

2022 Annual Meeting

Exhibit Prospectus



October 12–15, 2022

Hyatt Regency ■ Atlanta, GA



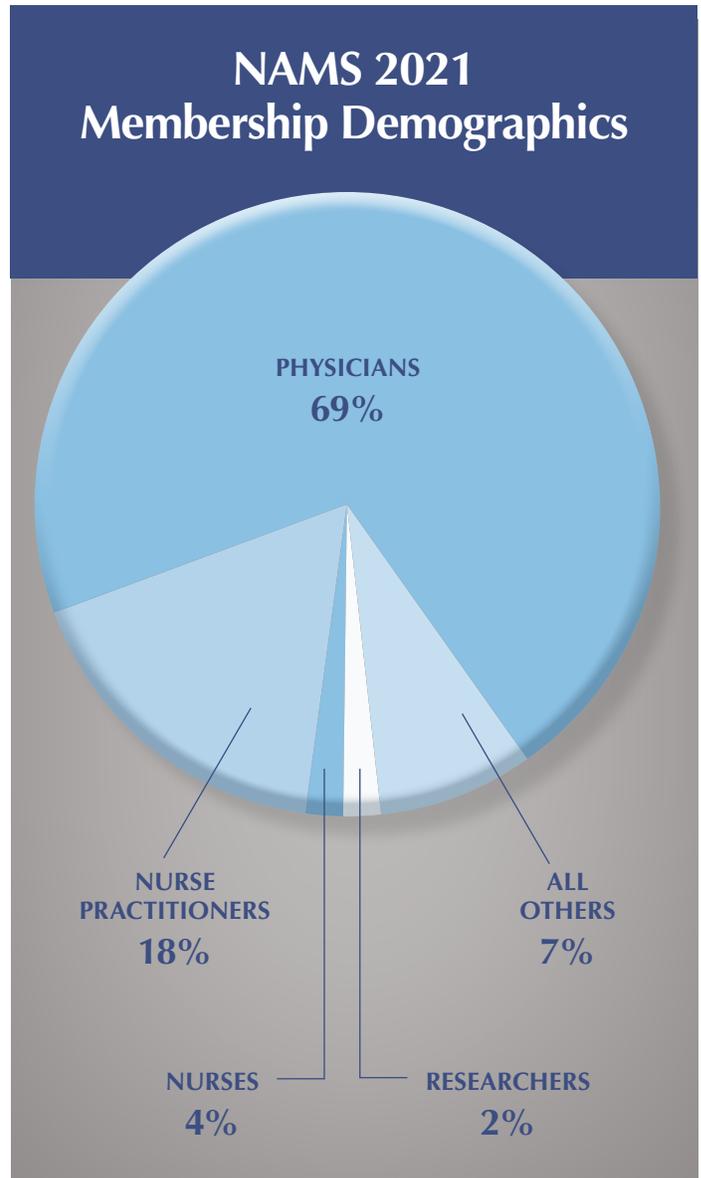
2022 Annual Meeting

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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 2022 Scientific Program Committee invite you to exhibit at the NAMS 2022 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.



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 2022. An *Exhibit Guide* listing companies and contact information is available to attendees—providing a useful reference after the meeting. Exhibiting companies also receive 3 complimentary exhibitor registrations per 10' x 10' booth. Exhibitor badges allow booth staff to participate in the entire NAMS Meeting (including all food functions)—valued at more than \$2,300!

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 2022 Annual Meeting is conveniently located in the Hyatt Regency. The hotel is in the heart of Atlanta on Peachtree Street.



NAMS Exhibit Rates

Booth Size	Contract and Payment Received By June 15, 2022	Contract and Payment Received After June 15, 2022
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 exhibitor meeting registrations per 10' x 10' exhibit space (allows access to all scientific sessions, evening receptions, and Supported Plenary Symposia), 24-hour security, daily aisle maintenance, and product/service listing in the *Exhibit Guide*.

