IMPORTANT DATES TO REMEMBER

EXHIBITS

2017

TUESDAY, OCTOBER 10
Early Bird exhibit space pricing deadline

WEDNESDAY, OCTOBER 11
Booth assignments begin

WEDNESDAY, NOVEMBER 1
Exhibitor Service Packets available from Alliance Exposition Services (Date subject to change)

TUESDAY, DECEMBER 5
Deadline for submitting company information for Final Program
Cancellation deadline for exhibit refund, less a $500 per 10’x10’ booth space reserved processing fee.

NO REFUNDS AFTER DECEMBER 5, 2017.

2018

EXHIBITS

WEDNESDAY, FEBRUARY 7
Deadline for submitting Online ID Badge Form for booth personnel
Late cancellation/lounge fee will apply (see page 6)

WEDNESDAY, FEBRUARY 28
7:00 AM–9:00 AM Early booth move-in for islands and multiple booths
9:00 AM–3:30 PM General move-in—installation must be completed by 3:30 PM
5:00 PM–7:00 PM Exhibits open for Welcome Reception and Fundraiser. ALL BOOTH MUST BE MANNED

THURSDAY, MARCH 1–FRIDAY, MARCH 2
9:30 AM–3:00 PM Exhibit Hall open. All booths must be manned.

FRIDAY, MARCH 2
3:00 PM–7:00 PM Exhibit Hall closes—booth must be dismantled by 7:00 PM

PRINT ADVERTISING

2017

TUESDAY, DECEMBER 5
Print advertising application deadline
Deadline for full payment for print advertising
Deadline for submitting all print advertising content, logos, camera-ready artwork and prototypes for review and approval by CREOG and APGO

2018

ELECTRONIC ADVERTISING

WEDNESDAY, JANUARY 10
Deadline for submitting content for pre-show email blasts
Deadline for purchasing attendee mailing lists
Deadline for meeting app advertising and push messages
Deadline to submit logo/files/content/materials/prototypes for all advertising outside of printed program.

EXHIBIT HALL CONTACTS

Booth Sales, Advertising and Sponsorships
Marianne Poe
APGO Associate Director, Development
mkpoe@apgo.org | (410) 451-9560

Exhibit Manager Onsite
Christy Carr
APGO Administrative Assistant
ccarr@apgo.org | (410) 451-9560
MEET CREOG & APGO
YOUR LEADERS IN WOMEN’S HEALTH CARE EDUCATION

CREOG and APGO represent approximately 2,000 medical educators with the mission of promoting excellence in medical education and providing the highest quality of health care for women.

CREOG, a council of the American College of Obstetricians and Gynecologists (ACOG), represents ob-gyn residency programs in the U.S. and Canada, their program directors, resident educators and members of the Association of Program Managers of Obstetrics and Gynecology (APMOG).

APGO represents more than 200 departments of obstetrics and gynecology in allopathic and osteopathic teaching institutions in the United States and Canada, as well as more than 1,000 individual physician-educator members and members of the Medical Education Clerkship Coordinators in Obstetrics and Gynecology (MECCOG).

WHY YOU SHOULD EXHIBIT

Whatever your marketing strategy, CREOG & APGO has options—from Exhibit Hall booths to sponsorships to email blasts—to meet your goals and objectives. The CREOG & APGO Annual Meeting is a strategic opportunity for exhibitors who understand the value of face-to-face marketing. The more than 1,100 physicians, administrators and educators visit the Exhibit Hall to network with industry members and learn about the latest technologies, software products, pharmaceuticals, instruments, medical equipment, educational programs and other items of interest.

Industry Partners 12%
Medical Students 2%
Residents 7%
Clerkship Coordinators 5%
Resident Managers 13%
Physicians 61%

TOP 5 REASONS TO EXHIBIT AT THE 2018 CREOG & APGO ANNUAL MEETING

1. **Meet your buyers.** Attendees at this meeting are allopathic and osteopathic deans, department chairs, residency and clerkship directors, program directors and faculty who teach medical students and residents in university and community-based settings across the US and Canada.

2. **Build your brand and product recognition.** Increase your company awareness with this highly influential audience.

3. **Expand your reach.** The CREOG & APGO Annual Meeting is attended by ob-gyn academic medical leaders and educators who, in turn, reach more than 7,500 ob-gyn faculty and 5,000 medical students and residents in the U.S. and Canada.

4. **Educate the educators.** Physicians visit the Exhibit Hall to gather information and learn about products that can help them provide exceptional care to women.

5. **Invest in the future.** Influence a profession that touches the lives of students, residents, educators, clinicians and others who advance women’s health care.
OUR RELATIONSHIP WITH INDUSTRY IS IMPORTANT

ACOG and APGO take every possible measure to ensure that CREOG & APGO Annual Meeting exhibitors follow the ethical standards and guidelines set forth by ACOG, APGO, PhRMA, AMA, AdvaMed and other regulatory organizations. ACOG and APGO are committed to ensuring that their educational mission is evidence-based and free from bias from all outside influences. It is the responsibility of exhibitors to ensure adherence to Food and Drug Administration (FDA) regulations, policies, practices and guidelines, and all other applicable industry guidelines (including but not limited to those listed above), concerning the demonstration, discussion, use and/or display of products, technologies and/or services at the CREOG & APGO Annual Meeting.

2017 CREOG & APGO ANNUAL MEETING EXHIBITORS

3D Systems Healthcare
AbbVie
Allergan
American College of Obstetricians and Gynecologists
America’s OB/GYN Board Review Course, Inc.
Bayer
Bio-Oil/Pacific World Cosmetics
CaseNetwork
Duchesnay USA
DYSIS Medical, Inc.
Feel Good, Inc.
Ferring Pharmaceuticals, Inc.
Foundation for Exxcellence in Women’s Health
Gaumard Scientific
Hologic
Innovating Education in Reproductive Health, UCSF
Institute of Surgical Excellence
Karl Storz
Limbs & Things
Lutech Industries, Inc.
MedaPhor PLC
Myriad Genetic Laboratories, Inc.
Ob/Gyn Board Prep
Operative Experience, Inc.
Paradigm Medical Systems/Model Med
Physicians for Reproductive Health
QGenda
Riverside Health System
SonoSim
The ACOG Long-Acting Reversible Contraception (LARC) Program
TrueLearn
UCSF/Ryan Residency Training Program
UW-Madison

CONVENTION DATES | February 28–March 3, 2018
EXHIBITION DATES | February 28–March 2, 2018
LOCATION | Exhibit Hall C – Gaylord National Harbor
EXHIBITOR PROSPECTUS

EXHIBITOR MOVE-IN/MOVE-OUT

All exhibit installation must be complete by 4:00 PM Wednesday, February 28. The Exhibit Hall will open at 5:00 PM for the Welcome Reception and Fundraiser. The exhibiting company is responsible for notifying the Exhibit Hall manager on-site if they are unable to have their booth ready by 3:30 PM Wednesday, February 28.

