



INTERNATIONAL HERNIA COLLABORATION



Mérida

November 11-12, 2024

EXHIBITOR PROSPECTUS



Who Are We?

Value. Redefined.

The IHC is an international platform for all surgeons, healthcare providers, and industry friends interested in the repair of hernia and optimizing outcomes to collaborate, share, discuss, post photos, post videos, and simply post anything related to the disease of hernia. We embrace social media to provide global access to effective, transparent, and immediate feedback to improve patient outcomes and the quality of hernia care regardless of local resources.

Without Borders / Sin Fronteras

The IHC 2024 in-person and virtual meeting will embody the highest caliber of hernia-based education in a culturally inclusive and supportive environment. We will have talks, lectures, and educational videos showcasing the latest hernia surgery and related topics and techniques. Unique to our annual meeting is the inclusion of topics addressing surgeon physical and mental wellness. These will be discussed and demonstrated as an integral aspect of the meeting. Internationally renowned faculty from the US, Europe, and Latin America have agreed to lecture. The meeting's overlying theme will be collaboration and camaraderie. As with all IHC meetings, our mission is to serve the local surgeon population and visiting surgeons while simultaneously broadcasting to >13,300 international members of IHC.



**International Hernia
Collaboration** >

🔒 Private group · 13.3K members

The theme of the IHC 2024 is “Sin Fronteras,” meaning “Without Borders” in Spanish.

Industry and surgeon interaction will be encouraged inclusive of coffee breaks, meals and creative cultural celebrations. Social interaction opportunities are encouraged to facilitate networking.

The IHC 2024 in-person meeting, we will include teaching and access via social media by also live broadcasting to our global IHC audience. We also pride ourselves in being the first international surgical meeting to incorporate Surgeon Wellness as an

integral part of our conference. The overwhelming positive response from surgeon attendees at past meetings has promoted for expansion of this concept to better serve the needs of all who attend. We also have noted the importance of empowering women surgeons in the international countries that host us. Therefore, we will continue the tradition of The IHC Women in Surgery Dinner, which has become a lifelong networking and mentorship opportunity that connects women surgeons from various countries.



Who Attends?

A diverse group of international general and hernia surgeons from Latin American countries, North America, Europe, and beyond.

Deadline for Priority Space Assignment:
March 31, 2024

Our Educational Objectives

- Update on current hernia repair techniques
- Share new and improved techniques for hernia repair
- Review expert advice from all facets of hernia surgery
- Discuss open, laparoscopic and robotic options for hernia repair
- Highlight the importance of gender considerations in hernia care
- Devise treatment plans to include individualized, culturally appropriate hernia care
- Celebrate the improvements in hernia care attributed to education via social media platforms, such as IHC
- Analyze new diagnostic tools available for hernia surgeons
- Assess the importance of evidence-based hernia repair techniques
- Educate surgeons about the importance of Surgeon Wellness, focusing on topics for surgeons to take care their own health and well-being with the goals of increasing career longevity and career satisfaction while helping improve patient outcomes



