

Make Plans to Exhibit in 2027



Exhibitor Prospectus

 **ATS 2027**

May 14-19, 2027 | New Orleans

We are excited to welcome you back to **ATS 2027!**

Join us as we connect with specialists in all aspects of respiratory health—from clinicians to researchers to educators—all of whom share your passion for improving patient care.

ATS 2027 will showcase the latest advances and discoveries in respiratory science, patient care, and global public health. At this unprecedented time, the products, devices, and services you deliver are essential to the breakthroughs and significant contributions that are changing lives and shaping the scientists, healthcare professionals, and medical leaders in the field.

Be at the center of it all!

We invite you to exhibit at the ATS 2027 International Conference in New Orleans. This premier conference, featuring experts in all aspects of respiratory health, including pulmonary, critical care, and sleep medicine, is the place to connect, collaborate and innovate.



Why Exhibit at ATS 2027?

- **Interact** face-to-face with physicians involved in patient care.
- **Connect** with an expected 10,500 pulmonary, critical care and sleep professionals from the U.S. and around the world.
- **Build visibility** for your company, brand, and products.
- **Introduce** new products and services.
- **Measure** success with lead retrieval and a validated third-party attendee audit.
- **Learn** with access to educational sessions and networking events. (Exhibitor badges cannot claim CME/MOC nor do they provide access to ticketed sessions).



We Promote You!

The ATS 2027 Exhibit Hall is a key feature of the conference and is included in all marketing promotion and eblasts.

- **Conference Preview Email** is dedicated and focused on exhibitors, the exhibit hall and Industry Programs. ePreviews are related to each persona, ensuring content is relevant and timely.
- **Know Before You Go** is sent to all attendees and promotes the Exhibit Hall.
- **ATS Conference News** highlights the Exhibit Hall and conference activities.
- **Online Exhibitor Directory/Mobile App** Company description, disease state, and product category listings in the ATS 2027 Online Exhibitor Directory and the ATS 2027 mobile app.
- **You-Are-Here Locators** Attendees can easily search exhibitors by the top product categories by viewing a large floor plan on the Exhibit Hall with the exhibitors listed in alpha-order.

Value-Add Offerings for Exhibitors

E3 Exhibiting Effectiveness Evaluation

As one of our top value-added services, we provide unbiased, expert feedback of your exhibit in action at our show. This innovative program offers expert diagnostic insight into your booth presentation, product/service presentation and your exhibit staff and includes an evaluation report identifying effectiveness and potential areas of improvement.

Attendee Outreach Opportunities

Exhibitors can purchase an opportunity to send mailing items out to conference attendees via ATS' exclusive mail house or purchase an internal reference list segmented by attendee demographics.

Complimentary Attendee Preview List for All Exhibitors

The preview list, distributed in early March, contains the institution, degree, state, country, address type, topics of interest, work setting, and nature of professional activities for the attendees pre-registered as of the date the list is pulled. This can be used to cross reference against your internal lists to assist you with marketing your booth. Only attendees who opt in to have their information shared with industry partners will appear on the list.

Expo Hall Meeting Rooms

We offer our exhibitors the opportunity to rent private meeting rooms located in the Exhibit Hall. These Expo Hall Meeting Rooms can be customized to meet your needs. Expo Suite sales will open in Fall 2026.

Business Suites

Additional room options are available outside the Exhibit Hall to accommodate your meeting needs. These are great for client meetings, focus groups, private demonstrations or for your staff. Discounted pricing is available for exhibiting companies. Business Suite rentals are available for full conference. Business Suite sales will open in Fall 2026.



Exhibit Hall Traffic Builders

- Innovation Hubs
- Industry Theaters
- Coffee & Connections
- Breathe Easy Podcast Studio
- Professional Headshot Booth
- Networking Lounges
- Toast to Innovation Reception
- Public Advisory Roundtable Members
- Bark Park
- Fun Zone
- AI Lab

Exhibitor Information

Cancellation Policy

A 50%, non-refundable deposit is due within 30 days of a signed booth agreement. A refund minus the cancellation fee of 50% of the total booth price is available until Friday, February 5, 2027. After February 5, 2027, there are no refunds, and the full balance is due. The ATS can sell canceled space to another exhibitor without any rebate or permission.