There will be an additional fee charged to the exhibitor for any materials or empty cartons placed in aisles after the hall is cleared for final inspection at 3:30 PM Wednesday, February 28.

No refund of exhibit fees (in full or part) will be made for organizations that are unable to complete their exhibit installation by the time the Exhibit Hall opens.

Dismantling begins at 3:00 PM Friday, March 2. No dismantling is permitted prior to 3:00 PM. The Exhibit Hall must be cleared by 7:00 PM Friday, March 2.

BOOTH STAFFING

Exhibit representatives are required to staff their booths at all times when the Exhibit Hall is officially open.

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early-Bird Move-In</td>
<td>7:00 AM – 9:00 AM</td>
<td>(Islands and Multiple Booths)</td>
</tr>
<tr>
<td>General Move-In*</td>
<td>9:00 AM – 3:30 PM</td>
<td></td>
</tr>
<tr>
<td>Welcome Reception and Fundraiser</td>
<td>5:00 PM – 7:00 PM</td>
<td>(All booths must be manned)</td>
</tr>
</tbody>
</table>

*Note: Any display not in the process of being erected by 1:00 PM on Wednesday, February 28, will be assigned labor to set up. Exhibitors will be responsible for all labor charges.

EXHIBIT HOURS

WEDNESDAY, FEBRUARY 28

<table>
<thead>
<tr>
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</tr>
</tbody>
</table>

THURSDAY, MARCH 1

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 AM</td>
<td>Hall opens for exhibitor set-up</td>
</tr>
<tr>
<td>9:30 AM – 3:00 PM</td>
<td>Exhibit Hall hours (all booths must be manned)</td>
</tr>
<tr>
<td>10:05 AM – 10:40 AM</td>
<td>Morning break in the Exhibit Hall</td>
</tr>
<tr>
<td>1:50 PM – 2:30 PM</td>
<td>Dessert break in the Exhibit Hall</td>
</tr>
<tr>
<td>3:00 PM</td>
<td>Exhibit Hall closes</td>
</tr>
</tbody>
</table>

FRIDAY, MARCH 2

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 AM</td>
<td>Hall opens for exhibitor set-up</td>
</tr>
<tr>
<td>9:30 AM – 3:00 PM</td>
<td>Exhibit Hall hours (all booths must be manned)</td>
</tr>
<tr>
<td>11:00 AM – 11:30 AM</td>
<td>Morning break in the Exhibit Hall</td>
</tr>
<tr>
<td>1:45 PM – 2:30 PM</td>
<td>Dessert break in the Exhibit Hall</td>
</tr>
<tr>
<td>3:00 PM</td>
<td>Exhibit Hall closes</td>
</tr>
<tr>
<td>3:00 PM – 7:00 PM</td>
<td>Exhibitor move-out</td>
</tr>
</tbody>
</table>
IMPORTANT NOTE FOR 2018
All exhibitors are required to purchase carpeting for their booths.

All furniture, carpet, accessories, electrical requirements and Internet are the responsibility of the exhibitor. All measurements shown on the floor plan are approximate, and ACOG and APGO reserve the right to make modifications as may be deemed necessary. ACOG and APGO also reserve the right to adjust the floor plan to meet the needs of the exhibition.

Full booth payment must accompany the application in order to be considered for booth assignment.

• The price for each 10’ x 10’ booth space reserved before or on October 10, 2017, is $2,150.
• The price for each 10’ x 10’ booth space reserved after October 10, 2017, is $2,650.

Note: Applications submitted without the required payment will not be processed until a payment is received. The date on which the payment is received will be the date used to determine an organization's priority in the assignment of booth space.

Space allocation is highly competitive and, therefore, we cannot accept telephone reservations. Consideration is given to companies that have exhibited at and/or contributed to previous ACOG and APGO functions. All other submissions being equal, the receipt date of the exhibitor application and payment will be an important factor in space assignment.

EXHIBIT FEES & POLICIES

EARLY BIRD
Contract and Payment Received on or before October 10, 2017
$2,150 per 10x10 booth

Contract and Payment Received after October 10, 2017
$2,650 per 10x10 booth

FORMS OF PAYMENT ACCEPTED: Visa, MasterCard or company check. All checks must be in U.S. dollars and made payable to CREOG & APGO.

WHAT’S INCLUDED:
• Raw 10’ x 10’ exhibit space with back and side drape
• Standard black and white signage with company name
• Up to four (4) exhibit staff badges for each booth (not valid for educational sessions)
• Exhibitor lounge with light snacks (open during exhibit hall hours)
• Company profile listing in the conference app

Standard inline exhibits are allowed a height limit of 8’, and island displays are allowed a height limit of 15’.

It is important that you note on the Application for Commercial Exhibit Space if there are companies or products with which you want to avoid close proximity.

If ACOG and APGO are unable to accommodate the exhibitor with one of the choices listed on the exhibitor’s application and the subsequent assigned space is unacceptable to the exhibitor, a refund will be given for any deposits made by that exhibitor prior to the booth assignment. A refund will only be granted if received in writing within 10 days after notification of booth assignment. If written notification of unacceptability is not received by that time, it is assumed that the space assignment is acceptable.

Booth assignments will be confirmed beginning October 11, 2017, following your choices as closely as possible.

