

50<sup>TH</sup> GLOBAL CONGRESS ON MIGS

# AAGL 2021

NOVEMBER ————— 14-17 ■ Austin, Texas

Where surgeons, industry, and educators come together to advance state-of-the-art technology, products and services that will improve women's healthcare

## EXHIBITOR PROSPECTUS

Join AAGL as We Celebrate  
Our Golden Anniversary

**Become an Exhibitor Today!**

703-631-6200 | 800-564-4220 | [aaglexhibits@spargoinc.com](mailto:aaglexhibits@spargoinc.com)  
[congress.aagl.org](http://congress.aagl.org)

# MAKE YOUR MARK AT #AAGL21

AAGL is excited for this year's hybrid event and returning to a live exhibit hall format, November 14-17, 2021 in Austin, Texas. Take advantage of the opportunity to connect with leaders in the gynecologic surgery community. On average over 2,000 physicians and healthcare professionals attend the Global Congress. Your team will have direct access to a diverse audience of key decision makers in laparoscopic surgery, robotic surgery, vaginal surgery, pharmaceuticals, and more.

The AAGL Global Congress is where surgeons, industry, and educators come together to continue to improve women's healthcare. Don't miss this unique opportunity to access a highly focused audience, build your professional network, and showcase your company's technology, products, and services.

Become an exhibitor and gain direct access to a diverse audience full of key decision makers through face-to-face interaction.

## BY THE NUMBERS

**2,000+**

Delegates

**1,000+**

Industry  
Representatives

**7,100+**

Members

**400**

Scientific Posters  
Presented

**336**

Scientific Papers and  
Videos Presented

**20+**

Sponsors

**80+**

Exhibiting Companies

**128,000 SF**

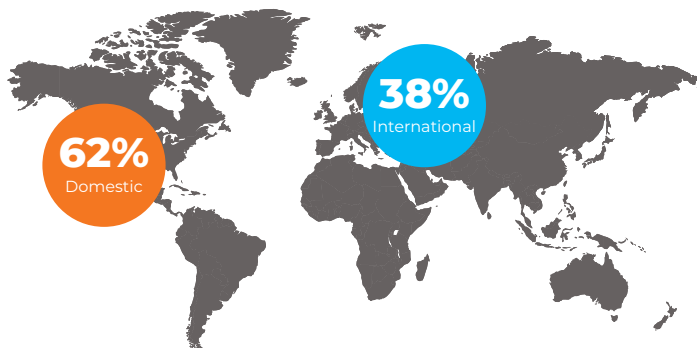
Exhibit Hall

**100+**

Countries  
Represented

**62%**  
Domestic

**38%**  
International



## CLEAN AND SAFE/ FACE-TO-FACE

AAGL considers the safety of all those onsite at AAGL's Global Congress, a top priority. Please be sure to review and abide by AAGL's code of conduct and personal accountability commitment.

AAGL is working closely with the Austin Convention Center, vendor partners, and hotels to create a COVID-19 safety plan for this year's meeting which will continue to evolve, incorporating any features and updates that will further enhance the onsite experience and safety for everyone in attendance.

AAGL will also continue to monitor the current health situation and update this information as needed.

[LEARN MORE](#)

[WEBSITE](#)

[FLOOR PLAN](#)

[RESERVE A BOOTH](#)

# SHOWCASE • CONNECT • EDUCATE

## WHAT'S HAPPENING IN THE EXHIBIT HALL?

- Monday night Welcome Reception
- Dedicated Exhibit Hall hours daily
- Daily morning coffee breaks
- Virtual Posters
- Daily lunch breaks with Austin Live music stage
- AAGL store
- In-booth presentations
- Private Meeting Rooms



## ABOUT AAGL

AAGL is the largest medical society focused on gynecologic surgery, with an international membership of over 7,100 physicians and healthcare providers committed to advancing minimally invasive gynecologic surgery (MIGS). AAGL's Annual Global Congress is the premier scientific program that provides the world's finest gynecologic surgeons with the latest education and best practices in MIGS.



