



ATS 2024

Exhibitor Newsletter - December 2023

To help prepare you for the ATS 2024 International Conference, the ATS exhibits team will be sending out monthly newsletters with important information and upcoming deadlines to help with your planning. Please look for them the first Wednesday of each month going forward. These newsletters will also be archived on our conference.thoracic.org website.

Convention Center and Hotel Meeting Space Rentals Now Available

ATS offers meeting space rental at both the San Diego Convention Center as well as the surrounding hotels. There are two types of rooms to rent in the convention center and an approval process for meeting space at the hotels.

Business Suites in the Convention Center

Located outside of the exhibit hall in the Sails Pavilion of the San Diego Convention Center (one escalator or elevator ride up from the exhibit hall level), Business Suites are turn-key rooms that include conference room style furniture (table/chairs), a 55" monitor, electrical outlets, wireless internet, carpet, and a table for catering.

Business Suites can only be rented in two day or full conference increments; at this time ATS is not offering one day rentals. Business Suites are available from 8:00am-6:30pm from Saturday, May 18th through Tuesday, May 21st. Two day rentals must be consecutive days.

Business Suites come in two sizes: 13'x20' for up to 10 attendees and 20'x20' for up to 20 attendees.

Expo Hall Meeting Rooms in the Convention Center

Expo Hall Meeting Rooms are private meeting rooms located in the Exhibit Hall (Halls C through G of the convention center). Expo Hall Meeting Rooms can only be accessed during regular exhibit hall hours which are 10:30am-3:30pm Sunday, May 19th through Tuesday, May 21st. Expo Hall Meeting Rooms include the meeting room (no ceiling included), one 2000-watt electrical outlet, carpet, and a sign on the meeting room door. Exhibitors are responsible for Expo Hall Meeting Room furniture, Wi-Fi, catering, A/V, and any additional electrical needs. Expo Hall Meeting Rooms are available to rent by ATS 2024 exhibitors only and any individual attending a meeting in these rooms must have a conference badge to gain access to the exhibit hall.

Expo Hall Meeting Rooms rentals are for all three days that the exhibit hall is open. And come in three sizes: 10'x10', 10'x20', and 20'x20'.

Meeting Space at the Hotels

To obtain meeting space in one of the ATS conference hotels, you must complete the online Hotel Meeting Space Application on the link below as well as submit the application fee payment. For Meeting Space at the Manchester Grand Hyatt San Diego there is also a rental fee. For all other hotels, the applying company would work directly with the hotel property on all costs.

The application deadline for all headquarter hotel requests is March 14, 2024. Only requests for non-headquarter hotel space will continue to be accepted after this date. All requests must be approved by the ATS in order to secure event space at one of the ATS 2024 conference hotels. If the request is approved, an approval letter is provided to you. Present this approval letter to the hotel of your choice to secure space. The application fee is separate from any room rental fees or food and beverage minimums at the hotel of your choosing. These are billed directly to you by the hotel.

[ATS 2024 Hotel and Convention Center Meeting Space Link](#)

Please note meeting space is limited in 2024 compared to previous years and is subject to sell out fast. If you are in need of space, we recommend securing it sooner rather than later to ensure space at the conference.

ATS 2024 Freeman Exhibitor Service Manual Now Available

The ATS 2024 Exhibitor Service Manual is now available. The Exhibitor Service Manual has information on renting/purchasing anything you may need, including but not limited to:

- carpet
- electrical needs
- wifi
- furniture
- catering
- Audio/Visual
- labor
- shipping needs
- booth photography
- and more!

[ATS 2024 Exhibitor Service Manual Link](#)

Housing Requests Open

Housing block requests are now open for all exhibitors who are in need of 10 rooms or more. If you need 10 rooms or more, please log into your Exhibitor Dashboard, click on the "Exhibitor Housing" tile, and follow the process. As a reminder, the ATS partners exclusively with Martiz on housing needs, any other company who reaches out regarding housing that claims to be affiliated with the ATS is a scam.

Housing requests for 9 rooms or less will open in January.

Final Payment Reminder

As a reminder, all booth payments are due by February 9, 2024. To download a copy of your invoice and/or pay by credit card please log into your Exhibitor Dashboard.

While ATS does accept credit card payments, we prefer receiving payments via ACH when possible. ATS is charged with credit card processing fees on all credit card transactions that we do not pass on to our exhibitors and hope to not incur.

Advertising, Sponsorship and Branding Opportunities Still Available

Advertising, sponsorship and branding opportunities are still available at ATS 2024.
Highlights sponsorships:

Social Media Sponsor (\$40,000 - One Available)

- One (1) advertisement on the digital social platform to be published on the ATS 2024 website, on a jumbo screen at the convention center, and twice daily recurring promotions on the digital wayfinders located throughout the convention center.
- Opportunity for five (5) company representatives to attend the ATS Tweet Up - a social media gathering for attendees and ATS social media ambassadors (influencers)
- One co-branded social media feed post and story mention from ATS during the conference - format and content to be approved by ATS.
- Recognition as the social media sponsor of ATS2024
- Booth highlight video to appear on Instagram reels, Facebook reels, as well as TikTok

ATS 2024 Mobile App Premium Sponsorship (\$75,000 - One Available)

- Company logo placement on app splash screen
- Banner ad on Exhibit Hall Floor Plan in the app
- Two (2) Pre- or Post- Conference Promotional App Alert, pending available inventory
- Rotating banner ad on select areas of the mobile app
- Rotating banner ad on digital on-site navigation screens
- One banner advertisement on the homepage of the ATS 2024 conference app's web platform
- Logo Recognition on the mobile app conference webpage
- Logo Recognition on the "Mobile App Now Available" email

*There is also a \$60,000 Mobile App sponsorship level available

Advertising, Sponsorship, & Branding Links:

[Rate Card](#): The ATS 2024 Rate Card highlights opportunities in ATS Conference News, Digital & Email marketing, hotel marketing, convention center marketing, and citywide branding.

[Envision](#): The ATS 2024 Envision website highlights our ATS Public Advisory Roundtable Patients and Experts Forum, DE&I Forums, convention center lounges, exhibit hall sponsorships, session sponsorships, Wi-Fi network sponsorships, Early Career Professionals opportunities, Respiratory Innovation Summit, ATS Research Program Benefit, Social Media, and Industry Program opportunities.

[Out-of-Home Marketing](#): Direct link from Rate Card to San Diego Airport, Mobile, Hard Rock Hotel, Omni Hotel, and Citywide Advertising.

[Interior Hotel Branding Opportunities](#): Direct link from Rate Card to branding opportunities at the Hilton San Diego Bayfront, Manchester Grand Hyatt San Diego, and the Marriott Marquis San Diego Marina.

Sponsorships

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ATS 2024 Corporate Member Program

Renewals for the ATS 2024 [Corporate Member Program](#) are now open! ATS Corporate Membership is an impactful way for companies to establish an identity with the ATS membership. The program offers a range of visibility and engagement benefits distributed amongst five membership tiers so companies of all sizes can participate. For more than a decade, the ATS Corporate Member Program has been an instrumental part of supporting the mission of the ATS and building the foundation for successful industry partnerships in the joined goal of advancing patient care.

The 2024 Corporate Member Program will run from March 1, 2024 – February 28, 2025 and will offer multiple recognition opportunities at ATS 2024 in San Diego and throughout the year.

If you would like to learn more about the program and receive a full list of benefits by tier for 2024, please reach out to Vlada O'Hara, Associate Director of Corporate Alliances, at vohara@thoracic.org.

Meet the ATS Industry Support Team

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