

We expect more than 3,400 oncology nurses to attend the ONS 42nd Annual Congress. Make your plans now to meet with these leaders on the frontline of cancer care.

The ONS Attendee at a Glance



Primary Work Setting of Attendees

Medical Unit-Oncology

Hospital-Based Clinic

Physician Office/Infusion Center

Top Diseases Treated

- ▶ Multiple Myeloma
- ▶ Lymphoma
- ▶ Colorectal
- ▶ Leukemia
- ▶ Breast
- ▶ Lung

Symptoms Most Frequently Managed

- ▶ Pain
- ▶ Nausea and vomiting
- ▶ Fatigue
- ▶ Myelosuppression
- ▶ Mucositis/stomatitis
- ▶ Infections

Almost 30%
of ONS attendees
have earned their
master's degree
or higher.

We look forward to seeing you in Denver for the ONS 42nd Annual Congress. This year, we have a special focus on inspiring our 3,400 attendees to create big changes in their practice. Showcase your products and services to help them improve cancer care. As the main point of contact with patients and their families, these nurses influence cancer care in all practice settings. They have a big impact. Connect to these frontline professionals through exhibits, sponsorships, theater presentations, symposia events, custom-developed interactive activities, and more.

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Showcase Your Brand to Attendees With Congress Sponsorships

Put your name and logo in front of thousands of oncology nurses and others in the oncology field through sponsorship opportunities available at the ONS 42nd Annual Congress. With more than 3,400 nurses from across the United States, Congress gives you the visibility you need to put your organization front and center.

Whether your goal is to increase brand recognition, drive traffic to your booth, or send your company's message home with each attendee, you will find what you need to meet your goals at Congress. We have a variety of new opportunities available, but if you don't see what you're looking for, contact us about creating a custom package to help you make the greatest impact in Denver.

Sponsorship Opportunities

**Congress sponsors will have right of first refusal to renew their sponsorship for the following year. 2016 Congress sponsors can renew through October 15, 2016. All sponsorships are then sold first come, first served.*

Keynote • \$40,000 (Availability: 1)

Be a prominent part of Congress opening at this year's keynote event. You will receive prominent signage and recognition during the ceremony, including your logo on the general session screens and mention in the opening remarks, as well as promotion in the conference guide. Marketing collateral will be distributed on chairs in general session. Materials must be approved by ONS.

WiFi • \$30,000 (Availability: 1) *

This sponsorship opportunity includes your company or product name being used as the wifi password, your logo on signage located around the conference area, as well as your company logo and hyperlink on the wireless launch page for attendees.

Mobile App • \$25,000 (Availability: 1) *

Your company will receive logo recognition in the mobile app and the Congress website, as well as in individual scheduling emails and other communications throughout the conference.

New! Caffeine Kickoff • \$20,000 (Availability: 1)

Help attendees get energized before Congress by sponsoring their morning coffee and tea in stations outside of the Opening Ceremony. You'll get prominent signage in the lobby area, and your logo will appear on cup sleeves, in the on-site guide, and the mobile app. Don't miss this opportunity to kick off Congress. Added bonus, attendees can drop their business card in a fishbowl for a chance to win a prize (prize provided by sponsor).

Tote Bags • \$20,000 (Availability: 1) *

Tote bags contain essential meeting materials, the attendee conference guide, and promotional materials. Bags are distributed to each attendee at registration. Sponsoring company's logo will be strategically positioned for lasting recognition.

Hotel Key Cards • \$15,000 (Availability: 1) *

Get your name in front of attendees when they're coming and going through the hotel key card sponsorship.

Water Bottles • \$15,000 (Availability: 1)

Sponsor ecofriendly water bottles that attendees will carry around during the conference and then take home with them. The reusable water bottles will have your logo and will be available to attendees via a large dispenser that will be branded with your company's graphics.

Congress Daily News • \$15,000/issue or \$35,000 for three issues (Availability: 3)

Sponsor these daily publications that are distributed throughout the show to highlight the day's activities. Price includes insertion of a full-color ad—up to four pages.

Attendee Lanyards • \$12,500 (Availability: 1)

ONS conference attendees will not only see your logo, they'll wear it. Take advantage of this opportunity to put your company's name around the neck of every single attendee—that's more than 3,400 people.