For Downsizing:

Please note for downsizing, a 50% downsizing fee on the original booth space cost will be incurred. Half the priority points for the year are forfeited. The ATS retains the right to relocate an exhibitor after downsizing. The ATS can sell downsized space to another exhibitor without any rebate or permission.

Tentative Exhibit Hours*

Sunday, May 16, 2027 - 10:30 a.m. - 3:30 p.m.

Monday, May 17, 2027 - 10:30 a.m. - 3:30 p.m.

Tuesday, May 18, 2027 - 10:30 a.m. - 3:30 p.m.

Set-up*

Friday, May 14, 2027 - 8:00 a.m. - 5:00 p.m.

Saturday, May 15, 2027 - 8:00 a.m. - 5:00 p.m.

Dismantling*

Tuesday, May 18, 2027 - 3:30 p.m. - 8:00 p.m.

Wednesday, May 19, 2027 - 8:00 a.m. - 5:30 p.m.

Dismantling or tearing down exhibits prior to the official close of the exhibition is prohibited and results in the loss of priority points and future access to the attendee registration list rental.

**All times are subject to change.*

ATS 2027 Standard Booth Pricing

Space	Regular Rates
Inline Space	\$5,000
Corner Space	\$5,200
Island	\$52.00/sq. ft.
Clinical Trial Awareness or Non-Profit**	\$1,500
Recruiter	\$3,100

Pricing is based on a 10'x10' booth space.

** Non-Profit Rate

Subject to availability. All new organizations must submit proof of non-profit status to Steven Strom at ssstrom@thoracic.org

Exhibit Sales:

Steven Strom

212-315-6442

ssstrom@thoracic.org

Exhibit Logistics:

Matt Whyte

212-315-8682

mwhyte@thoracic.org



Clinical Trial Awareness and Recruiter Booths

Clinical Trial Awareness Booths

Positioned in a high-traffic location, distinct and separate from all other commercial booths, the Clinical Trial Awareness area allows for scientific discussions to happen in a noncommercial environment. Connect with attendees interested in clinical trial opportunities that advance pulmonary, critical care, and sleep medicine by reserving space in Clinical Trial Awareness. Meet with attendees to share the latest scientific advances and breakthroughs and to develop a dialogue for future partnerships and collaborations.

Booth space is \$1,500 per 10' x 10'. Space is limited.

The exhibiting hours for Clinical Trial Awareness differ from regular Exhibit Hall hours to maximize attendee traffic. The hours for Clinical Trial Awareness are as follows:

Sunday, May 16 - 9:30 a.m. - 4:30 p.m.

Monday, May 17 - 9:30 a.m. - 4:30 p.m.

Tuesday, May 18 - 9:30 a.m. - 4:30 p.m.

Job Recruitment Booths

Let the ATS help you reach the job candidates you need! With over 10,500 pulmonary, critical care, and sleep specialists expected in attendance, there is a good chance your next hire could be here. Discounted booth space is available for companies looking to recruit for open positions. Job Recruitment exhibitors may select any inline booth on the exhibit floor.

Check with your recruitment team to see if this addition to your ATS 2027 plans provides additional value to your company.

Cost is \$3,100 per 10'x10' booth space.

The 10'x10' Recruitment booth space includes carpet, a 6' draped table and two chairs.



How the ATS promotes Clinical Trial Awareness

- Listing and write-up in the ATS ePreview sent to up to 10,500+ conference attendees
- Write-up in the ATS Conference News
- Notifications via the ATS conference mobile app
- Signage placed around the convention center

The ATS recommends companies purchase the ATS pre-registration attendee list.

Send a targeted message to attendees in the countries and disease areas of the clinical trials to let them know you want to meet them.

The attendee list order form is available in March.

Cutting-edge Education in the Exhibit Hall

Innovation Hubs

Innovation Hubs are learning experiences consisting of 15-30 minute sessions, led by subject-matter experts from industry. An Innovation Hub session consists of a 15-20 minute burst outlining a problem statement, mitigating factors, the host’s perspective/solution, and a challenge or question posed to attendees, who discuss for the remaining 5-10 minutes. Innovation Hub applications will open in Fall 2026 and are first-come, first-serve.