CANCELLATION, EXHIBIT SPACE REDUCTION AND REFUND POLICY

Organizations participating in the exhibition may cancel this agreement at any time by written notice to Marianne Poe, APGO Associate Director, Development. Exhibit space reductions and/or cancellations received on or before December 5, 2017, will receive a refund of all fees paid, less a $500 per 10’x10’ booth space reserved processing fee. No refunds will be made for cancellations after December 5, 2017. If exhibit space is cancelled after December 5, 2017, the exhibitor will be responsible for paying the balance due for the exhibit space, if one exists.
EXHIBITOR PROSPECTUS

CANCELLATION AND POSTPONEMENT OF ANNUAL MEETING

In the event that the Annual Meeting is postponed due to any occurrence not occasioned by the conduct of the ACOG, APGO or Exhibitor, whether such occurrence be an Act of God or the common enemy or the result of terrorism, war, riot, civil commotion, sovereign conduct or widespread dissemination of an infectious disease, curtailment of transportation facilities, the act or conduct of any third party (individually and collectively referred to as the “Occurrence”), then the performance of the parties of their respective meeting obligations shall be excused for such period of time as is reasonably necessary after the Occurrence to remedy the effects thereof. If the Occurrence results in cancellation of the Annual Meeting, the obligations of the parties under applicable agreements shall automatically be terminated and all booth payments shall be refunded to Exhibitor, less a proportionate share of expenses actually incurred by ACOG and APGO in connection with the Annual Meeting.

NO SHOWS

Exhibiting companies that reserve exhibit space and do not provide ACOG and APGO with written notice of their inability to exhibit by February 7, 2018, will automatically be charged an additional lounge fee of $500 and are still responsible for paying any unpaid balance due for any outstanding exhibit fees. In addition, the company may not be allowed to participate in future exhibitions sponsored by ACOG and APGO.

AFTER-HOURS ADMISSION TO EXHIBIT HALL

Exhibitors wearing badges may enter the exhibit hall one hour before opening each day and may remain one hour after the close of the exhibition each day to reorganize their booths. After-hours demonstrations are not allowed.

SPECIAL BOOTH CONSTRUCTION AND SPACE CONSIDERATIONS

Special booth construction will be permitted, provided that no interference with the light, space or visibility of other exhibitors occurs. Please include any requests for variations from the usual display construction when the Application for Commercial Exhibit Space is submitted. All booth displays must remain within the confines of each rented booth floor space.

EXHIBITOR LOUNGE

CREOG and APGO will set up an Exhibitor Lounge on Thursday and Friday in the Exhibit Hall, open during official exhibit hours. Light refreshments will be available for exhibitor staff.

EXHIBIT STAFF REGISTRATION AND BADGES

Each commercial booth allows a maximum of four (4) personnel. Each exhibiting company at the CREOG & APGO Annual Meeting is allowed up to four (4) badges per booth purchased good for admission to the Exhibit Hall, and does not include meeting sessions or ticketed or meal functions. Please note: There is a $30 fee assessed for each badge printed or reprinted onsite or changes made to booth personnel after February 7, 2018.

A link to the online Booth Personnel Registration Form will be emailed to the contact listed on the exhibitor application on or about November 1, 2017. ACOG and APGO require that the booth personnel registration form be completed in advance by February 7, 2018, for each individual representing the company at the show, as preprinted name badges will be prepared from this information. Preregistration will greatly expedite the registration process, and will save paying the $30 fee per badge late fee or for printing onsite.

GUESTS

In order to maintain the business and educational atmosphere in the Exhibit Hall, ACOG and APGO discourage the presence of any persons not properly identified as a registrant or exhibitor. Occasionally, it may be desirable from the exhibitor’s viewpoint to admit someone who is neither affiliated with the exhibiting company nor with the meeting. Under appropriate circumstances, ACOG and APGO will cooperate. It is requested that, in such cases, the person in charge of the exhibit make the need known in advance to Marianne Poe by email at mkpoe@apgo.org. She will then request the necessary approval from the exhibit chair, the CREOG director and/or the APGO executive director.

HOTEL ACCOMMODATIONS

ACOG and APGO have secured a block of rooms at the Gaylord National Harbor, the location of the meeting. The room rate is $259. Make your hotel reservations directly with the hotel by calling (301) 965-4000. Please be sure to mention the CREOG & APGO Annual Meeting to secure the contracted rate. Check back on www.apgo.org/meetings for an option to reserve a room online. Guest rooms are subject to availability at the time of reservation. Guestroom block will open in September.

ACOG and APGO will not be using the services of a housing company for the 2018 CREOG & APGO Annual Meeting. Reservations are being accepted directly by the only official hotel, the Gaylord National Harbor. Please know that most reputable housing companies do not solicit or initiate contact with you and that entering into financial arrangements with non-endorsed companies may have costly consequences. Other companies may not provide the prices, service, and reliability available from the hotels and partners with whom ACOG and APGO contracts. If you are contacted by a company that claims to be our housing provider, please immediately email us apgoadmin@apgo.org.
EXHIBITOR INFORMATION

DECORATOR AND DRAYAGE SERVICES
Exhibit booths (10’ x 10’ each) and other exhibit material and equipment will be furnished by Alliance Exposition Services, 44880 Falcon Place, Suite 113, Sterling, VA. The booth will be 8’ high from the floor to the top of the back wall; side partitions will be 36” divisions in a colored draping, and will include a one-line exhibitor sign. Additional furniture, such as tables, carpet, chairs, counters, etc., may be rented through the exhibit company at the prevailing rates. A complete list of equipment, prices and order forms will be provided by Alliance in the Exhibitor Services Kit.

INTERNET AND TELEPHONE SERVICES
Internet and telephone services are provided exclusively by the Gaylord National Harbor. An order form will be included in the Exhibitor’s Service Kit.

SHIPPING INFORMATION
In order to facilitate movement in and out of the Gaylord National Harbor, and to insure proper delivery, it is essential that all shipments by truck and air be consigned to the exhibitor, c/o Alliance Exposition Services. For the address, visit the Exhibitor’s Service Kit online.

When shipment is made, please send a bill of lading or notice immediately by email to Alliance Exposition, exhibitorservices@alliance-exposition.com as to when the shipment was made and by what route. This will enable a tracer to be placed on the shipment, should it become lost.

The Gaylord may charge a box handling fee. To determine the cost, contact the hotel’s business center directly.