Attendee Reception • \$10,000 (Availability: 1)

Meet with Congress attendees at this Saturday evening reception to celebrate oncology nursing. As the sponsor of this reception, your company can send four representatives to network with attendees and will receive recognition during opening remarks and logo exposure on signage and napkins and the ability to place literature at the reception.

Learning Hall Lounges • \$10,000 (Availability: 2)

Host a place for attendees to network outside of the booth in a more relaxing environment in the learning hall. Your lounge will be branded with your company logo on signage and will come equipped with furnishings and refreshments to help attendees charge up for the conference or just relax and kick up their feet. You will have the opportunity to distribute your company literature in the lounge.

Congress 101 • \$10,000 (Availability: 1)

This Wednesday evening and Thursday morning program allows first-time Congress attendees to network with one another and learn the ins and outs of Congress from the people who know the conference best—the Congress planning team. Your company will receive recognition during the presentation and logo exposure on signage and chair drops. Opportunity to provide marketing collateral. Materials must be approved by ONS.

New! ePoster Pavilion • \$10,000 (Availability: 1)

Sponsor the ever-popular ePoster pavilion and gain exposure to attendees as they visit this hub of peer-to-peer learning. Your logo will appear in signage in the area, in the conference guide, in the mobile app, and on table tents in networking areas in the poster pavilion. New this year! ONS has scheduled featured viewing time in the mornings with coffee and in the evenings with a cash bar.

Hotel Room Drop • \$10,000 plus the cost of your materials and shipping (Availability: 6)

Your promotional piece will be distributed under each hotel room door. Items will be shipped at the direct cost to the supporter. ONS must approve the items.

New! Hotel Welcome Gift • \$10,000 plus the cost of your materials and shipping (Availability: 1)

Whether it's a snack, a bottle of water or a guide to the city, this sponsorship allows you to customize your message and your "welcome gift" to your target audience. This investment is a win-win. Attendees receive treats that will create buzz throughout the event, which will garner much appreciation of your company. Please note: ONS must approve the items. All items, literature, etc. must be assembled and pre-packaged in a bag or container if there are multiple items or pieces. Items will be shipped at the direct cost to the sponsor. Your gift will be handed to all attendees when they check-in at their hotel.

Lunch Chair Drops • \$10,000/day; \$25,000 for Thursday–Saturday (Availability: 3)

Reach a captive audience while attendees are enjoying lunch. Your company will provide marketing collateral that will be distributed on chairs in common food court areas during lunch. Drive attendees to your booth with this visible sponsorship opportunity. Materials must be approved by ONS in advance.

Charging Station • \$10,000 (Availability: 1) *

Allow conference attendees the convenience of charging their mobile devices while attending the conference! As the charging station sponsor, your company will receive a large advertisement for the duration of the event, as well as logo exposure on signage and in the printed conference guide.

Coffee Breaks • \$10,000/day (Availability: 3)

Reinforce your company's presence by sponsoring a coffee break on Thursday, Friday, and/or Saturday of the conference. Your company's logo will be displayed on coffee sleeves, as well as on signage near the coffee stations. You will also be promoted in the conference guide as the exclusive break sponsor for the day and have the opportunity to display literature. Added bonus, attendees can drop their business card in a fishbowl for a chance to win a prize (prize provided by sponsor).

ONCC Recognition Breakfast for Certified Nurses • \$10,000 (Availability: 1) *

Connect with more than 700 oncology certified nurses during one of the most popular events at Congress that celebrates the dedicated nurses who have earned an oncology nursing credential. Two representatives can attend the event to network with this dedicated group of oncology nurses. Your company's logo will be displayed on table tents, as well as on signage at the breakfast, and the speaker will recognize your support. You will also have the opportunity to display literature.

Escalator Clings • \$10,000 (Availability: 1) *

Be front and center as attendees navigate the conference using the escalators heading to and from the exhibit hall in the convention center. The escalators are located in a high-traffic area, and attendees using them or just walking by will see your logo and company message. List your booth number to drive traffic to your booth!

