

EXHIBIT PROSPECTUS



NAMS 2018 ANNUAL MEETING

October 3-6, 2018
San Diego, California
Hilton San Diego Bayfront



NAMS 2018 ANNUAL MEETING

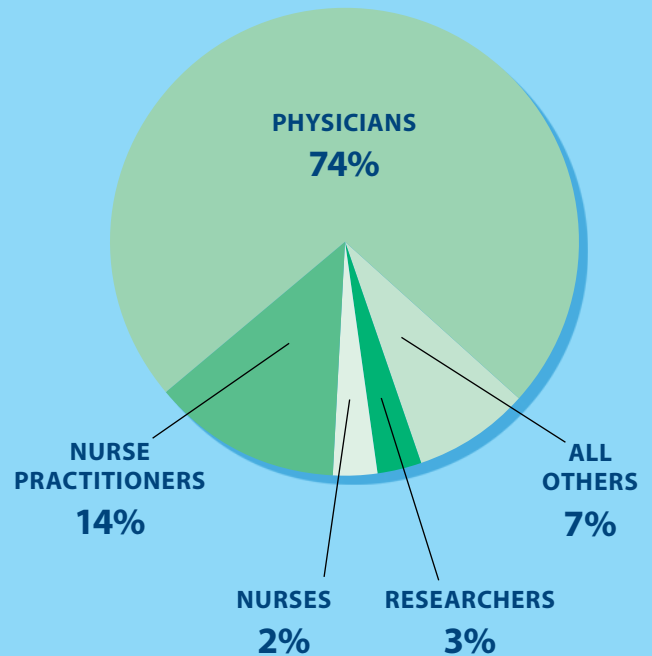
Hilton San Diego Bayfront ■ October 3-6, 2018

The North American Menopause Society (NAMS) is North America's leading scientific organization dedicated to promoting the health and quality of life of women through an understanding of menopause and healthy aging. NAMS is also the preeminent resource on all aspects of menopause for both healthcare providers and the public. Its multidisciplinary membership of over 2,000 leaders in the field—including clinical and basic science experts from medicine, nursing, sociology, psychology, nutrition, anthropology, epidemiology, pharmacy, and education—reflects the optimal approach to the care of women as they reach menopause and beyond.

The NAMS Board of Trustees and the 2018 Scientific Program Committee invite you to exhibit at the NAMS 2018 Annual Meeting. The meeting promises to deliver a comprehensive scientific program. Included will be expert faculty presentations on the latest research and interpretations of findings for clinical application. More than 1,200 healthcare professionals are expected to attend, representing the key medical thought leaders, decision makers, and educators in their respective fields.

Past meeting evaluations indicate that participants consider the commercial exhibits to be an integral part of the meeting, complementing their learning experience. The NAMS Exhibit Hall is one of the best attended of all exhibit opportunities in women's healthcare, and dedicated exhibit time has been included throughout the meeting. Don't miss this unique opportunity to meet and interact with this highly sought-after and influential audience—often only reachable at the NAMS Annual Meeting.

NAMS 2017 Membership Demographics



WHY SHOULD YOU EXHIBIT AT NAMS?

Population Demographics

Menopause affects every woman who reaches her midlife years. Although the median age of menopause in North America is 52, menopause-related changes can start as early as a woman's 30s and extend through the rest of her life. Not only are an unprecedented number of women reaching menopause—about 6,000 each day in the United States alone—but women are living longer than ever. This makes menopause health more important than ever before.

Education

Because the range of menopause information extends through many fields of study, healthcare providers are challenged to distill and interpret the vast amount of scientific data that appears on a daily basis into practical advice that they can use in their professional practices. It is critical that healthcare providers are informed about new and improving technologies, equipment, products, and services in the field of menopause. That information can be found at the commercial exhibits at the NAMS Annual Meeting.

Audience

The meeting provides an opportunity for you to network with today's power players in the diverse field of menopause management. NAMS meeting attendees are an eager, receptive, and informed audience from every region of the country and around the world. You'll hear firsthand from top clinicians and researchers regarding their requirements and concerns so that you can provide them with the best professional options. You'll also be able to build rapport and expand existing relationships by meeting with your current and potential customers.