## OUR MISSION

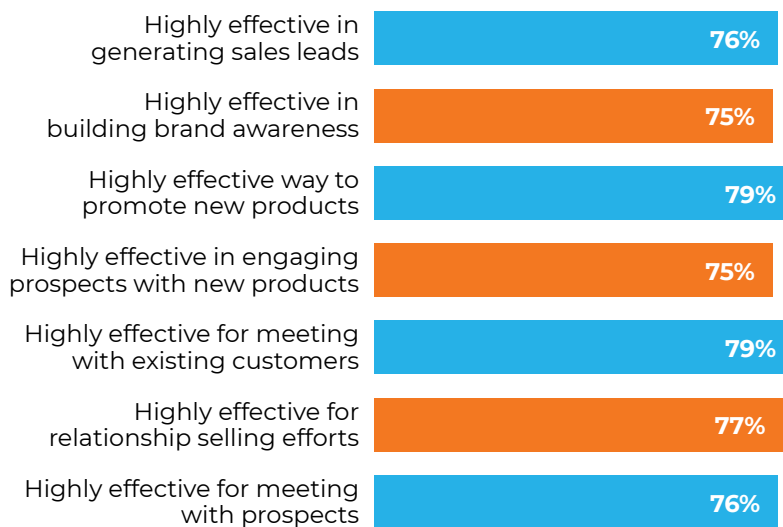
Focused on the ultimate goal of improving patient care in gynecologic medicine, AAGL recognizes that surgical gynecologists and other clinicians require lifelong learning. The AAGL provides a variety of educational activities to ensure our members achieve this goal.

## OUR VISION

The AAGL vision is to serve women by advancing the safest and most efficacious diagnostic and therapeutic techniques that afford less invasive treatments for gynecologic conditions through the integration of clinical practice, research, innovation, and dialogue.

## DID YOU KNOW?

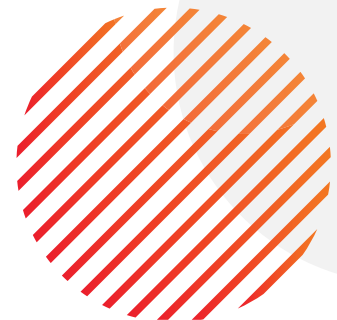
According to the Center for Exhibition Industry Research, exhibiting organizations agree that exhibitions are:



WEBSITE

FLOOR PLAN

RESERVE A BOOTH



# A COMPETITIVE EDGE— THE AAGL ADVANTAGE

## ENGAGE

Access key opinion leaders in the field of minimally invasive gynecologists.

## EDUCATE

Provide hands-on product demonstrations and inform the community about product enhancements, new products, and those in development that are and will be used to create safe and state of the art OR's.

## NETWORK

Build your professional network and generate leads list while interacting with surgeons who will use your products daily.

## PRODUCT LAUNCH

There is no better place to launch a new product. Work with our representatives to develop a launch strategy and maximize your exposure during the meeting.

## TOP EXHIBITOR INDUSTRIES:

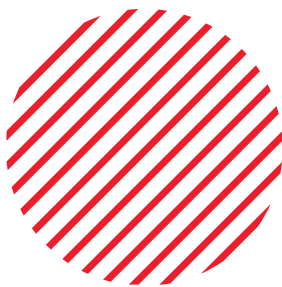
- Laparoscopic Instruments
- Robotic Surgery
- Hysteroscopy
- Vaginal Rejuvenation
- Training/Simulation
- Physician Recruiting
- GYN-focused Pharmaceuticals
- Medical Aesthetics
- Research Organizations
- Surgical Supplies
- Non-Profit Organizations/  
Associations

## TOP ATTENDEE INTERESTS:

- Laparoscopic Surgery
- Robotic Surgery
- Vaginal Surgery
- Surgical Simulation
- In-office Hysteroscopy
- Pharmaceuticals

*“Our partnership with AAGL is built on a shared mission of advancing minimally invasive surgical capabilities, by providing opportunities to engage the gynecological surgeon community. The annual Global Congress offers the perfect forum for education and collaboration, where we see high attendance at our symposia and a steady flow of surgeons and allied health professionals visiting our exhibit.”*

**AAGL Exhibitor**



**For more information on  
exhibiting contact:**

800-564-4220 | 703-631-6200  
aaglexhibits@spargoinc.com  
congress.aagl.org

## SCHEDULE

AAGL 2021 will be a hybrid event: an in-person and online education experience.