New! Be Well Sponsorship and Walking Challenge • \$8,000 (Availability: 1)

Help encourage ONS attendees to live by ANA's Healthy Nurse, Health Nation™ commitment. Be "by their side" and encourage the healthy habit of walking by sponsoring pedometers for all attendees! In honor of the 42nd Annual Congress, each attendee with 42,000 steps or more will have an opportunity to enter to win a prize. Your company logo will appear on the pedometer as well as all the walking challenge promotions. (Sponsor to provide the prize. Prize must have a minimum value of \$250.)

New! Aisle Signs • \$7,500 (Availability: 1)

Your company logo will be added to all ONS aisle signs in the learning hall and will be visible to all attendees for the three days of the event.

New! Focus Groups • \$7,500 (Availability: 6)

ONS will work with you to convene a group of attendees targeting your demographic to help your company gauge interest and promote services. A meeting room will be provided to facilitate the Focus Group Session during a breakfast or lunch hour at the conference. Sponsor will be responsible for providing the breakfast and/or lunch as incentive for the attendees to participate. Attendees will also receive a \$100 gift card for participating, provided by ONS. Limited to 8-15 attendees per focus group.

Snack Stations • \$6,000 per break (Availability: 8)

Draw traffic to your booth by sponsoring a fun snack station during learning hall hours. The snack station will be placed inside your booth. Choose from one of the following exciting stations: trail mix, smoothies, donut action stations, hot pretzels, fresh-baked cookies, popcorn, or customize your own. ONS will promote your snack station in the on-site guide and mobile app to ensure added booth traffic.

Registration Bag Insert • \$5,600/insert (Availability: Unlimited)

As an exhibitor, you can put your literature into the hands of Congress attendees on site. All inserts must be approved by ONS.

New! Virtual Bag Insert! • \$500

Upgrade your bag insert and extend the promotion time for your materials with this green option. Provide a solution that can be viewed both before and after the event allowing for additional exposure to your company and product. Added bonus: View real-time analytics for how many people viewed your promotional materials.

Water Coolers \$5,000 (Availability: 1) *

Keep attendees hydrated during their long days at Congress. As a sponsor you will receive your logo/artwork displayed on water cooler wraps located on all stations within the conference area.

Floor Decals • \$5,000 (Availability: 2)

Decals will be placed throughout the convention center in high-traffic areas. Your company will receive ten 18" H x 12" W decals (live area for artwork is approximately 12"x12").

New! Quick Pitch • \$5,000 (Availability: 7)

Grab the attention of a large captive audience at the ONS Booth Chats! Give a “quick pitch” in 5 minutes or less to attendees to kick off these jam-packed sessions! Your time slot will be assigned once the application is received. Session topics available upon request.

ONS Congress Chalk Talk • \$5,000 (Availability: 1)

Foster fun and creativity in the ONS booth. Sponsor chalk talk, where attendees can draw and write on a chalkboard display about a different topic each day. Your company’s logo will be featured on the display and in the printed conference guide.

New! Industry ePoster Lounge • \$5,000 (Availability: 1)

Sponsor the newest addition to the learning hall where experts will be sharing late-breaking information on new treatments, side effect management, and more. You’ll gain exposure to attendees as they visit this Congress destination. Your logo will appear on signage in the area, in the conference guide, in the mobile app, and on table tents in the poster viewing area.

Learning Hall Meeting Rooms • \$5,000 per 10x15 space (Availability: Unlimited)

Sponsor an on-floor, hard wall meeting room and take your customers and prospects to a private area in the learning hall. Your meeting room includes tables and chairs and will be branded with your company graphics and will be conveniently located along the side of the learning hall for easy access during the three days of the show.

Hand Sanitizer Stations • \$5,000 for 10 stations (Availability: 1)

Ten touch-free sanitizer stations will be placed in high-traffic areas inside and outside of the learning hall. Support of the hand sanitizer stations includes your four-color logo located on each station.

ONS Networking Lounge • \$5,000 (Availability: 1)

Sponsor the location where nurses of various subspecialties connect for peer-to-peer learning and discussion. Your brand will be featured on signage in the community networking lounge, promoted in the conference guide, and you’ll have the opportunity to display literature.

Column Wraps • \$4,000/wrap (Availability: 4)

The columns at the convention center are prominently located within the Congress area, and your company’s graphics/logo on the wrap will help maximize your exposure. Contact us for a reduced rate on purchasing all four spots.

