



Washington Rheumatology Alliance 14th Annual Conference
September 17-19, 2021

Sleeping Lady Resort and Conference Center
Leavenworth, Washington

<http://warheumatology.org/annual-conference/>

Exhibitor Prospectus

Updated 01-11-21



Dear Industry Colleagues,

We once again invite you to participate in our Washington Rheumatology Alliance Annual Meeting. This meeting, held at the intimate and charming Sleeping Lady Resort in Washington State's Cascade Mountains, promises to be one of our best yet. Rheumatologists along with allied health professionals and practice administrators from across the state and beyond will gather to learn from top experts in their specialty as well as to gain insights into advocacy efforts and other activities of our organization. The cozy exhibitor hall and the entire weekend-long event is an ideal opportunity for your company's representatives to have personal conversations and develop relationships with physicians who represent virtually every rheumatology practice and healthcare system in Washington State. Each year industry feedback about our meeting is unanimously enthusiastic. We anticipate a full in-person meeting, however with Covid still active this could change, and we may have a hybrid meeting. Don't delay--register today. If you have any questions, please contact Emily Jones, WRA Executive Director, at 206-956-3621 or emily@wsma.org.

Looking forward to seeing you in September,

Jeff Peterson, MD
WRA President

Exhibitor Opportunities

Platinum Level: \$30,000

- Exhibit space in a prominent location in the exhibit hall at the WRA Annual Meeting
- Complimentary registration for five representatives to attend WRA meeting sessions, the welcome reception, and Saturday evening banquet
- Featured acknowledgement in signage, on the e-syllabus, and on the WRA website
- Access to WRA Annual Meeting attendee list
- Semi-Annual conference calls with WRA executive director (upon request)
- Opportunity to sponsor one webinar on a legislative, regulatory, or educational issue (not for CME) – topic and timing subject to WRA board approval

Gold Level: \$20,000

- Exhibit space in a prominent location in the exhibit hall at the WRA Annual Meeting
- Complimentary registration for three representatives to attend WRA meeting sessions, the welcome reception, and Saturday evening banquet
- Acknowledgement in signage, on the e-syllabus, and on the WRA website
- Access to WRA Annual Meeting attendee list
- Annual conference call with WRA executive director (upon request)

Silver Level: \$10,000

- Exhibit space at the WRA Annual Meeting
- Complimentary registration for two representatives to attend WRA meeting sessions, the welcome reception, and Saturday evening banquet
- Acknowledgement in signage, on the e-syllabus, and on the WRA website
- Access to WRA Annual Meeting attendee list

Bronze Level: \$5,000

- Exhibit space at the WRA Annual Meeting
- Complimentary registration for one representative to attend WRA meeting sessions, the welcome reception, and Saturday evening banquet
- Acknowledgement in signage, on the e-syllabus, and on the WRA website
- Access to WRA Annual Meeting attendee list

How to book your exhibitor space

Please fill out the accompanying Exhibitor Registration Form and return it to the WRA office. Please include payment with the form or contact the WRA office to make other payment arrangements. **By signing the registration form your company's representative is agreeing to the exhibit guidelines, practice and regulations spelled out on pages 5 and 6 of this exhibitor prospectus.**

Details for Exhibiting Companies

The exhibitor hall is located in the Woodpecker Room, across from the hotel's registration office. Refreshment breaks will all take place in the exhibitor hall. Registered industry representatives are invited to participate in the welcome reception in the exhibitor area from 7-9pm Friday evening as well as the Saturday evening banquet. They may also attend educational sessions.

DRAFT Schedule

Move in: Friday, 9/17/21 4:00 – 6:00pm and 9:00 – 10:00pm; Saturday 6:00 – 7:00am.

Move out: Sunday, 9/19/21 between 10:30am and noon.

Exhibit Hours

Friday evening

During the welcome reception, 7:00 – 9:00pm

Saturday

7:00am – 7:00pm

Peak traffic periods:

8:00 – 8:15am prior to the first CME program of the day

10:00 – 10:25am, mid-morning refreshment break

1:00 – 1:15pm, prior to afternoon CME program

Sunday

7:00 – 10:15am

Peak traffic periods:

7:00 – 8:00am, continental breakfast in the exhibit hall

9:45 – 10:30am, mid-morning break in the exhibit hall

Exhibitors may move out after the mid-morning break on Sunday.