Recognition

Exhibiting at the NAMS Annual Meeting can build recognition of your company and awareness of your products. It's the ideal forum for showcasing your products and services to healthcare providers, many of whom can be reached only at this meeting.

Value

Exhibiting is cost effective. Space rates are competitive with other healthcare meetings, and NAMS has not increased booth prices for 2018. An *Exhibit Guide* listing companies and contact information is provided on-site to attendees—providing a useful reference after the meeting. Exhibiting companies also receive 3 complimentary full registrations per 10' x 10' booth so that their representatives can participate in the entire NAMS Meeting (including all food functions)—valued at more than \$2,000!

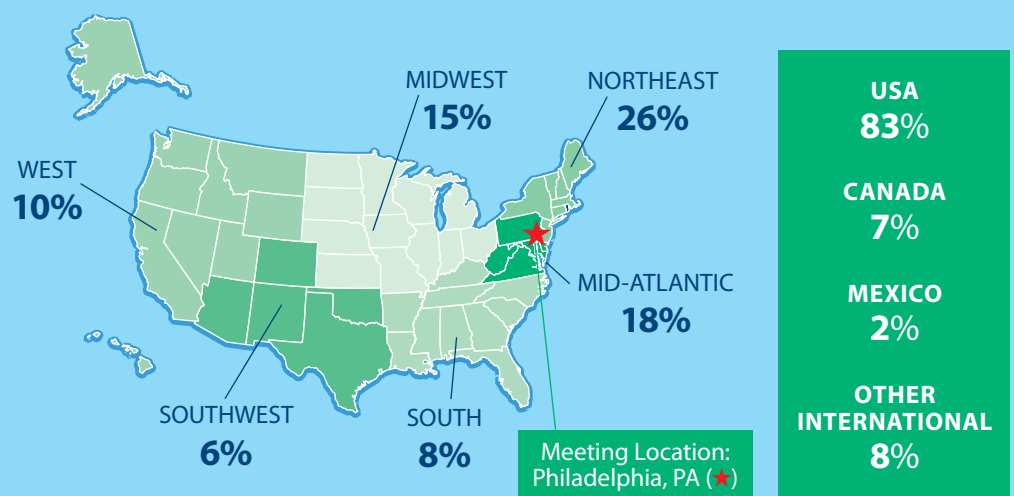
Dedicated Time and Increased Traffic

NAMS offers unopposed, dedicated Exhibit Hall time throughout the meeting, allowing ample time for attendees to visit the exhibits. The Thursday evening reception, as well as the Thursday and Friday morning and afternoon refreshment breaks, are all located in the Exhibit Hall, helping to increase Hall traffic.

Convenience and Location

Every educational offering and social event of the NAMS 2018 Annual Meeting (October 3–6) is conveniently located in the Hilton San Diego Bayfront. The hotel offers intuitively designed accommodations, luxury amenities, and an unparalleled location in the city's vibrant downtown district. San Diego International Airport is conveniently located just 3 miles from the hotel.

2017 Annual Meeting Attendees by Geographic Location



NAMS EXHIBIT RATES

Booth Size	Contract and payment received by June 15, 2018	Contract and payment received after June 15, 2018
10' x 10'	\$3,500	\$3,850
10' x 20'	\$8,000	\$8,800
10' x 30'	\$12,000	\$13,200
20' x 20'	\$21,000	\$23,100
20' x 30'	\$26,000	\$28,600

Items included in the exhibit fee include pipe and drape, 7" x 44" identification sign, 3 complimentary full meeting registrations per 10' x 10' exhibit space (allows access to all scientific sessions, evening receptions, and Supported Plenary Symposia), 24-hour security, and product/service listing in the *Exhibit Guide* included in the *Meeting Program* that is distributed on-site to all attendees in the meeting briefcase.

Assignment of Space

Applications must be received by June 15, 2018, to be included in the initial round of booth assignments and are subject to NAMS approval. Priority space assignment will be awarded to Premier Partners of the 2018 Annual Meeting as well as to past supporters of NAMS.