Assignment of Space

Applications must be received by June 15, 2022, 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 2022 Annual Meeting, 2022 Corporate Liaison Council members, as well as to past supporters of NAMS.

First-round booth assignments will be made by July 1, 2022. 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, 2022. Notification of booth assignments and balances due will be sent by July 1, 2022. Full payment is due by August 1, 2022. Contracts received after June 15, 2022, must be accompanied by payment in full. If payment is not received by August 1, 2022, no recognition in published materials will be available to the exhibitor. If payment is not received by August 31, 2022, 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, 2022. 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, 2022, 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, 2022. 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 12

8:00 AM – 5:00 PM Exhibit Move-In

Thursday, October 13

9:30 AM – 11:30 AM Exhibit Hall Open
 1:00 PM – 3:30 PM Exhibit Hall Open
 6:15 PM – 7:15 PM In-Hall Reception

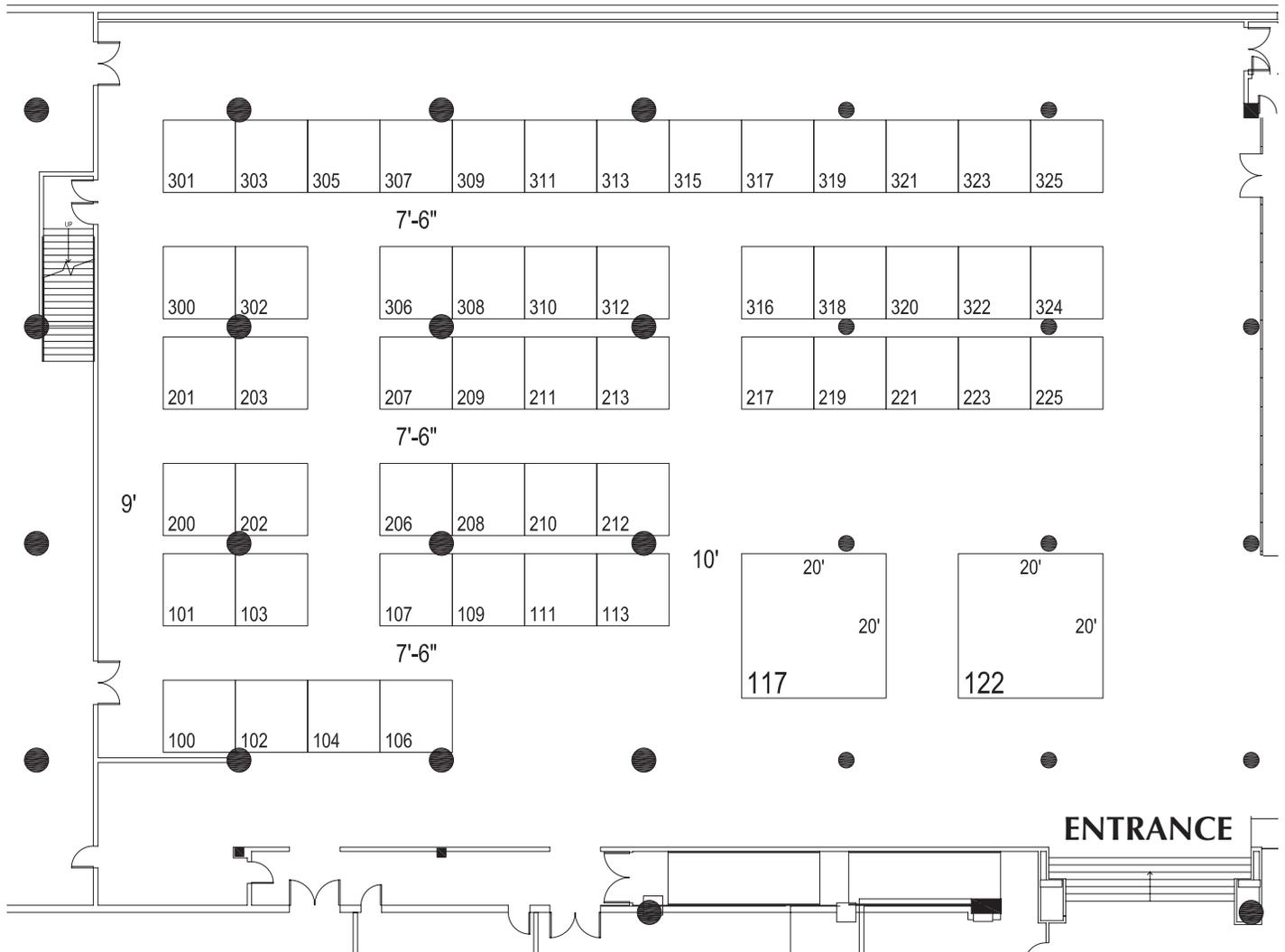
Friday, October 14

9:30 AM – Noon Exhibit Hall Open
 2:30 PM – 4:15 PM Exhibit Hall Open
 4:15 PM – 8:00 PM Exhibit Move-Out

NAMS 2022 Exhibit Floor Plan

October 12–15, 2022

Hyatt Regency ■ Atlanta, GA



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 details will be sent 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 exhibitor badges provided on the basis of booth size, additional badges for bona fide company representatives may be purchased for a fee of \$150 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 11	4:00 PM - 7:00 PM
Wednesday, October 12	7:00 AM - 7:00 PM
Thursday, October 13	7:00 AM - 6:00 PM
Friday, October 14	7:00 AM - 5:30 PM
Saturday, October 15	7:00 AM - 12:30 PM

Hotel Reservations

NAMS has secured a block of rooms at the Hyatt Regency, 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 is 8' for inline and corner booths, and 11' for islands. 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 12, 2022.