EXHIBITOR SERVICES KITS
Kits listing available services, booth furniture, and decorating materials will be available through Alliance. Links to the kits will be emailed to the contact email on your Exhibitor Application Form on or after November 1, 2017. Please place your order well in advance, so that any special work or equipment can be accommodated without delay or excess labor charges. You may call Alliance directly at (703) 528-2001.

ELECTRICAL SERVICES
Electrical services are the responsibility of the Gaylord National Harbor, and will be exclusively provided by Gaylord National Harbor Engineering Department and must be ordered directly through the provider. Please contact the Gaylord National Harbor Engineering Department provider directly at (301) 965-3710 if you require electrical services. An order form will also be included in the Exhibitor’s Service Kit.

BOOTH SIGNAGE
One black and white sign with your company name will be furnished with your booth, provided booth space is contracted two (2) weeks prior to the set-up date. Please indicate on the application the exact name you want on your sign on the Exhibitor Application and Contract.
LABOR REGULATIONS FOR
NATIONAL HARBOR, MARYLAND

To assist you in planning for your participation in this show, we are certain you will appreciate knowing in advance that union labor will be required for certain aspects of your exhibit handling. Please review the following to better understand the jurisdictions of the Baltimore/Washington union(s):

BOOTH SET-UP AND DISMANTLING

The Local Baltimore/Washington Union claims jurisdiction over all of the work classified as convention and tradeshow decoration. That work will consist of displaying of merchandise and advertising material, booth and exhibit erection, installing, floor coverings, and other items used by exhibitors.

MATERIAL HANDLING

The Local Baltimore/Washington Union also claims jurisdiction on the operation of all material handling, equipment to and from the dock area, and the exhibit space. Union personal will operate forklifts, cranes and all other equipment for the unloading and reloading of all display materials, machinery, product and equipment. Please see the Material Handling & Labor Prices List that will be provided in your Exhibitor Services Kits for charges that will apply. Also, exhibitors cannot borrow forklifts, dollies, hand trucks, carts, etc., from the convention facility or the Official Service Contractor to uncrate, unskid, move, position, assemble, reskid, recreate, etc., their equipment, products or displays.

Alliance Exposition Services shall be the sole authority on all matters in the dock area. This shall include but not be limited to such items as assignment of dock space, and the loading/unloading of materials and equipment in order to ensure a smooth and efficient move-in and move-out of the convention/show.

LABOR CHARGES

Skilled labor is available through Alliance at the prevailing labor rate in Maryland. A rate sheet and order form will be included in the Exhibitor’s Service Kit.

WORK BREAKS & GRATUITIES

Solicitation of tips or gratuities in any form is prohibited. Please do not tip any Alliance employee, as all are paid at an appropriate wage scale.

Paid breaks of 15 minutes at the mid-point of each four-hour block of work and a one-hour meal break at the end of each four-hour work period must be given to each employee. Please attempt to work with your people to conform to these mandatory break periods.

SAFETY

Standing on chairs, tables or other rental furniture is prohibited. This furniture is not engineered to support standing weight. Alliance cannot be responsible for injuries or falls caused by the improper use of rental furniture. If assistance is required in assembling your booth, please order installation and/or dismantling labor by using the Order Form to be provided in the Exhibitor Services Kit and the necessary ladders and tools will be provided. Please assist us in our efforts to provide a safe working environment for everyone.

GENERAL

Any questions arising with regard to union jurisdictions or practices should be directed to the Alliance manager on the floor. Craftsmen at all levels have been instructed to refrain from expressing any grievances or directly challenging the practices of any exhibitor.

PROPER ATTIRE

All exhibitors and their agents are expected to dress and conduct themselves in a professional manner at all times and to comply with the rules, regulations and policies enforced by ACOG/CREOG and APGO during the CREOG & APGO Annual Meeting. Exhibitor representatives are required to staff their exhibit space at all times when the Exhibit Hall is officially open.
SATELLITE EVENTS, SYMPOSIA, HOSPITALITY SUITES

No other satellite events (CME or otherwise) can be scheduled outside the Exhibit Hall during the official program or activities of the CREOG & APGO Annual Meeting, including the Welcome Reception & Fundraiser or in conflict with the APGO ASL 20th Anniversary Celebration. No CME activities may be planned by anyone other than ACOG and APGO. Unofficial activities are those not supported by ACOG and APGO. These include, but are not limited to, social events, hospitality suites, meals or breaks, press conferences, media events, such as video news releases, product announcements, focus group discussions, customer user group discussions, live or recorded webinars/webcasts, other educational activities or fundraising activities on behalf of the sponsoring organization or any other organization. Exhibitors that schedule and/or attempt to hold private functions in conflict with the official CREOG & APGO program will be required to cease the activity, may result in dismissal from the 2018 CREOG & APGO Annual Meeting and forfeiture of the right to participate in future meetings. This policy will be strictly enforced.

SECURITY

ACOG and APGO strive to protect exhibitors and their property by providing general security for the Exhibit Hall on a 24-hour basis beginning at 9:00 AM Wednesday, February 28, until 3:00 PM Friday, March 2. ACOG and APGO will not, however, assume responsibility for theft, damage or loss of any kind.
NO SMOKING POLICY

Smoking is not permitted at the CREOG & APGO Annual Meeting.

STROLLERS AND CHILDREN

For the safety of exhibitors and meeting attendees, strollers are not permitted in the Exhibit Hall at any time. Children under the age of 18 will not be allowed admittance to the Exhibit Hall. Exceptions can be made for nursing mothers and infants in carriers that are worn on the body (wrapped or swaddled), as long as the child does not disrupt any sessions or meetings.

CREOG & APGO REPRESENTATIVES

Exhibit Chair: Maya M. Hammoud, MD
CREOG Chair: Mark B. Woodland, MS, MD
ACOG Vice President for Education: Sandra A. Carson, MD
APGO President: Roger P. Smith, MD
CREOG Director: Gale Mamatova
APGO Executive Director: Donna D. Wachter

REMINDERS

It is imperative that you read the Conditions of Contract to Exhibit very carefully, as they have recently changed. All of these regulations are important and should be familiar to you and all booth personnel. Any points not covered are subject to settlement by ACOG and APGO representatives jointly.