First-round booth assignments will be made by July 1, 2018. Applications for space received after the initial space assignment date will have space allocated on a first-come, first-served basis. All applications must be submitted on the form on pages 9 and 10. Primary consideration in the assignment of space to exhibitors shall be in the best interest of NAMS.

NAMS may, at its discretion, accept or reject any application for space and reserves the right to relocate or reassign exhibit booths at any time for the overall benefit of the meeting.

Payment Schedule

A 50% deposit is due with contracts received by June 15, 2018. Notification of booth assignments and balances due will be sent by July 1, 2018. Full payment is due by August 15, 2018. Contracts received after June 15, 2018, must be accompanied by payment in full. If payment is not received by August 15, 2018, no recognition in printed materials will be available to the exhibitor. If payment is not received by September 15, 2018, exhibitors will not be permitted to display their booths in the Exhibit Hall.

New Exhibitors

A first-time exhibit company receives \$500 off its booth rate, provided that its contract and payment are received by June 15, 2018. Discount applies to only one booth per company. NAMS will confirm that the company has not exhibited in the past.

Cancellation and Refund Policy

Written notice of cancellation received by NAMS before June 30, 2018, entitles an exhibitor to receive a refund of all fees paid, less a 10% processing fee of total booth space reserved. If space is reduced, the net reduction of space will be treated as a cancellation of space. No refunds will be made for cancellations received after June 30, 2018. NAMS reserves the right to resell any cancelled space without notification to the cancelling party.

No meeting registrations will be provided to exhibitors who cancel their exhibit spaces, regardless of when they cancel.

Exhibit Hall Hours

Booths must be staffed when the Exhibit Hall is open during the hours listed below, including the evening reception.

Wednesday, October 3

8:00 AM – 5:00 PM Exhibit Move-In

Thursday, October 4

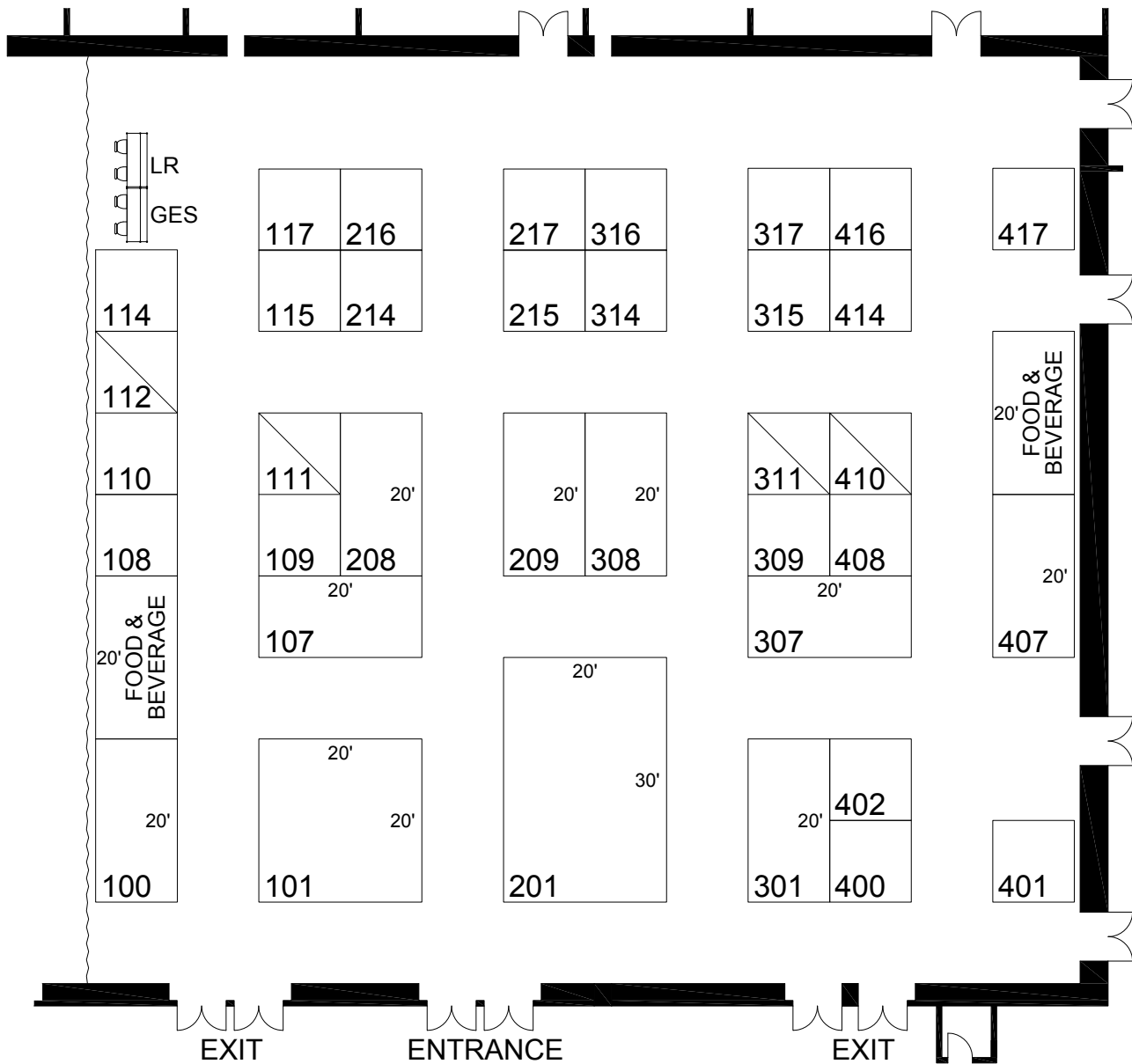
9:30 AM – 11:30 AM Exhibit Hall Open
 1:00 PM – 3:30 PM Exhibit Hall Open
 6:00 PM – 7:00 PM In-Hall Reception