How Many Representatives Can Attend?

All exhibitor representatives must be registered and wear the official WRA conference badge throughout the weekend. The number of representatives included in your package depends on your exhibitor level. There is a \$150.00 fee for each additional representative. Please contact the WRA office if you have questions.

Where Can Industry Representatives Stay?

We request that industry representatives not plan to stay at the Sleeping Lady Resort, as we need to reserve the rooms there for attendees and guest speakers. We will be arranging for a discounted room block at the **Icicle Village Resort** (just a few miles away from the conference venue) in the charming Bavarian-themed village of Leavenworth. The Icicle Village room block includes a variety of rooms from basic to deluxe. Rooms will be available until the block is sold out or until August 14, whichever comes first. More information about booking a room at the Icicle Village Inn will be available on our website hotel page in early 2021:

<http://warheumatology.org/events/annual-conference/hotel-information/>

The Exhibit Hall

The Woodpecker Room is a very tight space and we anticipate selling out the booth spaces early as we have in past years. We are offering tabletop exhibit space only. Pop-up displays cannot be placed on either side of your table, nor block the view of other exhibit tables. Also note that this room does not have a tall ceiling so plan accordingly. Please be considerate of attendees and other exhibitors and be sure not to block pathways and exits.

Electricity and Internet Access

These are provided free of charge by the conference venue. Wi-fi is available without a password throughout the property. The exhibit hall has a number of electrical outlets. The resort has a number of power strips and extension cords to accommodate exhibitors not located near an outlet. Please request electricity from the WRA staff ahead of time so that we can convey these needs to the resort.

Attendee Lists

Exhibitors will receive a list of pre-registered attendees approximately two weeks prior to the meeting. A final list of attendees including their practice names and locations will be sent out electronically about a week after the meeting.

Booth Assignments

You will receive your booth assignment upon arrival. You do not need your booth number for shipping purposes.

Shipping

Advance shipments can be made directly to Sleeping Lady. Due to the small size of the storage space available at the resort, please be sure that shipments arrive no more than one week prior to the meeting. Be aware that our conference is held at a small venue in a remote location, so please review the shipping instructions below and follow them carefully. Sleeping Lady and WRA are unable to take responsibility for damaged or lost shipments.

Shipping / Receiving Instructions

1. Sleeping Lady's preferred carrier is UPS: www.ups.com /1-800-PICK-UPS
2. If your package contains perishable/ time sensitive material, FedEx is recommended <http://www.fedex.com/us/> / 888-GO-FEDEX; however, be aware that due to the rural location overnight deliveries may still take 2 days.
3. DHL does not have a local route in this location or make regularly scheduled stops here, so it is not recommended.
4. When preparing shipping documents, the following format must be adhered to for proper delivery to occur at the conference venue:
Sleeping Lady Mountain Resort
WRA Conference, Sept. 17-19, 2021
Attn: (name of your company & primary booth representative)
7375 Icicle Road
Leavenworth, WA 98826
5. All shipments will be secured in the conference services storeroom. Due to limited storage space, **all boxes must be shipped no earlier than one week prior to group arrival.** Boxes received more than one week prior will be returned to sender.
6. **Return shipments** must be properly labeled, called in to the carrier, and brought to the front desk for pickup. For assistance, notify your Conference Coordinator prior to departure to ensure the boxes are moved to a proper pickup location. Sleeping Lady is not responsible for shipping boxes left in conference spaces.