ONCC Certification Oasis • \$4,000 (Availability: 1)

Support the ONCC Certification Oasis and learn about the importance of professional certification while enjoying light snacks and chair massages. Your company will receive signage and floor decals in and around the oasis, and massage therapists will wear a shirt with your company’s logo if provided.

Meter Boards • \$3,000/sign (Availability: 3)

Freestanding meter board signs are an effective, affordable way to communicate with ONS attendees. These two-sided meter boards display your artwork in high-traffic areas within the learning hall and meeting room areas and can carry your corporate logo and booth number.

Education Session Chair Drops • \$2,500/per session (Availability: Limit one sponsor per session)

Reach the captive audience of your choice by selecting a session to distribute your literature. Drive attendees to your booth with this visible sponsorship opportunity. Materials must be approved by ONS in advance.

Table Tents • \$2,500 (Availability: 2 days)

Table tent advertising in the ONS networking areas within the learning hall provides great exposure in busy gathering areas seen by hundreds of attendees each day. Sponsor receives 20 8.5” x 11” table tents during one day of the meeting.

New Product Program • \$1,000 (Availability: 36)

The New Product Program offers the opportunity to showcase artwork and information on a new product your company has launched within the last year. Your benefits include recognition in the conference guide, exposure on the New Product Showcase display in a high-traffic area at the convention center, and signage for your exhibit booth indicating that you are a participant. Participation is limited and is first-come, first-served. Note: Product must have been launched within the last year and not displayed at previous ONS Congresses.

Conference Guide Ads • Cost varies (Availability: Unlimited)

Get your information into the hands of attendees by placing an ad in the Congress conference guide. Included in all attendee registration bags, it’s the go-to resource for attendees, including detailed information on sessions, exhibitors, the learning hall, and all other conference activities. It also serves as a notepad for the duration of the conference!

ONS Career Fair

At the ONS 42nd Annual Congress, attendees looking for advancement opportunities in the rapidly developing oncology nursing profession will have a dedicated resource in the learning hall. The career fair pavilion will host all hospital nurse recruitment booths and a presentation area where attendees will learn about career development. Support rising nurses and connect with attendees looking for development opportunities and employment. Contact us for more information on this exciting opportunity.

Sponsorship Opportunities

Make your brand a prominent feature of this valuable resource for job-seeking attendees.

Career Fair Pavilion • \$10,000 (Availability: 1)

Be the exclusive sponsor of this career fair pavilion and receive visibility in this highly anticipated new Congress feature. Your company will receive exposure within the career fair footprint in the learning hall, as your company logo will be incorporated into the graphics of the pavilion décor. You will also receive recognition in the conference guide, mobile app, Congress website, career area page on website, and on various signage promoting this area as a must-visit destination at the event.

Career Guide Ads • Cost varies (Availability: Unlimited)

Advertise in the career guide section of the Congress Guide to get your information out in front of job-seeking attendees. Included in all attendee registration bags, the career guide will provide information on the career fair pavilion's events and exhibitors, as well as information on oncology nursing career options and tips for career advancement. See page 8 for pricing.

Career Development Workshops • \$1,000 (Availability: 11)

Support these expert-led sessions on hot topics like resume building, interview skills, and more. Your company will receive speaker recognition, a chair drop opportunity, logo exposure on signage and be promoted in the conference guide, mobile app, and career fair section of the program for these high-visibility presentations.

Online Job Posting • Cost varies (Availability: Unlimited)

Post available jobs to the ONS career center prior to Congress, then interview applicants during the event. Your jobs will be flagged as special career fair opportunities, and you'll also be able to see applicants that are attending Congress and are available for interview in Denver. Visit careers.ons.org to view pricing options and submit your job posting.