Friday, October 5

9:30 AM – Noon Exhibit Hall Open
 2:30 PM – 4:15 PM Exhibit Hall Open
 4:15 PM – Midnight Exhibit Move-Out

NAMS 2018 EXHIBIT FLOOR PLAN

Hilton San Diego Bayfront ■ October 3-6, 2018



The NAMS Annual Meeting continues its successful tradition of holding all scientific sessions and exhibits in one single hotel. The Exhibit Hall is conveniently located in the meeting hotel, directly next to the Poster Session, allowing attendees to easily access and visit the Exhibit Hall throughout the course of the meeting. All refreshment breaks are located in the Exhibit Hall, encouraging greater attendance.

For More Information, Contact:

Elizabeth K. Slogar, Operations and Finance Manager
 The North American Menopause Society
 Phone: 440/442-7697, Fax: 440/442-2660
 Email: elizabeth@menopause.org

IMPORTANT NAMS EXHIBIT INFORMATION

Booth Staffing and Tear-Down Policy

Exhibits must be staffed and operational at all times when the Exhibit Hall is officially open, including during the evening reception (see Exhibit Hall Hours, page 4). Any exhibitor vacating a booth before the closing of each day may jeopardize future participation.

Exhibitor Registration Procedure

Admittance to the Exhibit Hall or scientific sessions is by badge only. A badge can be obtained only by registering with NAMS. All exhibitors must wear the badge issued by NAMS. Exhibitor Registration Forms will be distributed in advance of the meeting. Exhibitor badges provide company representatives with admittance to the Exhibit Hall and also to the Sessions and all food and social events. In addition to the complimentary badges provided on the basis of booth size, additional badges for bona fide company representatives may be purchased for a fee of \$100 per badge. Each representative will be required to present a company business card in order to pick up a badge. Badges cannot be picked up by colleagues.

The NAMS Registration Desk will be open to assist registrants, including exhibitors, during the following times:

Tuesday, October 2	6:00 PM - 8:00 PM
Wednesday, October 3	7:00 AM - 7:00 PM
Thursday, October 4	7:00 AM - 6:00 PM
Friday, October 5	7:00 AM - 5:30 PM
Saturday, October 6	7:00 AM - 12:30 PM

Hotel Reservations

NAMS has secured a block of rooms at the Hilton San Diego Bayfront, the location of the meeting. Hotel reservation information is available on the NAMS website.

Booth Equipment

Each booth includes an 8'-high back drape and 3'-high side drape. An identification sign (7" x 44") displays the company name.