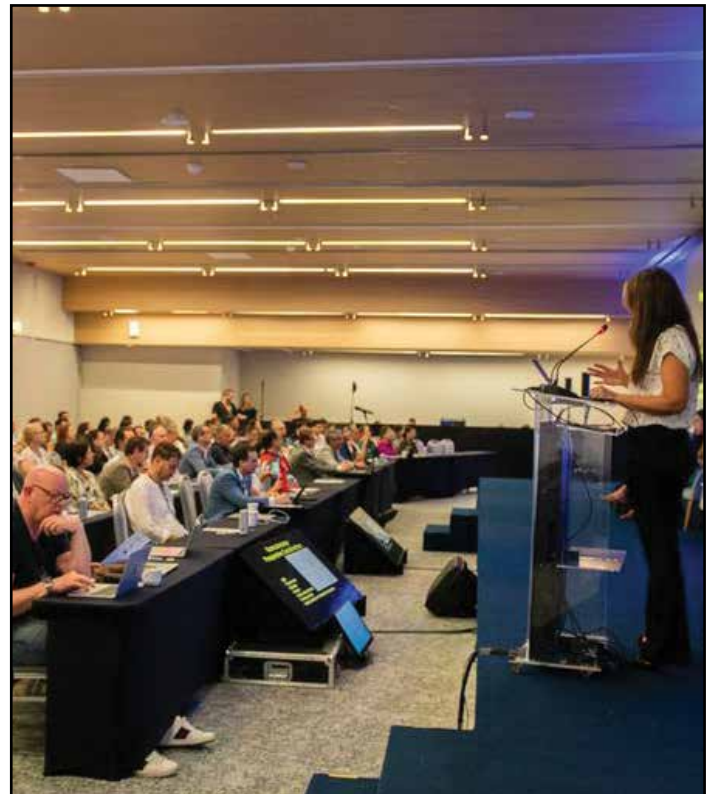
Important Dates

Early Bird Deadline:	March 6, 2024
Priority Space Assignment Deadline:	March 31, 2024
Exhibit Space Balance Due:	October 1, 2024
Special Group Room Rate Deadline (pending availability):	
Exhibitor Certificate of Insurance:	October 1, 2024
Request for Educational Events Deadline:	October 1, 2024
Booth Design Submission:	September 1, 2024
Exhibit Staff List Due Date:	October 15, 2024

Exhibitor Information

Lunch and two coffee breaks	Exhibit Hall
Surgeon Physical Wellness Center	near Exhibit Hall
Mexican decoration/presentations	Exhibit Hall
Photo opportunity areas for social media	Exhibit Hall

Unopposed exhibit time daily



Educational Grant Support Opportunities

Platinum \$100,000

- Premium choice location for large booth in Exhibit Hall, adjacent to social media photo opportunity for the surgeon participants. (Option 1) OR Premium choice location for 10–12-foot booth in Exhibit Hall, adjacent to social media photo opportunity for the surgeon participants. Individualized and large private space for experience room to be used for customized experience for your company. Planning team will work with your company as needed to help create the ideal space and encourage participation by attendees. Set up and additional furniture not included. First platinum sponsor will receive choice of all available space. (Option 2).
- Product use/technique demonstration opportunity in Exhibit Hall with live transmission
 - o Specialized area with customized demonstration including audio and video amplification for in person audience in exhibit hall and via Facebook transmission on IHC
 - o Announcement during meeting to focus attention on event
- Up to 12 badges for company meeting attendees
- **IHC Mexico partnering mentions & recognition on:**
- IHC meeting posts on IHC Facebook group
- Official advertising flyers/signs with largest logo size
- 8 additional exclusive “appreciation” posts on IHC (pinned to the top for optimized exposure)
- Two @everyone posts for two of the eight “appreciation” posts on IHC (Reaches >13.3K members)
- Verbal mention for all days of meeting
- Option for up to 6 company members to join IHC Faculty Networking and Collaboration Day
- Premium length and quantity of “commercials” during live streaming on IHC Facebook page (>13.3K members internationally) & on recorded videos
- Option for banner at entrance to exhibit booths
- Mention on any printed materials for the meeting (largest logo)
- Mention on informational emails related to meetings



Gold \$50,000

- 2nd tier location for booth in Exhibit Hall
 - o Option of larger exhibit space vs private area for individualized experience. Private area location, space, and size corresponding to sponsorship level.
- Up to 6 badges for company meeting attendees
- **IHC Mexico partnering mentions & recognition on:**
- IHC meeting posts on IHC Facebook page (>13.3K members internationally)
- Official advertising flyers (2nd largest logo)
- Option for 3 company members to join IHC Faculty Networking and Collaboration Day
- 4 additional exclusive “appreciation” posts on IHC
- One @everyone post for one of the four “appreciation” posts on IHC (Reaches >13.3K members)
- Verbal mention for 2 days of the meeting
- Gold level length and quantity of “commercials” during live streaming on IHC Facebook page (>13.3K members internationally) & on recorded videos



Silver \$25,000

- 3rd tier location for booth in Exhibit Hall
- Up to 4 badges for company meeting attendees
- **IHC Mexico partnering mentions & recognition on:**
- IHC meeting posts on IHC Facebook page
- Official advertising flyers (3rd largest logo)
- 2 additional exclusive "appreciation" post on IHC
- Verbal mention for 1 day of the meeting
- Mention on printed materials for the meeting Bronze level length and quantity of "commercials" during live streaming on IHC Face book page (>13.3K members internationally) & on recorded videos



Premium Booth \$6,000

- Standard booth in Exhibit Hall 8 feet x 5 feet
- 1 badge for company meeting attendee



