties hereto agree that upon Exhibitor’s authorized signature and SMFM’s acceptance and approval, this Application and Contract for the Startup Table, together with the 2025 Exhibitor Prospectus and Rules, will constitute a legal and binding contract between Exhibitor and SMFM enforceable in accordance with its terms.

Exhibitor understands that by entering into this binding contract with SMFM, the Exhibitor must abide by limits and specifications as set forth in the 2025 SMFM Exhibitor Rules, Regulations and Policies available online at [SMFM Pregnancy Meeting \(eventscribe.net\)](https://www.eventscribe.net).

Signature:

Date:

Printed name/Title:

Please email this form to Kasey McNeil, CEM, HMCC at kmcneil@smfm.org for approval.