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 available to attendees. In addition to featuring scientific content and events, the program will recognize exhibiting companies. 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, 2022. 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, 2022. 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, 2022.

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, 2022. 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

Provision of the names or contact information of learners or any pre-registration lists are not allowed.

Future NAMS Meetings

September 27-30, 2023
Marriott Downtown
Philadelphia, PA

September 11-14, 2024
Hyatt Regency
Chicago, IL

2021 NAMS Exhibitors

The appearance of products and services presented in the Exhibit Hall does not constitute an endorsement of the promoted product or service by NAMS.

Alloy Health	Fidia Pharma USA	Pharmavite LLC (Equelle)
Astellas Pharma US	Lupin Pharmaceuticals, Inc.	Scynexis, Inc.
Astellas Pharma US Medical	MedTech International Group, LLC	Solv Wellness
Avion Pharmaceuticals	Menosplain	Soul Source Therapeutic Devices, Inc.
Bonafide Health	Millicent Pharma	Sprout Pharmaceuticals, Inc.
Cynosure Clinical Affairs	Ms.Medicine	TherapeuticsMD
Cynosure LLC	MysteryVibe LLC	Uberlube
Echolight Medical	PAUSE Well-Aging	Wallace-O'Farrell, Inc.
Embr Labs	PelvicSense, Inc.	Wolters Kluwer



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 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 2022 Annual Meeting October 12–15, 2022 ■ Hyatt Regency ■ Atlanta, GA

The North American Menopause Society ■ 30050 Chagrin Blvd., Suite 120W ■ 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 _____ Email _____

The undersigned hereby authorizes NAMS to reserve exhibit space for use by the company or organization listed above during the NAMS 2022 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, 2022, must be accompanied by payment in full.