**Questions?
Contact Our Sales Managers**

Jennifer Shupe
jshupe@smithbucklin.com
312-673-5742 (phone)
312-673-6580 (fax)

Amanda Strombeck
astrombeck@smithbucklin.com
312-673-4844 (phone)
312-673-6580 (fax)

Andrew Haigh
ahaigh@smithbucklin.com
312-673-5442 (phone)
312-673-6580 (fax)

ONS 42nd Annual Congress

May 4–7, 2017 • Denver, CO

2017 Sponsorship Application

SmithBucklin
330 N. Wabash Ave.
Chicago, IL 60611

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312-673-6580 (fax)

Sponsoring Company Contact Information

Sponsoring company _____

Contact name _____

Address _____

City _____ State _____ Zip _____

Email _____

Website _____ Phone _____

Third-Party Logistics Contact Information

Third-party logistics company _____

Contact name _____

Address _____

City _____ State _____ Zip _____

Email _____

Website _____ Phone _____

Choose Your Sponsorships

Sponsorship	Cost
Total Sponsorship	\$

All benefits related to inclusion in the conference guide are based on the sponsor providing all relevant information no later than March 1. The sponsor's primary contact person will receive all correspondence pertinent to your sponsorship and will be responsible for completing and returning items by the stated deadline.

Notes

3. Submit Your Payment

Send Check
payable to ONS
(tax ID #51-
0183279) to

Oncology Nursing Society
Exhibits
P.O. Box 3500
Pittsburgh, PA 15230

Cancellation policy: Full payment is due with signed contract and companies are liable for the contracted total. No sponsorship or advertising cancellation refunds will be granted due to ongoing promotions.

4. Terms of Agreement

- We agree to abide by all rules and regulations governing the ONS 42nd Annual Congress which are part of this application. This sponsorship application will become a contract upon authorized signature and ONS's acceptance and approval. Sponsorship will not be confirmed without payment. Failure to make payment does not release the contracted from financial obligation.

Date _____

Authorized signature (required)

Name/title (please print)

6. Submit Your Contract

Email or fax this application to jshupe@smithbucklin.com or astrombeck@smithbucklin.com or ahaigh@smithbucklin.com or 312-673-6580 (fax). Do not mail contracts.

ONS 42ND ANNUAL
Congress

ONS 42nd Annual Congress

May 4–7, 2017 • Denver, CO

2017 Conference Guide Ad Insertion Order Form

SmithBucklin
330 N. Wabash Ave.
Chicago, IL 60611

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ahaigh@smithbucklin.com
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312-673-6580 (fax)

Sponsoring Company Contact Information

Sponsoring company _____

Contact name _____

Address _____

City _____ State _____ Zip _____

Email _____

Website _____ Phone _____

Third-Party Logistics Contact Information

Third-party logistics company _____

Contact name _____

Address _____

City _____ State _____ Zip _____

Email _____

Website _____ Phone _____

Choose Your Ad

Conference Guide

Career Fair Guide

Select Ad Size

Full page: **\$3,500**

Half Page: **\$2,500**

Select Premium Positions (Optional)

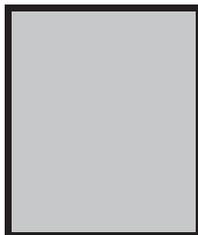
Inside front cover: **\$7,500 total**

Inside back cover: **\$7,500 total**

Back cover: **\$8,000 total**

Acceptable File Format

PDF files (300 dpi or higher)



Full Page

8 1/8" x 10 7/8"



1/2 Page • Horizontal

7" x 4 1/2"

**Sizes represent final trim size. Please allow for a 1/8" bleed on all sides.*

PDF files preferred (300 dpi or higher)

Submit Your Payment

Invoice Sponsoring Company

Invoice Third Party

**Send Check
payable to ONS
(tax ID #51-
0183279) to**

**Oncology Nursing Society
Exhibits
P.O. Box 3500
Pittsburgh, PA 15230**

All benefits related to inclusion in the conference guide are based on the sponsor providing all relevant information no later than March 1. The sponsor's primary contact person will receive all correspondence pertinent to your sponsorship and will be responsible for completing and returning items by the stated deadline. Ad space confirmations will not be issued until payment is received. Space reservations are due February 13, 2017. Ad materials are due February 27, 2017. You will receive information on where to send materials with your confirmation.

5. Terms of Agreement

- We agree to abide by all rules and regulations governing the ONS 42nd Annual Congress which are part of this application. Acceptance of this application by show management constitutes a contract.

Date _____

Authorized signature (required)

Name/title (please print)

6. Submit Your Contract

Email or fax this application to jshupe@smithbucklin.com or astrombeck@smithbucklin.com or ahaigh@smithbucklin.com or 312-673-6580 (fax). Do not mail contracts.