Exhibit Practices and Regulations

I. CME-related rules and regulations:

- The WRA reserves the right to refuse exhibit space or promotional activity space for any reason. The WRA reserves the right to close an exhibit or promotional activity for any reason. In addition, any representatives of the exhibiting company who conduct themselves unethically or outside the guidelines provided
- WRA's CME accrediting body may be asked to remove their company's exhibit. Adherence to Guidelines – It is the responsibility of the exhibiting company to distribute the guidelines below to all company representatives attending the CME activity and/or working the exhibit space.
- Arrangements for commercial exhibits and/or promotional activities and/or in-kind support cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for the CME activity.
- Exhibit and/or promotional activity fees and/or in-kind support are not considered commercial support of the CME activity and will not be acknowledged as educational grants.
- Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME.
- Distribution of literature, samples, etc., in the exhibit area by firms that are not participating as paid exhibitors is strictly prohibited.
- Social events or promotional activities at the CME activity cannot compete with or take precedence over the CME activity or other official conference activities. Industry-sponsored social events or promotional activities, including exhibiting company -sponsored social events or promotional activities, must be approved by the WRA, even if the events are off-site.
- The exhibiting company must be granted prior approval from WRA if it desires to provide funds for the use of social events and/or promotional activities. The exhibiting company must provide all funds approved for such events to the WRA. No other payments shall be given to the director of the activity, planning committee members, teachers or authors, or any others involved with the supported activity.

The exhibiting company agrees that its actions, and the actions of its representatives, shall not violate the following guidelines:

- Product-promotion materials or product-specific advertisement of any type is prohibited in or during CME activities.
- Advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during or immediately after the CME activity.
- Educational materials that are used during a CME activity cannot contain any advertising, corporate logo, tradename, or a product group message of an ACCME defined commercial interest.
- Representatives of an exhibiting company can attend the CME activity at the discretion of the WRA but cannot engage in sales or promotional activities while in the space of the CME activity, as determined by WRA, consistent with the ACCME guidance. Representatives of the exhibiting company must remove their company name badges and anything with a corporate logo, tradename or a product group message while in the educational space of the CME activity.

II. General terms of this agreement to exhibit at the WRA conference:

- No subletting of space is permitted without the consent of Emily Jones, WRA Executive Director: emily@wsma.org.
- Exhibitors are responsible for shipping, storage, and installation of exhibit materials, and all costs involved thereby.
- Cancellations: WRA requires all cancellations to be made in writing. Cancellation on/prior to August 13, 2021: Fees refunded minus \$500 administrative fee. Cancellation after August 13, 2021: No refund.
- WRA and Sleeping Lady do not guarantee against theft, vandalism or other damage to exhibitor booths. The exhibitor hall building is locked up overnight, however.
- It is expressly understood that exhibitors shall indemnify and hold harmless WRA and Sleeping Lady of all liability (damage or accident) that might ensue from any cause in connection with transfer, installation, maintenance or removal of exhibits, or in display of exhibits.
- In the event of fire, strikes, or other uncontrollable circumstances, the contract for space will not be binding.
- It is expressly understood that WRA will not pay for special equipment, facilities, or services ordered by exhibitors.
- Electrical and other apparatus must be operated so that the noise does not interfere with other exhibitors.
- All electrically wired display material must comply with requirements of the National Board of Fire Underwriters.
- Care must be taken by the exhibitor not to deface or destroy any part of the exhibit areas. In the event of property damage caused by him/her, the exhibiting company will be held responsible.
- Use of the name "Washington Rheumatology Alliance" or that of any officer or staff member of WRA, in recommendation of a product or services, is expressly prohibited.
- Table space not occupied by the close of the exhibit installation period as specified above (7:00am Saturday, September 18, 2021), will be forfeited by the exhibitor, and this space may be resold, reassigned or used by the conference management (unless special arrangements have been made with the WRA meeting management).
- If for any reason exhibitor representatives need to reach the WRA staff from Friday, 9/17/21 through the weekend, they should get a message to Emily Jones, WRA conference coordinator, via the resort's main switchboard: (509) 548-6344. Cell phone service is not strong at Sleeping Lady, so this is the best way of reaching Emily.

Show Management Questions:

Emily Jones, WRA Executive Director

Office Phone: 206-956-3621

Fax: 206-441-5863

Email: emily@wsma.org

Please make checks payable to:

Washington Rheumatology Alliance (Tax ID #: 20-1766864)

Mailing address:

WRA

2001 Sixth Avenue, Suite 2700

Seattle, WA 98121