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

Booth size requested: _____

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: _____

NAMS Exhibit Rules and Regulations

These rules together with the *Exhibit Prospectus* shall be deemed the regulations ("regulations") and are a bona fide part of the contract for exhibit space at the 2022 Annual Meeting of The North American Menopause Society (NAMS) (the exhibit hereinafter referred to as the "Show"), which is managed by NAMS, the Show's sponsor. NAMS reserves the sole right to amend, render all interpretations, and enforce these regulations to assure the general success and well-being of the Show. Each exhibitor, for itself, its authorized representatives, its employees, and its contractors, agrees to abide by these regulations and the Exhibit Prospectus and by any amendments or additions hereafter made by NAMS.

1. Selection of Exhibitors—NAMS reserves the right to accept or reject a potential exhibitor on the basis of its assessment of whether that company/organization's products and/or services are relevant to NAMS members and meeting attendees, in its sole judgment. Further, NAMS reserves the right to reject an application from an exhibitor whose displays, printed matter, and/or promotional materials contain false or misleading claims that are not in compliance with federal or state law or regulations.

2. Valid Contract for Space—Applicants for exhibit space are required to submit an Exhibit Space Application to NAMS for the 2022 Annual Meeting.

3. Payment for Space—The *Exhibit Prospectus* establishes rules for payment for the space. Any deviations from this provision, including but not limited to acceptance by NAMS or any late payments specified herein, shall not be construed as a waiver of NAMS's rights to cancel the exhibit contract for such noncompliance, reassign booth space, take possession of said space without refund or further notification, and lease the space to others on such terms and conditions as it deems proper or otherwise be construed as a modification of any schedule of payments required hereunder.

4. Booth Construction and Limitations—All exhibits must conform to the standards provided in the *Exhibit Prospectus*. NAMS reserves the right to insist on a properly constructed and operated display in the interest of all participating exhibitors. Displays not conforming to NAMS's specifications and limitations may be dismantled or modified, at exhibitor's expense, in the sole judgment and discretion of NAMS.

5. Exhibits and Public Policy—Each exhibitor is charged with knowledge of all Federal, State, County, and City laws, ordinances, and regulations pertaining to health, fire prevention, and public safety while participating in the Show.

All booth decorations, including carpeting, must be flameproof. Butane or bottled gas is not permitted. Electrical wiring must conform to national Electrical Code Safety Rules. If inspection indicates any exhibitor has neglected to comply with these regulations, or otherwise incurs a fire hazard, the right is reserved to cancel all or such part of its exhibit as may be irregular and effect the removal of same at exhibitor's expense. Exhibits must comply with all City and State fire regulations.

No part of the hotel shall be defaced in any manner, nor shall signs or other articles be posted, nailed, taped, or otherwise affixed to any pillars, doors, walls, or other parts of the hotel. All exits, hallways, aisles, and fire-control apparatus must remain clear and unobstructed at all times. No smoking is allowed at any time. Any exhibitor who makes any claim or advertises at the Show in any way that, in the sole opinion of NAMS, is false, misleading, or otherwise unlawful or against public policy may, in the sole discretion of NAMS, be required to discontinue such claim or advertising.

Consistent with NAMS's reservation of rights set forth in paragraph 1, any exhibitor who makes claims or advertises at the Show in any way that, in the sole opinion of NAMS, is false, misleading, or otherwise unlawful or against public policy may, in the sole discretion of NAMS, be required to discontinue such claim or advertising. Failure on the part of the exhibitor to discontinue such claim or advertising when requested to do so by NAMS at the Show shall result in the closure of the exhibit. In such event, no refunds will be made to exhibitor.

6. Non-Liability—It is expressed, understood, and agreed by each and every contracting exhibitor, its agents, and guests that neither the NAMS 2022 Annual Meeting officers, trustees, members, agents, employees, nor the hotel shall be liable for loss or damage to the goods or properties of exhibitors. At all times, such goods and properties shall remain in the sole possession, custody, and control of each exhibitor.