Tabletop \$3,000

- Standard exhibit 6-foot table top for display in the Exhibit Hall
- Company meeting attendees are at an additional fee



Sponsored Exhibitor Hosted Events

****All Sponsored events will be promoted on the website and via social media posts prior to the meeting with company logo & recognition****

Daily Networking Breakfast (2 available)

\$6000 each

- A breakfast buffet available for all registered guests of the meeting
- Tables will be set up in the Exhibit Hall
- The sponsoring company may exclusively have a promotional table and materials set up for display and to discuss products adjacent to a sign acknowledging sponsorship.
- A specialty dish can be branded with the company's product of choice



Daily Networking Lunch (2 available)

\$12,000 each

- A buffet lunch with Mexican flair for all registered of the meeting
- Tables will be set up in the Exhibit Hall
- The sponsoring company may exclusively have a promotional table and materials set up for display and to discuss products
- A full hour will be dedicated to the lunch each day
- Unique entertainment will use utilized to draw surgeons to join the lunch
- A specialty dish and dessert can be branded with the company's products of choice



Surgeon Wellness Center (1 available)

\$35,000

- Unique feature for surgeons specific to IHC Annual Conference
- Surgeon wellness of the body & mind will be at the forefront with professionals guiding the surgeons in mini-health promoting sessions
- Physical health will be highlighted through multiple instructors and resources
- A special room will be dedicated for individual and group wellness treatments & exercise sessions
- A special wellness display will be placed adjacent to the sponsor's booth, effectively increasing the area of the booth and drawing surgeons to booth area
- Wellness lectures will be incorporated into the conference lecture sessions
- All services will be available to surgeon attendees who have registered for the conference



Welcome Dinner (1 available)

\$25,000

- This highlighted social event of the conference, the Welcome Dinner, will be buffet style with traditional Mexican favorites served in a festive atmosphere
- Interactive networking will be encouraged in a unique, fun and cultural setting for everyone attending the meeting
- Surgeon and vendor interaction will be encouraged

Women in Surgery Dinner (1 available)

\$20,000

- Continuing the tradition of the IHC Women in Surgery Dinner, this highly anticipated event will bring together women surgeons from the global hernia surgery community
- Networking and camaraderie will be the foundation for an evening where new friendships will be formed, emphasizing mentorship and collaboration.

Happy Hour

An open bar will be paired with the special IHC 2024 drink “Sin Fronteras” and a special branded company drink for sponsor (2 available) \$10,000 each

- After each conference day, we will enjoy a time dedicated to a lively social activity encouraging networking and collaboration
- Name of drink can be chosen by sponsor or through collaboration with IHC

If you don't see what you're looking for, please ask us!

We are open to cultivating the perfect sponsorship.

Additional Sponsorship Opportunities

Individualized Demonstration of Product \$10,000

- Product use/technique demonstration opportunity in Exhibit Hall with live transmission (15-minute limit)
- Specialized area with customized demonstration including audio and video amplification for in-person audience in exhibit hall and via Facebook transmission on IHC
- Announcement during meeting to focus attention on event



“Know Before You Go” Email (1 available) \$3000

- Email sent to registrants approximately 1 week before the event
- Company branded banner at the bottom of the email informing participants of the sponsorship
- 150-word highlight of the company at the bottom of the email

Daily Good Morning Email (2 available) \$3000 each

- Email sent each morning during the event
- Company branded banner at the bottom of the email informing participants of the sponsorship
- 150-word highlight of the company at the bottom of the email

Onsite Branding \$2000 each

- Signs available for purchase
- Includes printing and installation



Optional Socialization Day

- This experience is a true community event. We encourage interaction and networking between surgeons and industry.
- There will be optional events for all surgeons and industry to enjoy a day of fun and collaboration outside the walls of a conference room

Exhibitor Registration

- Registration fee is waived for a limited number of exhibitors, respective of sponsorship level. Please refer to sponsorship information for details. Additional registration will be available for an exhibitor registration fee.

IHC Inc, BootyMD Inc, and JQ Consulting Inc collectively, hereinafter referred to as "Show Management."

Booth Installation/Dismantling

Exhibit space will not be released to the Exhibitor until all conditions are met and all balances paid. Show Management will not be responsible for any damage incurred.