Carpeting and In-House Services

The Exhibit Hall is carpeted. Exhibitors may purchase carpet of their choosing for their booths from the decorator's service kit. A link to the decorator's service kit will be sent via email.

Exhibit Specifications

All exhibits must be freestanding and self-supporting. Linear configurations may not be designed to obstruct the view of nearby booths or to block exits or doorways. All display fixtures more than 4' in height and placed within 10' of an adjoining exhibit must be confined to that area of the exhibitor's space that is at least 5' from the aisle line. The height limit for all displays is 20'. Hanging signs are not permitted. No exceptions to these rules will be made.

Official Service Contractor

NAMS has designated GES as the official service contractor.

Exhibitor-Appointed Contractors

Exhibitors may elect to use an exhibitor-appointed contractor. All contractors must adhere to all rules and regulations established by NAMS. Exhibitors will be held responsible for any violation of NAMS policy. All exhibitors must forward a letter of intent to NAMS designating their contractors by September 4, 2018.

Security

NAMS provides general security for the Exhibit Hall on a 24-hour basis beginning with move-in and continuing until all freight has been removed at the end of the meeting. NAMS will not, however, assume responsibility for theft, damage, or loss of any kind.

Program and Exhibitor Recognition

The *Program & Exhibit Guide* will be distributed on-site. In addition to featuring scientific content and events, the program will recognize exhibiting companies confirmed as of the date of printing. Those companies who choose to sponsor an event or provide an educational grant will receive further recognition.

Sales and Order Taking

Sales and order taking are allowed on the exhibit floor unless prohibited by law. All transactions must be consistent with the professional nature of the meeting. It is the sole responsibility of the exhibiting company to acquire any licenses or permits as may be required and to adhere to all sales tax issues, keeping in mind that regulations vary from state to state. NAMS reserves the right to restrict sales activities that it deems inappropriate or unprofessional.

Giveaways, Celebrity Appearances, Booth Activity

Giveaways must be approved in advance by NAMS before August 15, 2018. The NAMS logo is the exclusive property of NAMS and may not be used on any giveaway. Samples to be distributed will be limited to items in the professional interests of the attendees. All requests for celebrity appearances in an exhibiting company's booth must be submitted for approval to NAMS before August 15, 2018. Any company planning to have a celebrity appear in its booth must purchase adequate booth space to house the celebrity, company representatives, and meeting attendees. No lines will be allowed to form in the aisles or in another exhibitor's booth.

Food and Beverage

Food and/or beverage items may be distributed from an exhibitor's booth with prior approval by NAMS. Requests for approval must be submitted to NAMS before August 15, 2018.

FDA Regulations

Exhibitors are reminded of the restrictions of FDA on the promotion of investigational and preapproved drugs and devices. According to FDA, any mention of a product name that is accompanied by information on usage and indications will be viewed as a product advertisement and must comply with full disclosure requirements.

Public Relations

Distribution of corporate press releases is permitted in the NAMS Press Room for releases approved in advance by NAMS before August 31, 2018. No solicitations to registered press is permitted.

Unauthorized Solicitations and Compliance

Exhibitors are prohibited from approaching attendees and promoting product(s) and/or service(s) in any location other than in its designated exhibit booth or in privately arranged meeting rooms. Exhibitors may not engage in sales or promotional activities while in the areas of the CME meeting activities. Product-promotion material or product-specific advertisement of any type is prohibited in or during the CME meeting activities.

Unofficial Social and Educational Activities

NAMS strongly discourages industry-sponsored activities at its Annual Meeting that are not official NAMS offerings. Exhibiting companies may apply to NAMS for permission to hold their activities, provided they do not conflict with any NAMS event.