Industry Theaters

Enhance the attendee’s educational experience in the Exhibit Hall by hosting an ATS Industry Theater. Theater presentations are the optimal opportunity for industry participants to promote brand launches or current therapies, conduct a focused program on disease awareness, or discuss current pipeline activity. Presentations are either 30-minutes, 45-minutes or 60-minutes long and theater size ranges from 75-250 people. Industry Theater applications will open in Fall 2026 and are first-come, first-serve.

ATS provides boxed lunches or snack boxes for the theaters.



	Large Theater	Medium Theaters	Mini Theaters
Seating capacity	250	125	75

Attendees seeking the latest discoveries in respiratory science, patient care, and global respiratory health gather in the exhibit hall to hear from leading experts at an Exhibit Hall program.



Fundraising in the Exhibit Hall

The ATS encourages exhibitors to incorporate a fundraising activity for the ATS Research Program as part of your booth. Make it fun, make it rewarding and, most importantly make a difference by supporting research and improving patient care.

The ATS Research Program provides research grants to promising young investigators launching careers—100% of the donation goes to support research grants and awards.

The ATS is invested in your success and as such promotes your fundraising activity via the Assembly Newsletters, the ATS Conference News, social media, and the Know Before You Go email blast to all registered attendees.

To learn more about fundraising in the Exhibit Hall please contact Meredith Smalstig, Associate Director - Sponsorships & Industry Programs at msmalstig@thoracic.org.



Exhibit Booth Information

Booth Construction

- Standard booths are limited to 8 ft. background drapes and 3 ft. side drapes. Maximum height of inline exhibits is 8 ft. and may extend only 5 ft. from the back wall. The remaining 5 ft. must not exceed 4 ft. high.
- For islands, 20 ft. will be the maximum height permitted and there must be access from all four sides with a 30% see through effect. All island booths must be submitted for approval by March 31, 2027.
- The maximum height for the top of any banner is 22 ft.
- Contact ATS for specifics and approval for any variations or two-story exhibits.
- Your booth space will come unfurnished. Carpeting/flooring is mandatory. You can order custom exhibits, electricity, furniture, carpeting, labor, material handling, freight transportation, and graphics from our general contractor, Freeman.

ATS Staff

Exhibit Sales

Steven Strom
Exhibit Sales Associate
212-315-6442 | ssstrom@thoracic.org

Exhibit Operations and Logistics

Matt Whyte
Senior Director, Corporate Partnerships & Exhibits
212-315-8682 | mwhyte@thoracic.org

Sponsorship and Industry Programs (Non-CME Symposia, Industry Theaters, Practical Workshops, and Innovation Hubs)

Meredith Smalstig
Associate Director, Sponsors & Industry Programs
212-315-8605 | msmalstig@thoracic.org

Respiratory Innovation Summit Lead and Exhibit and Sponsorship Support

Dustin Bell
Manager of Industry Operations and Fulfillment
386-444-0951 | dbell@thoracic.org

ATS Corporate Member Program and Educational Grants

Vlada Kagan O'Hara
Associate Director, Corporate Alliances
212-315-8686 | vohara@thoracic.org

Business Development

Michelle Turenne
Executive Vice President, Strategic Alliances
212-315-6448 | mturenne@thoracic.org

Independent Service Contractors

Exhibiting firms may opt to use independent service contractors for installation and dismantling. If such contractors are used, the exhibiting firm is responsible for notifying the ATS of the name and address of the contractor by March 31, 2027. Independent service contractors are responsible for notifying the ATS of the booths they will work in by March 31, 2027. They are also responsible for providing management with proof of insurance coverage by that date.

Registration

- **All exhibitor personnel** must be registered and adhere to the ATS 2027 Attendee Code of Conduct.
- **Four (4) registrations per 10' x 10' booth** are provided without charge. An exhibitor badge allows admission to the Exhibit Hall, general sessions, and open receptions. To attend any sessions that have any additional fees, or to claim CME, Nursing, or MOC Part II Credit, an exhibitor must register as a paid attendee.
- **One (1) Exhibit Hall Only badge** is provided for exhibitors with a 10' x 30' booth or larger specifically for an installation & dismantle supervisor staying for the duration of the conference.
- **Additional exhibitor staff badges** over the allotment per exhibiting company are \$75.00 per badge.