Installation of Exhibits

Set-up time available day before, Sunday, November 10, 2024. Floor plan and set up details will be available closer to the event date.

Dismantling and Removal of Exhibits

All space occupied by an exhibit must be left in the same condition as it was before set-up. Exhibitors are responsible for removal of excess debris, bulk quantities of printed material, floor covering, and any items other than those that can be easily swept up.

Individual needs can be discussed with the Coordinating Team

EXHIBIT HALL HOURS, EXHIBIT HALL SET-UP, DISMANTLING & REMOVAL OF EXHIBIT DETAILS TO BE ANNOUNCED.

Space Assignment & Fees

BOOTH ASSIGNMENTS

The Exhibit Hall is located in the Fiesta Americana Mérida. Exhibitors will have an opportunity to review the floor plan and select preferred locations depending on sponsorship level. Booths will be assigned on a first-come, first-served basis, based on when the Exhibitor application and deposit are received and based on sponsorship level.

1. EXHIBITOR FEES & SPECIFICATIONS

There is a \$500 discount on exhibit fee if application is received prior to the March 6, 2024- Early Bird Deadline. INCLUDED WITH EACH BOOTH: one (1) 6' draped table, two (2) side chairs, and one (1) identification sign (company name and booth number).

2. PAYMENT SCHEDULE

- A deposit of 50% of the total exhibit rental charge must accompany signed application.
- Total balance due October 1, 2024.
- Please make check payable to International Hernia Collaboration, INC.
- Payment must be made in US Dollars.
- Wire transfers are accepted.
- Credit card may be used with associated processing fee.

Applications not accompanied by at least a 50% deposit will be considered invalid and will not receive priority for selecting booth location. If full payment is not received by October 1, 2024, the space may be reassigned or resold. All reservations must be made in writing. Applications from Exhibitors who have outstanding balances due to IHC Inc. from any previous year will not be processed without full payment of delinquent accounts.

3. SERVICES EXCLUDED

Booth rental fee does not include the following services: drayage, floral, electricity, supplementary furniture or audio-visual. Information regarding these items will be included in the Exhibitor Confirmation Kit.

4. EXHIBITOR REGISTRATION

Exhibit registration includes a maximum of four (4) personnel per 6' space. The deadline for the exhibit staff list is October 15, 2024, and badges may be picked up on-site. Exhibit badges are not to be given or lent to any individual except the exhibit personnel to whom the badge has been issued. Exhibitors may attend sessions as long as they do not engage in sales while in the session rooms. Additional Exhibitor Badges can be purchased by contacting Show Management.

5. EXHIBITOR STAFF CONDUCT

Exhibitors must set up, occupy, and staff their exhibits during all hours exhibits are open. Failure to do so may result in ineligibility for future meetings. Names of all participants affiliated with exhibits must appear on the corresponding company staff list sent to Show Management. False certification of individuals as Exhibitor's representatives, misuse of Exhibitor badges or any other method assisting unauthorized persons access to the exhibit floor or scientific sessions will be just cause for expelling the violator from the exhibition or barring him/her from further entrance to the exhibit floor or removing his/her exhibit from the exhibit floor without obligation on the part of Show Management for refund of fees. Exhibit personnel are expected to remain in their rented space and not view other exhibits except by invitation of other Exhibitors. Interviews, demonstrations, and the distribution of literature must be made within the booth area assigned to the Exhibitor. Canvassing or distributing of advertising materials beyond the perimeters of the Exhibitor's own booth will not be allowed. Additionally, Exhibitors are prohibited from posting signs relating to exhibits or any company activity outside the perimeter of the Exhibitor's own booth. When food and beverage are served in the Exhibit Hall during lunch and breaks, exhibit personnel may participate but are expected to allow attendees to participate first.

6. EXHIBITOR GUEST POLICY

Guests of Exhibitors should be included on the individual company's staff list. Charges for additional badges over the number included with the purchase of booth space will be assessed as per the online registration fee. An Exhibitor may not register as staff any person eligible for registration as an IHC meeting attendee.

7. SUBLETTING OF SPACE

Exhibitors may not assign or apportion to others the whole or any part of the space allocated and may not display goods or services other than those manufactured or regularly distributed by the applicant(s).