When signing the Exhibit Application and Contract, please be sure to fill in the name of the primary contact person (please note, this person will receive all correspondence concerning the meeting) and the complete address to include city, state, zip code, telephone number, fax number and email address.
EXHIBIT HALL
FLOOR PLAN
Gaylord National Harbor
Exhibit Hall C
1. CONTRACT By signing the Exhibit Application and Contract, the exhibitor agrees to abide by all of the requirements contained in the Exhibit Prospectus, the Conditions of Contract to Exhibit, and any other supplemental requirements. The exhibitor is also responsible for adhering to the rules and regulations of the Gaylord National Harbor where the CREOG & APGO Annual Meeting is held. It is applicable to the exhibit, and the exhibitor is solely responsible for any and all aspects of the exhibit, including the setup, operation, and removal. The exhibitor is also responsible for the safety and security of the exhibit, and any damage or loss will be the responsibility of the exhibitor.

2. CODES AND REGULATIONS Exhibitors shall adhere and be bound by: (1) all applicable federal, state, local, and municipal laws, regulations, codes, and ordinances that pertain to the CREOG & APGO Annual Meeting, including the Fire Department and other local authorities having jurisdiction, and (2) all applicable laws, regulations, and codes established by the CREOG & APGO. The exhibitor shall be fully responsible for any violations of these laws, regulations, and codes.

3. VIOLATIONS ACOG and APGO reserves the right to remove any exhibit or bar future participation in the exhibit if an exhibitor is found to be in violation of any of the conditions or terms of the agreement. The exhibitor is responsible for adherence to the conditions and terms of the agreement.

4. INDEMNIFICATION Exhibitor shall indemnify and hold harmless the Gaylord National Harbor, the Gaylord National Resort & Convention Center, Marriott International, Inc., Marriott Hotel Services, Inc., and Ryman Hospitality Properties, Inc., and its officers, employees, agents, contractors, sub-contractors, assignees, or delegates of any of the above, from and against any and all claims, causes of action, damages, costs, expenses, fees, liens, and other liabilities of any kind, nature, or description, whether arising from the negligence or willful misconduct of the Gaylord National Harbor or otherwise, including but not limited to liability assumed in connection with agreements with third parties, injuries, death, or property damage resulting from the use of the exhibit space, parking facilities, or transportation facilities; or (ii) the terms of any and all leases and agreements between ACOG and APGO and the managers or owners of the Gaylord National Resort & Convention Center, Marriott International, Inc., Marriott Hotel Services, Inc., and Ryman Hospitality Properties, Inc., and the managers or owners of the Gaylord National Resort & Convention Center, Marriott International, Inc., Marriott Hotel Services, Inc., and Ryman Hospitality Properties, Inc.

5. INSURANCE Exhibitor shall purchase and maintain insurance for liability, fire, burglary, and other such damage in such dollar amount as necessary to protect itself fully against any claims arising from any activities conducted in the Hotel during the CREOG & APGO Annual Meeting and to indemnify, defend, and hold harmless ACOG, the American Congress of Obstetricians and Gynecologists, ACOG Landholding and APGO as provided in these Terms & Conditions. Exhibitor shall promptly advise any changes of address, insurance company, agent, or policy number.

6. EXHIBITOR DISPUTES Exhibiting companies, their employees, agents, and vendors agree that any legal disputes, suits, or actions between the ACOG, the American Congress of Obstetricians and Gynecologists, ACOG Landholding and APGO, the managers or owners of the Gaylord National Resort & Convention Center, Marriott International, Inc., Marriott Hotel Services, Inc., and Ryman Hospitality Properties, Inc., shall be adjudicated exclusively in the courts located within the District of Columbia.

7. CONDITION OF CONTRACT To Exhibit All electrical wiring, fixtures, and equipment must be in accordance with the National Electrical Code and any other applicable codes and regulations. All electrical wiring, fixtures, and equipment must be thermostatically controlled and shall comply with the rules and regulations of the D.C. Fire Marshall.

8. SPACE ASSIGNMENT Space assignment will be as indicated in the confirmation email at the time of the space assignment, and no change in the space assignment will be permitted by the exhibitor.

9. SUSTAINING OR SHARING OF SPACE Exhibitor shall assign, sublet or assign any portion of its allocated space to another exhibitor, sponsor, or independent contractor other than his/her own firm in the said space without the written consent of the chair.

10. ORGANIZATIONS AND CODES OF ETHICS Pharmaceutical and device companies are reminded to pay special attention to the PhRMA and codes of ethics, such as PhRMA Code on Interactions with Healthcare Professionals, and the corresponding ACOG Code of Ethical Conduct. Exhibitors shall not engage in any activity that would be considered as promotion of an off-label use of a medication or device.

11. SECURITY An exhibitor may not assist a non-participating representative in gaining access to the exhibit space or to the 2018 CREOG & APGO Annual Meeting, except as may be permitted by the CREOG & APGO official photographer/videographer. Exhibitors grant permission to the CREOG & APGO, the Gaylord National Resort & Convention Center, Marriott International, Inc., Marriott Hotel Services, Inc., and Ryman Hospitality Properties, Inc., to distribute copies of the photograph or video, in print, electronic or other media, whether or not the exhibitor is the subject of the photograph or video. Exhibitors shall not distribute copies of the photograph or video, in print, electronic or other media, without the written consent of the CREOG & APGO official photographer/videographer. Exhibitors shall release all information, in any form, related to the CREOG & APGO Annual Meeting, except as may be permitted by the CREOG & APGO official photographer/videographer.

12. ASSIGNMENT OF CONTRACT All contracts and agreements entered into by the exhibitor with respect to the CREOG & APGO Annual Meeting shall be assignable only if the exhibitor has written permission from ACOG and APGO. The assignee shall be responsible for all obligations, duties, and liabilities of the exhibitor.

13. UNFORESEEN EVENTS In the event that unforeseen events make it necessary, the exhibitor chair will have the right to amend these rules and regulations or make additional restrictions, and all exhibitors or exhibitor representatives shall be bound by such amendments or restrictions.
ADVERTISING OPPORTUNITIES
Let us help you increase your return on investment!

Amp up your presence by participating in sponsorship and advertising opportunities!

Sponsorships and advertising increase your booth traffic, generate more leads, create a buzz, separate you from the crowd and position your company as an industry leader. Keep your company in your buyer's mind long after the conference comes to close!