Photography and Videotaping

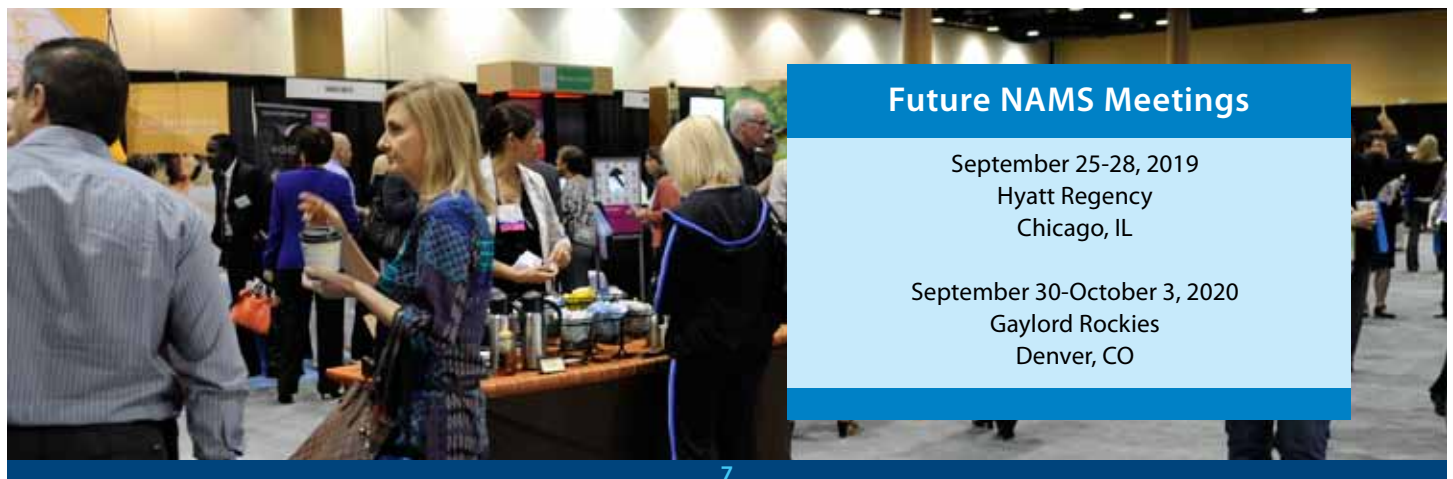
The taking of photographs or videotaping at the NAMS Annual Meeting, other than by the official NAMS photographer, is strictly prohibited. NAMS reserves the right to photograph or videotape an exhibit for use in NAMS publications.

Children

No children younger than 18 years old (with the exception of infants) will be allowed in the Exhibit Hall. Strollers are not permitted in the Exhibit Hall at any time.

Mailing Lists

Rental of preregistration lists is not available.



Future NAMS Meetings

September 25-28, 2019
Hyatt Regency
Chicago, IL

September 30-October 3, 2020
Gaylord Rockies
Denver, CO

2017 NAMS EXHIBITORS

Allergan
Alma Lasers
AMAG Pharmaceuticals
Ascend Therapeutics
Aytu BioScience, Inc.
BioFilm, Inc.
Church & Dwight Co., Inc.
Cynosure, a Hologic Company
Duchesnay USA
Exeltis USA Inc.
FDA Office of Women's Health
Fidia Pharma USA Inc.

Genneve/Lioness
Good Clean Love
International Menopause Society
JDS Therapeutics
Kimberly-Clark
Laclede Inc.
Lumenis
Lunada Biomedical
Menopause/Wolters Kluwer
Menopause Masters
Mylan Inc.
OBG Management

Pfizer Inc.
Pharmavite/INNATE Response
Pulse
Radius Health, Inc.
RB
Rush Midlife Center
Sciton
Sebela Pharmaceuticals Inc.
Syneron-Candela
Thermi, an Almirall Company
Uberlube

Enhance Your Visibility

If you want to increase your visibility with attendees, there's no better way than sponsoring one or more of the following activities. Sponsorships are prominently acknowledged in all NAMS media outlets and in the *Program & Exhibit Guide*.

There are many sponsorship opportunities available. Here is a partial list:

- Supported Plenary Symposia
- Premier Partner of Annual Meeting
- Insertion of Promotional Item in NAMS Preview Bag
- Opportunity to host Product Theaters in Exhibit Hall
- Sponsorship of Relaxation Station in Exhibit Hall
- Sponsorship of Exercise Sessions
- Sponsorship of Wireless Access in the General Session Room
- Sponsorship of Attendee Briefcase Tags

For a complete list of opportunities and to discuss any ideas you might have, please contact Ms. Mary Nance, Development Director (440/442-7845 or mary@menopause.org).