8. CANCELLATION & REDUCTION/RELOCATION POLICY

Notification of cancellation or reduction of space must be in writing. If this agreement is canceled by the Exhibitor for any reason or by Show Management because of Exhibitor's default or violation of this agreement, monies paid to IHC by the Exhibitor shall be retained as follows:

- \$100 per space if application is canceled prior to March 31, 2024
- \$1,300 per space if application is canceled prior to August 1, 2024
- NO REFUNDS for any cancellations or reductions after October 1, 2024

9. BOOTH ASSIGNMENTS

The initial assignment of booth space occurs between January 31, 2024 and March 31, 2024. All booth space will be assigned on a first-come, first-served basis and based on sponsorship level.

10. SHOW MANAGEMENT

General conference related inquires & communication: conference2024@herniacollaboration.com

Financial, billing & general IHC related inquires: msdabbah@herniacollaboration.com

Audio-visual & on-site exhibit show management inquires: jqnarvaez@gmail.com

Rules & Regulations

1. EXHIBITOR PROGRAMS & PRESENTATIONS

Exhibitor presentations may take place during any hours the Exhibit Hall is open to registrants.

Exhibitor programs or presentations must be confined to the Exhibitor's assigned booth space. The sound intensity of such activities as determined by Show Management, must not interfere with the activities of neighboring Exhibitors. Show Management reserves the right to determine at what point sound constitutes interference with others and whether it must be discontinued. Programs or presentations are to be straight forward in nature and must avoid the use of sideshow or theatrical gimmicks. Videotapes and films may be shown provided that screens are placed in the rear of the booth to eliminate congestion in the aisles. Any visual or other transmissions from off-site locations including tele-surgery require written permission from Show Management. Request for these educational events will be included in your Exhibitor confirmation kit and must be completed and returned to the show office by October 1, 2024 deadline.

2. DIRECT SALES ON EXHIBIT FLOOR

Sales and order taking are permitted provided all transactions are conducted in a manner consistent with the professional nature of the meeting. Orders may be taken and processed for delivery elsewhere. Products for sale must be the Exhibitor's own unaltered products and the products or services must be pertinent to the attendees' professional interest. Show Management reserves the right to restrict sales activities that it deems inappropriate or unprofessional. Exhibitors must comply with all sales tax requirements. Exhibitors selling or taking orders during the meeting must adhere to certain business license, sales, and use tax regulations, which vary country to country and state to state in the United States.

Any display of Class III devices for off-label use must be accompanied by the following statement:

- Display of this device for off-label use is not endorsed by IHC Inc.

Small token gifts may be distributed with Show Management's prior approval.

3. DISPLAY OF INVESTIGATIONAL PRODUCTS

All Exhibitors must comply with FDA rules regarding display of investigational products. Display of any investigational products is not an endorsement by IHC, inc. To comply with the Food and Drug Administration's Guidelines on Notices of Availability, any investigational product exhibited or graphically depicted should:

- Contain only objective statements about the product.
- Contain no claims of safety effectiveness or reliability.
- Contain no comparative claims to other marketed products.
- Be displayed solely for the purpose of obtaining investigator responsibilities.
- Display a statement: "Caution – Investigational Device – Limited to Investigational Use" (or similar statement) in prominent size and placement.

