



2017 ANNUAL MEETING

FIRENZE FIERA CONGRESS & EXHIBITION CENTER
FLORENCE, ITALY

MARCH 8-11, 2017 • WWW.SRNT.ORG



• Exhibitor Information • 2017 SRNT Annual Meeting • • March 8-11 • Firenze Fiera Congress & Exhibition Center, Florence, Italy •

Meeting Dates

Meeting Dates: March 8-11, 2017

Exhibit Dates: March 8-10, 2017

The Society for Research on Nicotine and Tobacco is dedicated solely to the study of nicotine and tobacco worldwide. SRNT prioritizes nicotine and tobacco research, funding sources for that research, public policy relating to smoking and reimbursement issues in a changing healthcare environment.

Mission Statement

The mission of the Society is to stimulate the generation and dissemination of new knowledge concerning nicotine in all its manifestations — from molecular to societal.

What is the 23rd Annual Meeting?

The 23rd Annual Meeting is a four-day event that provides attendees with an opportunity to exchange knowledge regarding research in the field of nicotine and tobacco use among our members specializing in this field. The meeting program seeks to provide the research community with the knowledge regarding the most recent trends and research in the field of nicotine and tobacco use.

The Exhibitor Showcase is designed to update our members' knowledge of products, information services, literature and equipment pertinent to the field of nicotine and tobacco use. The goal of the exhibit area is to enhance the product education of the attendees. The exposition offers an unmatched opportunity for commercial companies to reach the specialty market of researchers and practitioners who purchase their products and services.

Audience

Attendees include researchers and academics representing all disciplines within the field of nicotine and tobacco research including clinical, basic science, and public health policy. The Annual Meeting attracts participants from over 40 countries worldwide.

Benefits of Exhibiting

Why should your company choose to exhibit at the 23rd Annual Meeting?

- You will reach the largest audience of researchers specializing in nicotine and tobacco use in one place at one time. Place your company name in front of this specialty audience of over 1,000 healthcare professionals and researchers.
- Build and expand your brand awareness with our audience of nicotine and tobacco researchers.
- The program materials will list each exhibiting company's contact information and product descriptions and will be distributed to each attendee.
- The economical and effective atmosphere of a trade show allows you to make many more contacts than personal sales calls.

Installation of Exhibits

Wednesday, March 8, 2017

1:00 p.m.–4:00 p.m. (subject to change)

Exhibit Hours

Wednesday, March 8, 2017

5:00 p.m.–8:00 p.m.

Thursday, March 9, 2017

9:00 a.m.–3:30 p.m.

Friday, March 10, 2017

9:30 a.m.–3:30 p.m.

Dismantling of Exhibits

Friday, March 10, 2017

3:30 p.m.–5:00 p.m.

Space Rates

Rates for exhibiting at the 23rd Annual Meeting:

\$1,100 – prior to February 28, 2017

\$1,300 – after February 28, 2017

The tabletop exhibit booths will include one 6' x 30" skirted table, two chairs, a wastebasket, and an identification sign.

Attendance Statistics

| | | |
|------|------------------|-------|
| 2016 | Chicago, IL | 1,350 |
| 2015 | Philadelphia, PA | 1,254 |
| 2014 | Seattle, WA | 1,021 |
| 2013 | Boston, MA | 1,018 |
| 2012 | Houston, TX | 788 |
| 2011 | Toronto, ON | 890 |
| 2010 | Baltimore, MD | 1,000 |

Contact:

Jane Shepard, Exhibits Manager

+1-608-443-2462, ext. 137

E-mail: jshepard@reesgroupinc.com

*** Limited number of booths available;
First come, first served!**

SRNT Policy on Exhibitors at its Annual Meeting

SRNT's Annual Meeting is a scientific conference presented for nicotine and tobacco research scientists.

SRNT will consider applications from vendors (government agencies, non-profit organizations, and for-profit organizations) for its Exhibition that:

- produce a product that may be used by the broad scientific community for accepted research practices;
- produce US Food and Drug Administration (FDA) approved treatments for tobacco dependence;
- publish peer-reviewed research or other information that supports the work of the scientific community;
- represent government or other funding agencies; or
- engage in business that supports SRNT's vision to understand and treat nicotine and tobacco dependence and advance tobacco control with the ultimate goal of eradicating the global tobacco epidemic.

SRNT will not accept vendors that:

- are owned by or directly related to companies within the tobacco industry;
- produce products that are not evidence-based treatments for tobacco dependence;
- produce tobacco dependence treatment products that are not regulated by the FDA; or
- engage in business that is in conflict with SRNT's vision to understand and treat nicotine and tobacco dependence and advance tobacco control with the ultimate goal of eradicating the global tobacco epidemic.

Vendor applications that are not addressed by the criteria above will be reviewed on a case by case basis, using SRNT's mission and vision to guide the decision-making process. If questions arise, documentation proving that a company is not affiliated with the tobacco industry may be required.