EXHIBIT SPACE APPLICATION

NAMS 2018 Annual Meeting ■ Hilton San Diego Bayfront ■ October 3-6, 2018

The North American Menopause Society • 30100 Chagrin Blvd., Suite 210 • Pepper Pike, OH 44124
Telephone: 440/442-7697 • Fax: 440/442-2660 • Email: elizabeth@menopause.org • Website: www.menopause.org

Company/Organization

Contact Person

Address

City State/Province ZIP/Postal Code Country

Phone Fax Email

The undersigned hereby authorizes NAMS to reserve exhibit space for use by the company or organization listed above during the NAMS 2018 Annual Meeting. The undersigned acknowledges receipt of and agrees to abide by the rules and regulations that are by reference made hereby part of the organization agreement. The undersigned acknowledges that payment is due and space will be assigned as outlined on page 4 of this Exhibit Prospectus.

Authorized Signature Title Date

Please indicate booth numbers requested. Exhibit space is priced as listed on page 4 of this *Exhibit Prospectus*. Please note that contracts received on or after June 15, 2018, must be accompanied by payment in full.

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

For NAMS to consider any request for exhibit space, both sides of this application must be completed in full.

For NAMS use only

Received: _____ Booth Number: _____ Booth Size: _____ Total Due: _____
Deposit: \$ _____ Date: _____ Balance: \$ _____ Date: _____

EXHIBIT SPACE APPLICATION

NAMS 2018 Annual Meeting

(continued)

Please list all products and/or services that will be exhibited in the booth space at the NAMS 2018 Annual Meeting.

Product or Service Name and Description	Check All Appropriate Items		
	FDA Approved	Not FDA Approved	FDA Approval Not Required
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

A detailed list of all materials to be available as giveaways (including scientific educational material and nonscientific giveaways) at the exhibit must be attached to the Exhibit Space Application. After the application for space is approved, exhibiting companies will be required to submit a sample of each giveaway item. These samples must arrive by August 15, 2018.

Company/Organization **(exactly as it should appear in all printed materials)**

Address

City State/Province ZIP/Postal Code Country

Phone Website

Please type or print your brief (40 words or fewer) product/service description in the space provided below. Descriptions should be factual and not commercial. No product claims are allowed. No trademarks or other proprietary indicia will be featured. Copy will be edited at the discretion of NAMS. No company description will be available if full payment is not received by August 15, 2018.

**Please mail completed application,
required attachments, and check to:**

The North American Menopause Society
30100 Chagrin Blvd., Suite 210
Pepper Pike, OH 44124

DATES TO REMEMBER

June 15, 2018

Deadline to receive Exhibit Space Application and deposit to receive reduced registration fees.

June 15, 2018

Deadline to be included in the initial round of booth assignments.

June 30, 2018

Cancellation deadline for full refund (minus 10% processing fee).

July 1, 2018

First-round booth assignments will be made.

July 2018

Exhibit Service Manual emailed.

August 15, 2018

Deadline for approval of booth giveaways, celebrity appearances, and food and beverage distribution requests.

August 15, 2018

Deadline for receipt of full payment for exhibitors included in initial round of booth assignments.

August 15, 2018

Deadline for receipt of contract and full payment to be included in printed materials.

August 30, 2018

First day for receipt of warehouse freight.

September 1, 2018

Last guaranteed date for the NAMS reduced room rate at the hotel.

September 4, 2018

Deadline to receive letter of intent to use an exhibitor-appointed contractor.

September 12, 2018

Deadline for decorator's discount.

September 28, 2018

Last day for receipt of warehouse freight.

October 3, 2018

Exhibit Move-In • 8:00 AM - 5:00 PM

October 4, 2018

Exhibit Hall Open • 9:30 AM - 11:30 AM

• 1:00 PM - 3:30 PM

In-Hall Reception • 6:00 PM - 7:00 PM

October 5, 2018

Exhibit Hall Open • 9:30 AM - Noon

• 2:30 PM - 4:15 PM

Exhibit Move-Out • 4:15 PM - Midnight