4. POLICY ON ACCME STANDARDS FOR COMMERCIAL SUPPORT (SCS) are provided below. *

5. INSURANCE & LIABILITY

The Exhibitor assumes entire responsibility and liability for losses, damages, and claims arising out of injury to any person, or loss of, or damage to property when such loss, damage or injury is in any way connected to the Exhibitor's participation in the exhibition. Exhibitors shall indemnify and hold harmless IHC Inc and Show Management, their officers, directors, agents, members and employees and the designated convention facilities, their agents, and employees from any and all such losses damages and claims. Exhibitors agree to protect, save, and keep IHC Inc, Show Management, and the Fiesta Americana Mérida forever harmless from any damage, or charges imposed for violation of any law or ordinance whether occasioned by the negligence of the Exhibitor or its agents as well as strictly to comply with the applicable terms and conditions contained in the agreement between the Fiesta Americana Mérida and IHC Inc regarding the exhibit premises and further an Exhibitor shall at all times protect, indemnify, save, and keep harmless IHC Inc, Show Management and the Fiesta Americana Mérida against any and all loss, cost, damage, liability, or expense arising from, or out of or by reason of said Exhibitor's occupancy and use of exhibit premises or part thereof. Although security is provided by Show Management, furnishing of such security shall not be deemed to affect the non-liability of IHC Inc, Show Management, their members, officers, representatives, or the official services contractors, or the Fiesta Americana Mérida to modify in any way the assumptions or risk provided herein. Exhibitors may hire additional security personnel for their booths. If any part of the Exhibit Hall is damaged or destroyed in such a way as to prevent IHC Inc or Show Management from allowing an Exhibitor to occupy its assigned booth space during any portion of the exhibition or if same is prevented by strikes, Acts of God, national emergency, acts of terror, or other causes beyond the control of IHC Inc or Show Management, Exhibitors will be charged for space during the time it was, or could have been occupied; and Exhibitors hereby waive any claim against IHC Inc or Show Management, their members, directors, agents, or employees for losses or damages that may occur due to such inability to occupy assigned space. IHC Inc and Show Management assume no responsibility for any losses sustained by Exhibitors. Where food and liquids are displayed there must be suitable floor coverings to protect facility property. Any damage to facility property through carelessness of Exhibitors or their employees or agents will be the financial responsibility of the Exhibitor causing such damage.

6. PHOTOGRAPHY

An exhibit or its products may not be photographed or videotaped without the permission of the legitimate occupants of that booth. Show Management reserves the right to photograph exhibits for IHC Inc purposes.

7. HOTEL RESERVATION POLICY

IHC Inc has reserved blocks of rooms at the following hotels:

the Fiesta Americana Mérida: Exhibitors are required to reserve rooms within the meeting room block and may book their hotel rooms directly with the hotel. Hotel reservation instructions will be included with your Exhibitor confirmation kit.

8. AMERICANS WITH DISABILITIES ACT

Exhibitors shall be fully responsible for compliance with all applicable provisions of the Americans with Disabilities Act (ADA) with regard to their booth space. This includes, but is not limited to, the wheelchair access provisions. Because the hotel is not located in the United States, it does not provide ADA compliance.

9. FIRE PRECAUTIONS

No combustible decoration, such as crepe paper, tissue paper, cardboard, or corrugated paper, shall be used by Exhibitors in the Exhibit Halls at any time during the exhibition. All packing containers, excelsior, and wrapping paper, which must be flame proof, are to be removed from the floor and must not be stored under tables or behind displays. All muslin, velvet, or any other cloth decorations must withstand a flameproof test. All materials and fluids that are flammable are to be kept in safety containers. Open flame, butane gas, oxygen tanks, etc. are not permitted without permission of the Fiesta Americana Mérida. No obstructions shall be placed in any aisle, passageway, lobby or exit leading to any fire extinguishing appliance. Direct passageways leading to any fire alarm or telegraph communication must be kept free of any obstructions. A complete set of applicable fire regulations will be included in the Exhibitor Service Kit sent by the Fiesta Americana Mérida.

* CME disclosure Commercial Interest, as defined by ACCME, is any entity producing, marketing, re-selling, or distributing healthcare goods or services consumed by or used on patients, or an entity that is owned or controlled by an entity that produces, markets, re-sells or distributes healthcare goods or services consumed by, or used on, patients. Nonprofit or government organizations, non-healthcare-related companies, healthcare facilities, and group medical practices are not considered commercial interests. The potential for Conflict of Interest (COI) exists when an individual has the ability to control or influence the content of an educational activity and has a financial relationship with a commercial interest, the products or services of which are pertinent to the content of the educational activity. Actions must be taken to resolve any potential or actual COI for planners, presenters, authors or content reviewers prior to the start of the educational activity. All planners and presenters/authors/content reviewers must disclose any possibly relevant relationships with commercial interests on the part of themselves occurring over the past 24 months. Relevant Relationships, as defined by ACCME, are relationships that are expected to result in financial benefit from a commercial interest organization, the products or services of which are related to the content of the educational activity. Such relationships include employment, management positions, independent contractor relationships, other contractual relationships, consulting, speaking, teaching, membership on an advisory committee or review panel, board membership, and other activities from which remuneration is received or expected. Evidence of remuneration includes but is not limited to receiving a salary, royalty, intellectual property rights, consulting fee, honoraria, ownership interest (stock and stock options), grants, contracts, or other financial benefit directly or indirectly from the commercial interest.