- **Meeting Dates:** November 14-17, 2021
- **General Session and 50<sup>th</sup> Anniversary Celebration**  
Sunday, November 14, 2021
- **Exhibit Dates:** November 15-17, 2021

## EXHIBIT HALL HOURS\*:

|                                      |                   |
|--------------------------------------|-------------------|
| <b>Monday, November 15, 2021:</b>    | 9:30 am - 3:00 pm |
| <b>Welcome Reception:</b>            | 6:30 pm - 8:30 pm |
| <b>Tuesday, November 16, 2021:</b>   | 9:30 am - 3:00 pm |
| <b>Wednesday, November 17, 2021:</b> | 9:30 am - 3:00 pm |

## DEDICATED HOURS EACH DAY:

- **9:30 am – 11:00 am** – Coffee break with exhibitors
- **12:30 pm – 2:00 pm** – Lunch in Exhibit Hall

*\*Hours subject to change*

WEBSITE

FLOOR PLAN

RESERVE A BOOTH

# 50<sup>TH</sup> GLOBAL CONGRESS ON MIGS

# AAGL 2021

NOVEMBER 14-17 ■ Austin, Texas

## CORPORATE SPONSOR PACKAGES

| BENEFITS  | PLATINUM | GOLD     | SILVER   | BRONZE   |
|---|----------|----------|----------|----------|
|   | \$87,000 | \$67,000 | \$42,000 | \$27,000 |
| <b>BOOTH SPACE AND VENUE BRANDING</b>   |          |          |          |          |
| Booth Space at the AAGL Global Congress   | 20'x40'  | 20'x30'  | 20'x20'  | 10'x20'  |
| Discounted rate on Exhibit Hall Meeting Rooms   | 25%      | 25%      |          |          |
| Priority Points toward future booth space selection   | 50       | 35       | 25       | 10       |
| Complimentary room for Industry-Sponsored Breakfast (first-come, first-served)  | ●        |          |          |          |
| <b>SPONSOR RECOGNITION</b>  |          |          |          |          |
| Digital signage recognition as a Corporate Sponsor of the Virtual Poster Sessions   | ●        | ●        | ●        | ●        |
| Recognition as Corporate Sponsor on meter board   | ●        | ●        | ●        | ●        |
| Digital signage recognition as a Corporate Sponsor of the AAGL Talks  | ●        | ●        |          |          |
| Recognition as Corporate Sponsor on carpet inlay at booth entrance  | ●        | ●        |          |          |
| Digital signage recognition as Corporate Sponsor of the Open Communications Sessions  | ●        |          |          |          |
| Logo recognition on aisle sign of booth location  | ●        |          |          |          |
| President's Circle - two tickets to the Leadership Dinner, recognition as a Corporate Sponsor at the Presidential Gala, and four tickets to the Presidential Gala | ●        |          |          |          |
| Presidential Gala - recognition as a Corporate Sponsor and four tickets to the Presidential Gala  |          | ●        |          |          |
| <b>ADVERTISING</b>  |          |          |          |          |
| Company logo on front page of Global Congress website   | ●        | ●        | ●        | ●        |
| Daily promotion of scheduled Booth Talk through Mobile App push notification  | ●        | ●        |          |          |
| Back Placement Ad in the AAGL Final Program   | ●        |          |          |          |
| <b>EXHIBITOR LISTING</b>  |          |          |          |          |
| Corporate Supporter icon recognition and colored outline surrounding listing in Final Program based on level of support   | ●        | ●        | ●        | ●        |
| Corporate Supporter icon recognition on online Exhibitor list   | ●        | ●        | ●        | ●        |
| Company logo on online floor plan booth   | ●        | ●        | ●        |          |
| Upgraded Premium Exhibitor Listing online, in Mobile App, and the AAGL Final Program  | ●        | ●        |          |          |
| <b>SALES LEAD GENERATION</b>  |          |          |          |          |
| Lead retrieval scanners   | 4        | 3        | 2        | 1        |
| Pre-show registrant list  | ●        | ●        | ●        |          |
| Post-show registrant list   | ●        | ●        |          |          |
| <b>ADDITIONAL BENEFITS</b>  |          |          |          |          |
| Additional complimentary box lunch tickets per day  | 8        | 6        | 4        | 2        |
| Complimentary AAGL membership   | 2        | 1        | 1        | 1        |
| Product Spotlight with 75-word description in <i>NewsScope</i>  | 1        | 1        |          |          |