2017 SRNT Corporate Sponsor Levels and Benefits

Platinum Level - \$10,000

- Complimentary booth space in the high-visibility lobby area.
- Five complimentary conference registrations
- Logo included in continuous loop in the registration area
- Logo included on the SRNT website listing Corporate Sponsors
- Logo included in the final program
- Recognition during the opening plenary session and the keynote lecture
- Invitation for up to five representatives to attend the 2017 President's Reception
- Recognition on SRNT's new Facebook page
- Inclusion of organizational material (1 page or large postcard) in conference attendee bags; promotional materials must be approved in advance and shipped directly to the conference hotel
- Optional: Official Sponsor of the 2017 Annual Meeting Opening Reception and all coffee breaks

Gold Level - \$7,500

- Complimentary booth space in the high-visibility lobby area.
- Four complimentary conference registrations
- Logo included in continuous loop in the registration area
- Logo included on the SRNT website listing Corporate Sponsors
- Logo included in the final program
- Recognition during the opening plenary session and the keynote lecture
- Invitation for up to four representatives to attend the 2016 President's Reception
- Recognition on SRNT's new Facebook page
- Optional: Sponsor of one lunch break at the 2016 Annual Meeting

Silver Level - \$5,000

- Complimentary booth space in the main exhibit area
- Three complimentary conference registrations
- Logo included in continuous loop in the registration area
- Logo included on the SRNT website listing Corporate Sponsors
- Logo included in the final program
- Recognition during the opening plenary session and the keynote lecture
- Invitation for up to three representatives to attend the 2017 President's Reception
- Recognition on SRNT's new Facebook page
- Optional: Sponsor of the 2017 Annual Meeting smartphone app

Bronze Level - \$3,000

- Two complimentary conference registrations
- Name included in continuous loop in the registration area
- Name included on the SRNT website listing Corporate Sponsors
- Name included in the final program
- Recognition during the opening plenary session and the keynote lecture
- Invitation for two representatives to attend the 2017 President's Reception
- Recognition on SRNT's new Facebook page

Financial contributions to SRNT will be listed in all materials as Unrestricted Grants. Supporting organizations who have provided funding in support of SRNT's mission to stimulate the generation and dissemination of new knowledge concerning nicotine and tobacco in all its manifestations will be listed in all materials as Organizational Corporate Supporters.

Please note: SRNT does not accept corporate support from, nor does it rent exhibit space to, companies that are part of the Tobacco Industry or companies that produce electronic cigarettes.

• CONTRACT APPLICATION FOR EXHIBIT SPACE •

Meeting Dates: March 8-11, 2017

Exhibit Dates: March 8-10, 2017

Location: Firenze Fiera Congress & Exhibition Ctr
Florence, Italy

List your company as you would like it to appear on any promotions. (Please print or type.)

Firm Name: _____

Address: _____

City: _____

State/Province: _____

Zip/Postal Code: _____ Country: _____

Telephone Number: (_____) _____

Company E-Mail: _____

Company Website Address: _____

Name of contact person: _____

(person to whom all correspondence and exhibit kit should be sent)

Contact person's phone: _____

Contact person's email address (required): _____

Promotional description of equipment, products, or services to be displayed (to be included in the program and promoted on our website - 40 words or less):

Exhibit Space Number(s) Preference:

First choice: _____ Second choice: _____

Third choice: _____ Fourth choice: _____

List competitors you do NOT wish to be near: _____

Book Exhibit:

(not applicable to companies renting a booth space)

We will be exhibiting _____ title(s) at the Book Exhibit. The cost for each book is \$200. Please list below the title(s) and author(s) of the book(s) that will be exhibited. Include the entire fee with this application.

1. _____

2. _____

3. _____

Cancellation Policy:

A 50% refund will be given for cancellations by February 28, 2017. No refunds will be issued for cancellations after February 28, 2017.

Terms and Conditions:

1. Payment

We will exhibit at the SRNT Meeting:

tabletop booth \$1,100 (by February 28, 2017)

\$1,300 (after February 28, 2017)

Number of booths: _____

Total payment: _____

2. Check - Please make check payable in US funds to:

The Society for Research on Nicotine and Tobacco

Visa/MC AmEx

Card Number: _____

Exp. Date: _____

CVV #: _____

Amt. Authorized: \$ _____

Card Holder Name: _____

Card Holder Signature: _____

3. The Society for Research on Nicotine and Tobacco will have the right of interpretation and approval on all matters pertaining to the contract rules and regulations.

This application is made with the understanding that the applicant agrees to abide by all rules and regulations outlined by the Society for Research on Nicotine and Tobacco which become a part of the accepted contract, along with other rules and directives which may be issued by the SRNT in connection with this exposition.

Name of Authorizing Officer (please print) Title

Signature of Authorizing Officer Date

If you are interested in **Sponsorship Opportunities**, please call Bruce Wheeler at +1-608-345-9979, or by email at bwheeler@srnt.org.

Please sign and return with the payment to:

Society for Research on Nicotine & Tobacco

2424 American Lane

Madison, WI 53704 USA

Telephone: +1-608-443-2462, ext. 137

Fax: +1-608-443-2474 or +1-608-443-2478

Contact: Jane Shepard at jshepard@reesgroupinc.com

SRNT use only

Payment received: _____ Confirmation sent: _____

Booth(s) assigned: _____ Service kit sent: _____

2017 SRNT Exhibit Floor Plan

Salone Club, Firenze Fiera Congress & Exhibition Center