The deadline for inclusion in all printed materials is December 5, 2017. Failure to meet this deadline may result in forfeiture of any print advertising benefits in your sponsorship/advertising package.

Contact Marianne Poe, APGO Associate Director, Development, at (410) 451-9560 or mkpoe@apgo.org for more information on any of the advertising opportunities below.

IMPORTANT RESTRICTIONS

Use of the names Council on Resident Education in Obstetrics and Gynecology or Association of Professors of Gynecology and Obstetrics, Insignia, Logos or Acronyms (CREOG and APGO) or the convention show logo is expressly prohibited from being used by exhibitors in signs, advertising or promotions in any media or on descriptive product literature either inside or outside the exhibit area. This rule applies before, during and/or after the meeting. CREOG and APGO, insignias, logos and acronyms are properties of those respective organizations and may not be used without prior written permission. Booth activities and educational/symposia events or receptions cannot be promoted together on the same promotional literature.

CREOG and APGO can only be used in a sentence following after the company name and booth number. CREOG and APGO should never be used on any promotional piece without written approval. All literature must be submitted to for approval. The only exceptions are the statements similar to the following that can be used on booth promotional mailing pieces:

“Visit XYZ Industries at booth #450 at the 2018 CCREorious & APGO Annual Meeting in National Harbor, MD.”

“Stop by and let Raven Medical Company at booth #1330 show you how to fly at the 2018 CCREorious & APGO Annual Meeting.”

“Visit Hunter & Fisher at booth #824 2018 CCREorious & APGO Annual Meeting, February 28–March 3 in National Harbor, MD”

Exhibiting companies may only advertise or distribute information using the marketing opportunities listed. At no time is distribution of promotional material permitted by an exhibitor anywhere within the convention hotel (other than in exhibit space), hotel lobbies, shuttle buses, restrooms or other common areas. Companies that distribute information outside of ACOG and APGO’s approved marketing opportunities will have their materials removed and destroyed.

NEW! MOBILE APPLICATION ADVERTISING/ PUSH MESSAGES

Exhibitors may purchase push messages in the CCREOgar & APGO Annual Meeting app. Push messages will be sent out in the order that content is approved from Wednesday, February 28, to Saturday, March 3. Content must be pre-approved by ACOG and APGO by January 10, 2018.

Exhibitor Push Messages - $1,000 per message

BADGE LANYARDS

Put your company name and logo around the neck of every conference attendee. Contact Marianne Poe at (410) 451-9560 or mkpoe@apgo.org. Design must be pre-approved by ACOG and APGO by January 10, 2018.

Attendee Conference Lanyards - Starting at $3,000 (Final price will depend on type of lanyard selected)

MAILING LIST RENTAL

Connect with attendees before and after the Annual Meeting. Exhibitors have the opportunity to purchase the advance registration or post-registration mailing list. Mailing list rental is for one-time use only. Content to be sent out to mailing list must be pre-approved by ACOG and APGO by January 10, 2018. Exhibitors are forbidden from selling the attendees’ phone, fax or email information. For more information, contact Marianne Poe at mkpoe@apgo.org or (410) 451-9560.

2018 Pre-Registered Attendee List $650
2018 Post-Registered Attendee List $750

ATTENDEE EMAIL BLASTS

Invite registrants to your booth or follow-up with meeting attendees with a pre-show email blast. Your email must be used to promote a product or service devoted to women’s health care. Attendee information will not be released electronically and is not sold. Only one email will be sent on
each of the above days. Email blast date will be scheduled upon receipt of total payment and will be assigned on a first-come, first-served basis. Email content must be pre-approved by ACOG and APGO by January 10, 2018.

**Blast dates available:**

Wednesday, February 14 | Thursday, February 15 | Tuesday, February 20 | Wednesday, February 21

**Pre-Show Email Blast** $1,000 per message

**PRINT ADVERTISING IN FINAL PROGRAM**

Include your corporate message in our Final Program. Ads may be up to four pages and rates apply to both full color and black and white ads. Advertising space will be sold on a first-come, first-served basis to up to four sponsors, and will be confirmed upon receipt of signed application and full payment. Ads are subject to approval by ACOG and APGO, and all camera-ready artwork must be submitted to Marianne Poe at mkpoe@apgo.org by December 5, 2017.

**Ad Specifications**

- Trim size of program: 5”x8.5”
- Full page ad size: 5”x8.5” with .125” bleed, no crop marks
- Half-page ad size: 5”x4.25”
- Export file as: PDF or JPG, 300dpi (print resolution), CMYK

- Outside Back Cover $1,500
- Inside Back Cover $1,250
- Inside Full Page $1,000
- Inside Half Page $750

**WI-FI SPONSORSHIP**

Allow conference attendees to interact with other meeting participants and fulfill standing professional responsibilities at home by sponsoring Wi-Fi access. Sponsors will be recognized on signage displayed prominently throughout the coverage area and on a slide to be shown each morning in the general session. High-resolution logo for sponsorship signage must be submitted to Marianne Poe at mkpoe@apgo.org by January 10, 2018.

**Wi-Fi Sponsorship** $7,500  
(Multiple sponsors welcome)

**HOTEL KEY CARDS**

Place your logo in the hands of every conference attendee staying at the host hotel by sponsoring hotel key cards. Estimated exposure is 1,700 key cards for 850 guestrooms (two key cards per room). For more information and file specifications, contact Marianne Poe at (410) 451-9650 or mkpoe@apgo.org by January 10, 2018.

**Hotel Key Cards** Starting at $4,500 (two-color)

**SIGN SPONSORS: DIRECTIONAL CUBES, WINDOW CLINGS, COLUMN WRAPS AND MORE!**

Take your advertising to the next level with directional cubes, window clings or column wraps in the pre-function space. More options are available. Advertise your company name and logo. Contact Marianne Poe at mkpoe@apgo.org or (410) 451-9560 to discuss your sign package by January 10, 2018.

**Sign Sponsors** Starting at $500

**CYBER CAFÉ AND TWITTER FEED**

The Cyber Café and Twitter Feed monitor will be centrally located in the registration area. Each contributor will be acknowledged on signage. Sponsors may also set their company website as the homepage on the workstation desktops of the cyber café. High-resolution logo for sponsorship station signage must be submitted to Marianne Poe at mkpoe@apgo.org by January 10, 2018.