ONS 42ND ANNUAL
Congress

Exhibit and Sponsor Rules and Regulations

Acquisitions: If an exhibiting company is acquired by another company, the acquiring company will become liable for the full exhibit and/or sponsorship fees.

ADA Compliance: Exhibitors shall be fully responsible for compliance with all applicable provisions of the Americans With Disabilities Act. If you have special needs or questions, please contact jweber@smithbucklin.com.

Assignment of Space: Booth assignment will be made upon receipt of signed application. ONS reserves the right to exercise its sole discretion in the acceptance or refusal of applications. The preferences requested for booth space location are for guidance and are not guaranteed. ONS does not represent that any space will be available to any applicant. If space is not available, a waiting list will be developed in the order of the date of receipt by ONS of each completed application for exhibit space. ONS will refund all payments received with application for exhibit space to any applicant for whom space is not available or to whom exhibit privileges are not extended. ONS reserves the right to modify the floor plan to accommodate space or change as necessary to avoid conflicts. Any space not reserved prior to the start of the conference may be deleted by ONS without any obligation on the part of ONS. ONS reserves the right to assign booths as necessary to meet the requirements of all participants. Assignments not rejected by exhibitor within 14 days from notification of space assignment will be considered accepted by the exhibitor and may thereafter be rejected or the application canceled only with the approval of the exhibit manager.

Care of Property: No signs or other articles are to be fastened to walls or electrical fixtures. The use of thumb tacks, scotch tape, nails, screws, bolts, or any tool or material which could mark the floor or walls is prohibited. Any damage to the convention center through carelessness of exhibitors or their employees or agents must be paid for by exhibitor causing such damage.

Certificate of Insurance/Liability: ONS requests exhibitors show evidence of a certificate of insurance for liability insurances, workers compensation, and automobile insurance (if applicable) for all events being offered to ONS registrants. ONS should be named as an additional insured.

Children's Admission to the Learning Hall: Children are permitted in the learning hall provided an attendee and/or exhibitor accompany them at all times. Strollers are prohibited for safety reasons. The registered attendee and/or exhibitor responsible for the child assumes all responsibility for any damage to exhibits. Children under 18 are not permitted during set-up or dismantle.

Eligibility: Eligible exhibitors are those with an endorsement from ONS. All exhibitors must be in good standing with ONS. ONS reserves the right to revoke an exhibitor's privileges and terminate the exhibit agreement. If ONS terminates this agreement for reasons other than those set forth in the payment policies, then ONS will return to the exhibitor all deposits or fees paid by such exhibitor.

Exhibit Construction and Layout: ONS reserves the right to control the layout of the exhibit hall. Detailed regulations governing the construction, height, and layout of exhibits will be included in the Exhibitor Services Manual. These Rules and Regulations are to be considered an addendum to this document and are subject to the full power and enforcement as set forth herein. If you require immediate access to these Rules and Regulations, please reference your service manual under the Rules and Regulations tab or contact ONS Show Management for a copy. Each exhibitor will be held accountable for abiding by these rules and regulations governing stand construction and height limitations. All exhibitors are required to provide some form of floor covering in their booth, which must reach aisle to aisle. Bare concrete is not permitted. The exhibitor will also be responsible for any cost necessary to finish off the back wall and open area behind their pop-up, and/or hard wall structure. No cartons may be stored behind the booths.

Exhibitor Events: No entertainment, meetings, tours, special events, hospitality suite functions, or other private functions will be permitted during any scheduled ONS Congress activity unless approved in writing by ONS. Exhibitors that are not in accordance with the stated rules may lose their privilege of exhibiting at this and future conferences.

Exhibit Funding: Funding provided per this agreement is not contingent on the purchase, recommendation, or referral of the participating company's products and is not intended to encourage ONS to order, prescribe, or recommend the participating company's products.

Fire Regulations: Fire hose cabinets must be left accessible and in full view at all times. All display material must be flame proofed and subject to inspection by the local fire department. No flammable fluids or substance may be used or shown in booths.

Fundraising: Unless a special exception has been granted by ONS in writing, exhibitors may not engage, directly or indirectly, in any fundraising in the learning hall.

Handouts/Giveaways: Any exhibitor must first obtain ONS's written approval before using the ONS conference logo, and ONS must review and approve each giveaway item. Email your requests to jweber@smithbucklin.com. In addition, all food and beverage giveaways must have written approval from ONS and the convention center catering service.