By executing the Exhibit Space Application, the exhibitor releases and agrees to defend and indemnify the NAMS 2022 Annual Meeting, its owners, managers, trustees, officers, sponsors, employees, and agents, and save them harmless from any suit or claim, including attorneys' fees, for property damage or personal injury by whomsoever sustained, including exhibitor and its agents or employees, on or about the exhibitor's display space or arising out of exhibitor's participation in the Show, except to the degree of negligence of NAMS 2022 Annual Meeting, its officers, trustees, members, agents, employees, and the hotel. In the event of Show cancellation, due to partial or total destruction of the premises by fire, hurricane, acts of God, strikes, authority of law, or any other cause beyond the control of NAMS, NAMS assumes no liability for the loss of business or fulfillment of the contract for space. NAMS will reimburse exhibitor pro rata on amounts paid, less any and all legitimate expenses incurred by NAMS at NAMS's discretion due to Show cancellation.

7. Non-Waiver—NAMS shall not be deemed to waive any of its rights hereunder, unless such waiver is explicitly stated as a waiver in writing and signed by NAMS. No delay or omission by NAMS in exercising any of its rights shall operate as a waiver of such rights, and a waiver of rights in writing on one occasion shall not be construed as a consent to or a waiver of any right or remedy on any future occasion.

8. Use of Certain Property—Exhibitor will assume all costs arising from the use of patented, trademarked, franchised materials, devices, processes, or dramatic rights used on or incorporated in the exhibitor's space. Exhibitor shall indemnify, defend, and hold harmless NAMS and officers, trustees, members, agents, employees, and the hotel from and against all claims, demands, suits, liabilities, damages, losses, costs, attorneys' fees, and expenses of whatever kind or nature, that might result from or arise out of use of any such material(s) described above.

NOTICE

Installation will begin inside the Exhibit Hall at 8:00 AM, Wednesday, October 12, 2022. All installation must be completed for final inspection by 5:00 PM on Wednesday, October 12, 2022. Unattended freight in any display space as of one hour prior to show opening on Thursday, October 13, 2022, will be removed and stored at the exhibitor's expense. Exhibitors are not permitted to store packing crates or boxes in the booth during Show hours but these, when properly marked, will be stored and returned to the booth by the exhibit service contractor. Crates not properly marked or identified by exhibitors may be destroyed or lost and are the sole responsibility of the exhibitor. Exhibit materials left unattended midnight on Friday, October 14, 2022, and for which no shipping arrangements have been made, will be considered abandoned. NAMS will arrange for disposal or return of these materials at the exhibitor's expense, and neither NAMS, the exhibit service contractor, nor Washington Hilton Hotel shall assume any liability whatsoever for loss or damage.

Exhibits must be staffed during Show hours and may not, to any extent, be dismantled before 3:00 PM on Friday, October 14. Any early dismantling or packing shall be considered a breach of this agreement and may affect future contracts.

Dates To Remember

June 15, 2022

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

June 15, 2022

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

June 30, 2022

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

July 1, 2022

First-round booth assignments will be made.

July 2022

Exhibit Service Manual emailed.

August 1, 2022

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

August 1, 2022

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

August 15, 2022

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

September 12, 2022

First day for receipt of warehouse freight.

September 12, 2022

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

September 20, 2022

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

September 21, 2022

Deadline for decorator's discount.

October 6, 2022

Last day for receipt of warehouse freight.

October 12, 2022

Exhibit Move-In • 8:00 AM - 5:00 PM

October 13, 2022

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

• 1:00 PM - 3:30 PM

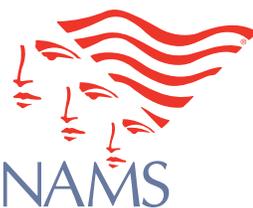
In-Hall Reception • 6:15 PM - 7:15 PM

October 14, 2022

Exhibit Hall Open • 9:30 AM - Noon

• 2:30 PM - 4:15 PM

Exhibit Move-Out • 4:15 PM - 8:00 PM



THE NORTH AMERICAN
MENOPAUSE SOCIETY