**Cyber Café**

- Deluxe: $2,500 per kiosk
- Basic: $1,500 per table-top laptop station

**Twitter Feed** $2,500 (Wednesday–Saturday)

**MASSAGE STATION - SPECIAL OFFER**

Provide the ultimate crowd-pleaser—a relaxing massage by a licensed and nationally certified professional massage therapist from a local spa in the National Harbor area. Advertiser may also provide customized shirts for the station therapists. Shirts must be approved by CREOG & APGO in advance. Shirt description and artwork must be submitted to Marianne Poe at mkpoe@apgo.org by January 10, 2018. Please call (410) 451-9560 to confirm interest in this sponsorship.

**Massage Station**

- 3 Therapists $5,000  
- 2 Therapists $3,850  

*With purchase of massage stations, exhibitors will receive 50% off commercial exhibit booth fee for 2nd 10’ x 10’ booth space purchased. (Minimum 10’ x 20’ booth space required for massage stations.)*

**RAPID CHARGING STATION**

Charging stations help attendees to stay connected. Your corporate logo and video will play on the automated stations located either in the Exhibit Hall or in the Registration Area. Stations are capable of rapidly charging multiple mobile devices at once. Contact Marianne Poe at (410) 451-9560 or mkpoe@apgo.org by January 10, 2018.

**Rapid Charging Station** $2,000 per station
SPONSORSHIP OPPORTUNITIES

Increase awareness of your company’s commitment to women’s health education, spotlight your company’s message and reach prospective clients by participating in one or more CREOG & APGO Annual Meeting sponsorship opportunities. ACOG and APGO will work with sponsors to follow all current regulatory agencies’ guidelines and codes of ethics.

The deadline for inclusion in all printed materials is December 5, 2017. Failure to meet this deadline may result in forfeiture of any print advertising benefits in your sponsorship package.

The value each sponsorship carries reflects its desirability and visibility and is not necessarily a reflection of the actual cost of the package.

All corporate sponsors will be recognized by:
• Listing as a sponsor in Final Program
• Listing as a sponsor in the meeting app
• Logo on signage in meeting registration area and Exhibit Hall entrance

NEW! WELCOME/FUNDRAISING RECEPTION $10,000
This large reception, scheduled to take place on Wednesday in the Exhibit Hall, offers conference attendees an opportunity to come together and fundraise for CREOG and APGO. Extensive signage will recognize your support. We also welcome your customized cups and napkins.

NEW! WELCOME/FUNDRAISING RECEPTION DRINK PACKAGE FOR YOUR BOOTH
PACKAGES INCLUDE: $2,500 – 25 drink tickets; $5,000 – 50 drink tickets; $10,000 – 125 drink tickets
These are exclusive signature cocktail tickets that are only offered at exhibitor booths. This will drive the attendees to engage with you at your booth so that they can obtain a ticket for signature cocktails. Signs around welcome reception will note exhibitors offering these drink tickets.

NEW! WELCOME/FUNDRAISING RECEPTION ENTERTAINMENT PACKAGE $15,000
Sponsor our live entertainment. Extensive signage will recognize your support along with three mobile app alerts and 25 signature drink tickets for you to disperse at your booth during the reception.

GENERAL SESSION SPONSORSHIP
$7,500 (multiple sponsors welcome)
Sponsor one of three general session presentations. Sponsor will not be involved in topic or speaker selection. Sponsor will be acknowledged with signage outside the main entrance of the general session meeting room.

FILM FESTIVAL
$5,000 (multiple sponsors welcome)
Attendees will be able to view competitively selected ob-gyn education films that show the latest teaching techniques and best practices in women’s health education. Each film is introduced and is followed by a moderated question and answer session.
EXHIBITOR PROSPECTUS

ADVERTISING OPPORTUNITY APPLICATION

2018 CREOG & APGO ANNUAL MEETING

Application, payment and artwork deadlines are listed below. Failure to meet deadlines may result in forfeiture of any print advertising benefits in your sponsorship/advertising package. (APGO Tax ID #47-6057648)

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**NEW! EXHIBITOR PUSH MESSAGES**
- Push Message $1,000 per message ______

**ATTENDEE CONFERENCE LANYARDS**
- Lanyards $3,000 ______

**MAILING LIST RENTAL** Mailing labels are for one-time use only.
- 2018 Pre-Registration Attendee Labels $650 ______
- 2018 Post-Registration Attendee Labels $750 ______

**ATTENDEE EMAIL BLASTS** Email content is subject to approval by CREOG and APGO, and must be submitted in PDF format (for static content) and HTML format (for content with a hyperlink) to Marianne Poe at mkpoe@apgo.org by January 10, 2018.

1. Select Pre-Show Blast
   - Pre-Show Blast $1,000 per email ______

2. Rank available dates by order of preference:
   - (date will be confirmed upon receipt of total payment)
     - Pre-Show Blast
       - Wednesday, February 14
       - Tuesday, February 20
       - Wednesday, February 21

**PRINT ADVERTISING IN FINAL PROGRAM** Advertising space will be sold on a first come, first serve basis to up to four sponsors and will be confirmed upon receipt of signed application (this form) and full payment. Advertising rates apply to both four color and black and white ads. Ads are subject to approval by CREOG and APGO, and camera-ready artwork must be submitted to Marianne Poe at mkpoe@apgo.org by December 5, 2017.

Ad Specifications:

- Trim size of program: 5"x8.5"
- Full page ad size: 5"x8.5" with 0.125" bleed, no crop marks
- Export file as: PDF or JPG, 300dpi (print resolution), CMYK

- Outside Back Cover: $1,500 ______
- Inside Back Cover: $1,250 ______
- Inside Full Page: $1,000 ______
- Inside Half Page: $750 ______

**WIFI SPONSORSHIP** High-resolution logo for sponsorship signage must be submitted to Marianne Poe at mkpoe@apgo.org by January 10, 2018.