Hospital Nurse Recruitment Rate: All companies that qualify for this rate must select booth space in the Career Fair Pavilion.

Indemnification/Hold Harmless: Exhibitor releases ONS, its contractors, and their respective directors, officers, employees, agents, and members, and each of them, from any claims, liabilities, losses, damages, costs, or expenses relating to or arising out of any injury to any personnel of exhibitor or to any other person or any loss of or damage to any property of exhibitor or any other property where such injury, loss, or damage is incident to, arises out of, or is in any way related to exhibitor's participation in the event, and the Exhibitor shall be responsible for any such injury, loss, or damage, and any expenses relating thereto. Exhibitor shall indemnify, defend, and hold harmless ONS and its contractors and their respective directors, officers, employees, agents and members, and each of them, from and against all claims, liabilities, losses, damages, costs or expenses, including reasonable attorney's fees and costs of litigation, relating to or arising out of Exhibitor's participation in the event, provided that the foregoing shall not apply to injury, loss, or damage caused by or resulting directly from the sole negligence of either ONS or its contractors. The terms of this provision shall survive the termination or expiration of this agreement.

Limitation of Remedies: In no event will ONS be liable for any lost profits, lost savings, incidental damages, or other economic consequential damages, even if ONS has been advised of the possibility of such damages. ONS will not be liable for any damages claimed by the Exhibitor based on any third-party claim. Damages: In no event will ONS be liable for any damages caused by failure of an Exhibitor to perform their responsibilities.

Patient Advocacy Exhibit Rate: The Patient Advocacy booth rate is limited to patient advocacy organizations that can provide proof of 501(c)(3) status. Patient advocacy organizations are those that provide resources and support for patients, survivors, and care providers. Eligibility for this rate is subject to ONS approval. All companies that qualify for this rate must select space in the Advocacy Pavilion.

Payment/Cancellation Policy: A deposit of 50% of the total exhibit space is required at the time the application is forwarded unless the application is filed after October 1, 2016, when 100% of exhibit cost must be forwarded. Checks should be made payable to ONS and mailed to Oncology Nursing Society Exhibits, P.O. Box 3500, Pittsburgh, PA 15230-3500. Exhibitors canceling exhibit space from prior to June 1 will be charged a \$250 processing fee. Exhibitors canceling exhibit or meeting space from June 1-October 1, 2016, will be responsible for 50% of the total fee. Exhibitors canceling exhibit or meeting space after October 1, 2016, will be charged the total fee of exhibit or meeting space reserved. Full payment is due with signed contract and companies are liable for the contracted total. No sponsorship or advertising cancellation refunds will be granted due to ongoing promotions. Should any contingency prevent holding of the exhibition, neither ONS nor SmithBucklin shall be held liable for any expenses incurred by the exhibitor.

Performance of Music: No copyrighted music, if published via ASCAP or BMI, may be played in the learning hall during the exhibit hours. Unpublished original music, used in promotional video/audio tapes, is not subject to this rule.

Pets/Animals: No pets or animals will be permitted in the learning hall.

Prize Contests: All contests, raffles, and such must be approved by ONS exhibit management. Email your requests to jweber@smithbucklin.com.

Registration: Each exhibitor will be allowed three (3) complimentary exhibit hall-only registrations per 10' x 10' booth, with the option to purchase additional exhibit booth personnel badges at an additional cost of \$50 per badge. All exhibitors are to register their personnel in advance of the conference. All registered exhibitors must be employees of the exhibiting firm. False certification of individuals as exhibitor representatives, misuse of badges, or any method used to assist unauthorized individuals to enter the conference area or sessions may be sufficient cause for expelling the violators from the conference, barring them from further attendance of any activities or sessions associated with the conference without obligation by ONS for refund of any fees.

Release: Exhibitor consents to and authorizes the use, reproduction, and public release, by ONS of any and all recordings in whatever medium, including video, audio, or other transcript, gathered in relation to the conference. Exhibitor agrees all such recordings will be the property of ONS, solely and completely. Exhibitor agrees to obtain sufficient rights and releases from any employees and agents working with Exhibitor at the conference, to grant ONS a perpetual, unrestricted, and royalty-

free right to use their likeness, photograph, voice and or name in the recording including any portion thereof, for advertising, publicity, trade or any other lawful purposes, in any medium now known or hereafter to be developed and do hereby release and forever discharge ONS from any and all claims resulting directly or indirectly from use of the recordings.

