Exhibitor Guidelines for Industry-Supported Symposia

PLEASE READ ALL OF THESE GUIDELINES. IT PROVIDES MOST OF THE ANSWERS TO YOUR QUESTIONS

Industry-Supported Symposia (ISS) held during the SERGG Annual Meeting provide partnering companies with the opportunity to disseminate high-quality, evidence-based scientific information to SERGG meeting attendees. For the ISS sessions, participating companies determine and manage their educational topics and speakers independently of the SERGG educational program. Sessions **must** be open to all attendees including consumers, healthcare providers, and public health representatives.

Eligibility

SERGG prohibits any company who is not an **official exhibitor** at the meeting to host an ISS. Companies must register as an exhibitor and complete the *Industry-Supported Symposium Agreement and Application*.

Overview of Industry Supported Symposia

SERGG is pleased to offer several slots during the meeting for 1-hour symposia. SERGG prohibits industry-supported symposia during scheduled SERGG sessions. Symposia, or any portion of them, including any on-site registration and question-and-answer sessions, may only be held during the designated hours in the designated space.

All symposia are held in the conference venue (Renaissance Asheville Downtown Hotel – Asheville, North Carolina). The exact meeting room location will be determined after June 30, 2026, once ballpark attendance for each symposium is determined so that appropriately sized rooms are assigned to each.

Fees

- The fee for each symposium slot is $2,000 for a 1-hour slot on Friday afternoon or $3,000 for a 1-hour slot that includes a meal (breakfast or lunch).
- Breakfast symposia slots **must** include a Continental Breakfast (or more) for each attendee.
- Lunch symposium slots **must** include a boxed lunch or lunch buffet for each attendee.
- Each 1-hour slot will include **1 pass** to attend the SERGG meeting. **Additional attendees must register to attend the SERGG meeting as a Professional.**

Not Included

- Audio visual equipment, special electrical or internet needs, staff and labor to set, operate, and break down any equipment
- Food and beverage expenses
- Registration services for your session
- Scannable badges

Services Provided by SERGG Staff

- Work closely with applicants regarding their symposium and meeting requirements.
- Assign appropriate space and designate hotel and AV contact.
- **Upon request of the vendor**, provide **one** complimentary registration email list **4 weeks prior** to the meeting and **one** complimentary registration list **following the meeting** of participants who have specifically consented to have their email address shared.

- **NO special requests will be acknowledged within 10 days of the start of the meeting.**

Use of SERGG Name, Logo
Promotional materials may in no way mention SERGG other than to say that the symposium will be held at the site of the SERGG Annual Meeting. Promotional materials of any kind as well as program materials may **not** use the SERGG logo. This rule applies to materials developed for use before, during, and after the conference.

Rules and Regulations
- Assignments of the symposia slots are made by SERGG and are based on the history of SERGG Annual Meeting partnerships and the date the application is received and approved by SERGG.
- Effort will be made to not have symposiums from competing companies scheduled concurrently.
- Industry partners are responsible for on-site management and all costs associated with the symposium program including catering, promotion, presenters, audiovisual equipment and labor, travel and hotel costs.
- In order to receive the SERGG negotiated room rate at the Annual Meeting hotel, industry partners should state their participation with the SERGG meeting when booking reservations.
- Marketing is the responsibility of the industry partner. In order to remain non-partial to all, **NO** special emails will be sent out by SERGG.
- Industry partners are prohibited from using either the SERGG logo on any signs, advertisements, or notice promoting the symposium. You may list the session as follows: **"An Independent Symposium during the SERGG Annual Meeting"**.
- Promotional material must not in any way imply that the industry-supported symposium was planned, sponsored, or endorsed by SERGG.
- SERGG must review and approve all marketing, promotional, educational, and meeting materials that will be disseminated prior to and in conjunction with the symposium before the materials are printed.
- Invitations, tickets, etc., may be distributed from within the exhibit space assigned to the industry partner of a symposium. The distribution of invitations, tickets, etc. promoting the symposium is prohibited in all SERGG meeting rooms.
- If a vendor uses multiple marketing and/or event planning companies, it is requested that **ONE** designee be assigned to represent the vendor on all matters concerning their symposium and exhibit.
- All information about the attendee must be acquired by the vendor at the symposium

Application Process
Symposium applications will be reviewed for acceptance on a **first-come, first-served basis**. The SERGG Board of Directors will review the application and determine its appropriateness. The industry partner will be contacted by email regarding the outcome of the application. Once approved, all revisions to a symposium's content, faculty, or format must be communicated to SERGG in writing. SERGG reserves the right to restrict and/or dismiss at any time any event it deems undesirable, in poor taste, or offensive to attendees. The fee will be returned if not approved. Applications and fees should be submitted to Mary Rose Simpson at sergginc@gmail.org by **January 31, 2026**. SERGG reserves the right to consider or reject any applications received after January 31, 2026.

Cancellation Policy
SERGG must be notified in writing of the cancellation of an approved industry symposium. For cancellations received by **April 1, 2026**, SERGG will issue a refund of the fee minus an administrative fee of $300. No refunds

will be issued for cancellations after this date. Membership is urged to attend the symposium and exhibits however **SERGG is not responsible for final attendance of symposia.**

Violations Policy

By applying to host an industry-supported symposium, you agree to adhere to the guidelines set forth by these *Exhibitor Guidelines for Industry-Supported Symposia*. Any violation of these guidelines may result in the immediate dismissal of your program and SERGG reserves the right to reject future applications for symposia.

Security and Liability

The industry partner agrees to assume the entire responsibility and be insured for their own items of value and any type of liability incurred. Under this agreement, the industry partner releases SERGG, Inc., its agents, and the Renaissance Asheville Downtown Hotel from liabilities of any kind.