- WiFi Sponsorship $7,500 ______

**HOTEL KEY CARDS** For deadlines and file specifications, contact Marianne Poe at (410) 451-9560 or mkpoe@apgo.org.

- Hotel Key Cards Starting at $4,500 (2-color) ______

**SIGN SPONSORS DIRECTIONAL CUBES, WINDOW CLINGS, COLUMN WRAPS AND MORE!** Sign Sponsorship: $500

**CYBER CAFE AND TWITTER FEED**
- Cyber Café Deluxe: Per Kiosk $2,500 x ______ = ______
- Basic: Per Table Top Laptop Station $1,500 x ______ = ______
- Twitter Feed Monitor (Wed.–Sat.) $2,500 x ______ = ______

**MASSAGE STATION** Per station, inclusive of therapist, massage chair and gratuity during Thursday/Friday Exhibit Hall Hours. Therapists may wear sponsor t-shirts. Shirt description and artwork must be submitted to Marianne Poe at mkpoe@apgo.org by January 10, 2018.

- 3 Therapists $5,000 ______
- 2 Therapists $3,850 ______

**RAPID CHARGING STATION** Per station for duration of Exhibit Hall Hours.

- Rapid Charging Station $2,000 ______

**NEW! WELCOME / FUNDRAISING RECEPTION**
- Sponsorship: $10,000 ______
- Drink Packages: $2,500 ______ $5,000 ______ $10,000 ______
- Entertainment Package: $15,000 ______

**GENERAL SESSION**
- General Session: $7,500 ______

**FILM FESTIVAL**
- Film Festival: $5,000 ______

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**ESTIMATED SUB-TOTAL $ ______**

**GRAND TOTAL $ ______**

To be completed by exhibit sales office.

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Please see reverse side for Payment and Advertiser Agreement Information
PAYMENT & CANCELLATION POLICY
A check for full payment or credit card information (VISA or MasterCard) must accompany this application. If your advertisement is not placed due to lack of space or refusal of application by CREOG and APGO, your full fee will be refunded. No refunds will be given for cancellation of an advertising opportunity or for failure to meet payment and artwork deadlines, unless CREOG and APGO cancel the event.

□ Check enclosed (Make checks payable in US Dollars to “CREOG & APGO”)

Please charge my: □ VISA    □ MasterCard (Please note: American Express is not accepted.)

Name on Card ____________________________

Card Number ____________________________ Exp. _____ / _____ Sec Code ________

Billing Address ________________________________ State ______ Zip Code ________

AGREEMENT I, the undersigned, hereby make application for an advertising opportunity at the 2018 CREOG & APGO Annual Meeting. I am an authorized representative of the company and with the full power and authority to sign and deliver this Application. The company listed on this application agrees to comply with the policies, rules and regulations contained in the 2018 CREOG & APGO Annual Meeting Exhibitor Prospectus and all policies, procedures and regulations associated with participating in the 2018 CREOG & APGO Annual Meeting. CREOG and APGO reserve the right to deny any application, if in their opinion it does not serve the best interest of its members or is considered inappropriate.

I understand that the deadline for the Advertising Opportunity Application and full payment are as described above and that the deadline for inclusion in all printed materials is December 5, 2017.

I further understand that failure to meet the deadlines described above for the electronic submission of our advertising content may result in my forfeiture of any payment for advertising and inclusion in any printed materials for the 2018 CREOG & APGO Annual Meeting.

Authorized Officer’s Printed Name ____________________________ Title ____________________________

Authorized Officer’s Signature ____________________________ Date ____________________________

Please mail completed form and payment to: APGO, 2130 Priest Bridge Drive, Suite 7, Crofton, MD 21114 FAX: (410) 451-9568 EMAIL: mkpoe@apgo.org

Questions? Call Marianne Poe, APGO Associate Director, Development, at (410) 451-9560

GENERAL MEETING SPONSORSHIP BENEFITS*

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<th>SPONSORSHIP LEVEL</th>
<th>GOLDEN $50,000</th>
<th>SILVER $25,000</th>
<th>BRONZE $15,000</th>
<th>INVESTOR $10,000</th>
<th>FRIEND $5,000</th>
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<tbody>
<tr>
<td>Final Program Recognition</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Logo on Signage</td>
<td>Yes</td>
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<tr>
<td>Logo in Meeting App</td>
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<td>Yes</td>
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<td>Push Messages in the Meeting App</td>
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<td>Advance Registration List</td>
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<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Exhibit Booth Space (10’ x 20’)</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Exhibit Booth Space (10’ x 10’)</td>
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<td></td>
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<td>One-page Ad in Final Program</td>
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<td>Conference Registration</td>
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</tbody>
</table>

For custom sponsorship packages, contact Marianne Poe at (410) 451-9560 or mkpoe@apgo.org.

*Sponsor must provide high-resolution logo files and/or camera-ready artwork for meeting signage, email blasts and print advertisements in the Final Program by December 5, 2017. Please send all files to Marianne Poe at mkpoe@apgo.org. Failure to meet this deadline may result in forfeiture of any print advertising recognition.
Enjoy the view from Gaylord National Resort & Convention Center in National Harbor, Maryland, located on the banks of the famous Potomac River outside of Washington, D.C. The waterfront resort features a 19-story glass atrium, along with an indoor pool, state-of-the-art fitness center, spa and seven restaurants and bars, all within the property.

But that’s not all—as soon as you step off resort grounds into National Harbor, you’re faced with a bevy of additional dining options, whether it’s grabbing a cocktail at a riverfront restaurant or dining at the MGM Casino, one of National Harbor’s newest additions. Don’t forget to take a ride on the Capital Wheel, a 180-foot Ferris wheel that soars over the Potomac, providing 360-degree views over Alexandria, Virginia, and Washington, D.C.

Speaking of those two historic cities, they’re just across the river and easily accessible via taxi, water taxi, car or bus—so don’t miss the opportunity to do a little sightseeing while in town!

— FUTURE MEETING DATES & LOCATIONS —

2019 CREOG & APGO ANNUAL MEETING | FEBRUARY 27-MARCH 2, 2019

Hyatt Regency New Orleans • New Orleans, LA

2020 CREOG & APGO ANNUAL MEETING | FEBRUARY 26-29, 2020

Hyatt Regency Orlando • Orlando, FL
ANCHORS AWAY
Navigating Your Course in Medical Education
Gaylord National Resort & Conference Center • National Harbor, MD
FEBRUARY 28 – MARCH 3, 2018