Sales: Publishing companies are permitted to sell oncology-related books and journals during show hours. Otherwise, no cash sales are permitted in the booth or learning hall unless approval is received by ONS. All other companies/organizations are limited to taking orders. Exhibitors selling or taking orders in their booth are required to collect and remit city and state sales taxes.

Security/Liability: Watchmen will be on duty at all times. However, each exhibitor must take provisions to safeguard his goods from the time they are placed in his booth until they are removed by him. Space is leased with the understanding that ONS, SmithBucklin, and the convention center will act for the exhibitor and his representatives only in the capacity of agent, and not as principal. Each party agrees to be responsible for his own property through insurance or self-insurance and shall hold harmless each of the other parties for any and all damage caused by theft and those perils normally covered by a fire and extended coverage policy. These rules and regulations are to be construed as part of all space contracts. ONS reserves the right to interpret them as well as to make final decisions on all points not specifically covered.

Set-Up and Dismantle: If an exhibit is not set up by 5 pm on Wednesday, May 3, 2017, ONS reserves the right to re-assign such space to another exhibitor or to make other use of the space as deemed necessary or appropriate at the expense of the exhibitor. Exhibits are to be kept intact until the closing of the learning hall. No part of an exhibit shall be removed during the learning hall without special permission from ONS. Any exhibitor that begins dismantling its display before the close of the show will be charged a 25% booth fee, and may altogether lose the privilege of exhibiting.

Solicitation: In response to requests from past exhibitors, the show floor will be policed to eliminate solicitation of exhibitors by other exhibitors and third parties. If you are approached, please report it to the exhibitor registration desk immediately. Individuals who fail to observe the no-solicitation policy will be removed from the learning hall floor and jeopardize the participation of the exhibitor they represent. As a reminder of ONS policies, exhibitors are only allowed to distribute literature, journals, and promotional materials from their designated booth area. Any distribution of the mentioned materials outside of said booth will be a violation of the guidelines set forth by ONS and subject to removal from the learning hall floor. This will be strictly enforced.

Special Visual and Audio Effects: Audio-visual and other sound and attention-getting devices and effects will be permitted only in those locations and in such intensity as, in the opinion of ONS, do not interfere with the activities of neighboring Exhibitors. Operational equipment demonstrated may not create noise level objectionable to neighboring exhibitors. Subject to these limitations, video recording is permitted within exhibitor's booth space. Operation of all such equipment is subject to union regulations.

Subletting of Space: The subletting or assigning of space is prohibited. Two or more firms may not exhibit in a single space unless special arrangements have been made with ONS exhibit management.

Use of Space-General: All marketing activities of each exhibitor must be confined to the exhibitor's allotted booth space. Aisle space may not be used for exhibit purposes for displays or signs or for solicitation of business. Distribution of cards, circulars, samples, or exhibit material is expressly forbidden in areas outside of the learning hall. Exhibitors are not permitted to use strolling advertisements. Demonstrations in booths must be designed to take place and keep the audience within the existing booth space to allow the free flow of traffic in the aisles. Exhibitors expressly agree not to hold any activity that, in the sole opinion of ONS, creates a material adverse effect on attendance during ONS conference hours. If clarification is needed on a specific activity, please submit it to ONS for approval.

Additional Exhibitor Regulations: ONS reserves the right without recourse to absolutely control or prohibit any exhibit or any part of any exhibit which in its opinion is not suitable or in keeping with the character of the exhibition (e.g., people, things, conduct, printed matter, souvenirs). Advertisements not meeting approval must be removed upon request. ONS approval can be confirmed through ONS exhibit management. Unethical conduct or infraction of rules on the part of the exhibitor or his representatives or both will subject the exhibitor or his representatives or both to dismissal from the learning hall. In this event, it is agreed no refund shall be made by ONS, and no demand or redress will be made by exhibitor or his representatives. Disregard for any rule stated here is considered just reason for ONS to prohibit any exhibitor from attending all future ONS activities. Questions regarding these policies should be directed to ONS exhibit management.