**Enhance Your Presence as an AAGL 2021 Corporate Sponsor!** To learn more or secure your sponsorship contact: AAGL Exposition Management · SPARGO, Inc. · aaglexhibits@spargo.com · 703-631-6200 · 800-564-4220 or Heather Bradford, Account Executive · AAGL · hbradford@aagl.org · 714-643-6184

# SUCCESS IS WITHIN REACH AT #AAGL21

## ATTENDEES DON'T MISS THE GLOBAL CONGRESS

*"The AAGL and the Global Congress have produced us with a tremendous platform to work together to effectively advance women's care and I leave each meeting inspired to be even better in my surgical, teaching, and research skills than the year before."*

*"AAGL's Congress always provides top caliber; high level speakers, and relevant timely content. The plenary sessions are so engaging, and the live surgeries are top notch. It's a great week of learning and networking and I always look forward to attending!"*

**70%**  
of members surveyed say they will attend in person.  
Q21 Member Survey

**BE WHERE YOUR CUSTOMERS WILL BE**

Don't miss out on the chance to promote your innovations and products to the industry's top leaders. Chances are your competitors have secured their participation. Take a look at the companies who regularly exhibit.

**PREVIOUS EXHIBITORS**

**#AAGL21 will provide attendees with timely and innovative programming, live surgeries and labs, endless opportunities to interact and connect, and social activities including an Anniversary Gala to celebrate AAGL's 50 years of excellence in MIGS!**

#AAGL21 will include:

- A four-day schedule that will include both in-person and virtual (pre-recorded sessions)
- Surgical demonstrations and labs
- Open communication sessions, surgical tutorials, debates and panels, plenary sessions, and marquee general sessions
- AAGL Talks ("Ted" style talks)
- On-site health and safety measures
- In-person Exhibit hall and industry hosted activities
- Social and networking events throughout the week to commemorate our golden anniversary!

## PAST SPONSORS

### Platinum



### Gold



### Silver



### Bronze



[WEBSITE](#)

[FLOOR PLAN](#)

[RESERVE A BOOTH](#)

# EXHIBITOR INFORMATION

## EXHIBIT SPACE RATES

### Inline Space:

\$41.00 per sq. ft.

### Island Space:

\$44.00 per sq. ft.

### Inline Corner Fee:

\$500.00 per corner

### Rate Includes:

- 8' draped back wall and 3' draped side walls (inline only)
- Company identification sign (inline only)
- Two exhibitor badges per 100 sq. ft.
- Access to Plenary Sessions, Poster and Podium Sessions
- Basic Exhibitor listing online, in printed Final Program, on mobile app, and for virtual meeting (upgrade available)
- One box lunch per day for every 100 sq. ft.
- 24-hour perimeter security service (private in-booth security excluded)



## FOR MORE INFORMATION ON BECOMING AN EXHIBITOR, PLEASE CONTACT:



### AAGL Corporate Relations

Heather Bradford  
Account Executive  
AAGL  
714-643-6184  
hbradford@aagl.org



### Exhibit and Sponsorship Sales

Craig Baker, Director of Sales  
(Companies A-L)  
SPARGO, Inc.  
703-679-3942  
aaglexhibits@spargoinc.com

Jazelle Taylor, Account Manager  
(Companies M-Z)  
SPARGO, Inc.  
703-679-3949  
aaglexhibits@spargoinc.com



## DEPOSIT AND PAYMENT SCHEDULE

May 28, 2021:

50% due for applications submitted prior to May 28, 2021

May 28, 2021 - July 15, 2021:

50% due with application

After July 15, 2021:

100% due with application

**AAGL requires payment in full no later than July 16, 2021. Failure to make payments does not release the contracted or financial obligation of Exhibitor.**

## CANCELLATION PENALTIES

Through May 27, 2021: 0%

May 28, 2021 - July 15, 2021: 50%

After July 15, 2021: 100%

WEBSITE

FLOOR PLAN

RESERVE A BOOTH



# THINK BEYOND THE BOOTH AND MAGNIFY YOUR EXPOSURE



## 50<sup>TH</sup> ANNIVERSARY SPONSORSHIP PACKAGE

AAGL is proud to be celebrating our 50<sup>th</sup> Anniversary of the Global Congress on MIGS this November in Austin, Texas. Enhance your company's presence by becoming a 50<sup>th</sup> Anniversary Sponsor. This Sponsorship offers premium advertising opportunities and is exclusive to five sponsors.

[LEARN MORE](#)

## PREMIUM EXHIBITOR LISTING

A key to success at AAGL 2021 is maximum exposure to attendees. Whether your goal is branding, lead generation, market visibility or all three, you want to encourage attendees to visit your booth. With this in mind, Premium listing upgrades are available with longer company and product descriptions, logos, press releases, product photos and corporate videos. In addition to exhibitor listings being online, in the printed Final Program, and on the mobile app for the in-person meeting, they will be used as your virtual meeting exhibit, so be sure to purchase an upgrade today!

[LEARN MORE](#)



## EXHIBIT HALL MEETING ROOMS

Take advantage of modular meeting rooms located in the Exhibit Hall. These private rooms enable you to schedule meetings with attendees, hold staff meetings or set up a staff lounge. The Meeting Room package includes standard carpet and an identification sign.

**Standard Rate** - \$45.00 per sq. ft.

**Platinum/Gold Corporate Sponsor Rate** - \$33.75 per sq. ft.

[MEETING ROOM APPLICATION](#)



[WEBSITE](#)

[FLOOR PLAN](#)

[RESERVE A BOOTH](#)



# NEW - EXHIBITOR LOYALTY PROGRAM



2022 AAGL Global Congress exhibit space selection appointments will be assigned based on a Priority Point system. AAGL 2021 exhibitors earn Priority Points based on the following criteria. Total points will be added to the previous point total each year.

## EXHIBIT HISTORY

- One (1) Priority Point for each year a company purchases exhibit space since 1983. History points for 2020 were credited based on purchases for the 2020 virtual meeting.

## EXHIBIT SPACE AND MEETING ROOMS

- Two (2) Priority Points per 100 sq. ft. of exhibit space and meeting rooms purchased for the 2021 Global Congress.

## CORPORATE SPONSORSHIP

- Ten (10) Priority Points for each Bronze Corporate Sponsorship purchased for the 2021 Global Congress.
- Twenty-Five (25) Priority Points for each Silver Corporate Sponsorship purchased for the 2021 Global Congress.
- Thirty-Five (35) Priority Points for each Gold Corporate Sponsorship purchased for the 2021 Global Congress.
- Fifty (50) Priority Points for each Platinum Corporate Sponsorship purchased for the 2021 Global Congress.

## SPONSORSHIPS AND PROMOTIONAL OPPORTUNITIES

- One (1) Priority Point for every \$1,500 spent on sponsorship and promotional opportunities for the 2021 Global Congress.

## 2021 EXHIBITOR ROOM BLOCK

- Four (4) Priority Points for reserving hotel rooms in the Exhibitor Room Block through AAGL's official housing vendor.

The AAGL Priority Point system is calculated by totaling all points earned by each company.

Companies are ranked by their total points and are scheduled for appointments. Priority Points will be calculated for the company name stated on the exhibitor contract. If companies are in the same corporate family, have since merged or been acquired, the AAGL exhibits team must be notified in writing and the resulting company may choose to use the highest points of any of the referenced companies. Points will not be combined. Total points accrued are wiped out if company misses three years in a row (starting in 2021).

[WEBSITE](#)

[FLOOR PLAN](#)

[RESERVE A BOOTH](#)