

# Make plans to exhibit in 2026



Exhibitor Prospectus

 **ATS 2026**

May 15-20, 2026 | Orlando, FL

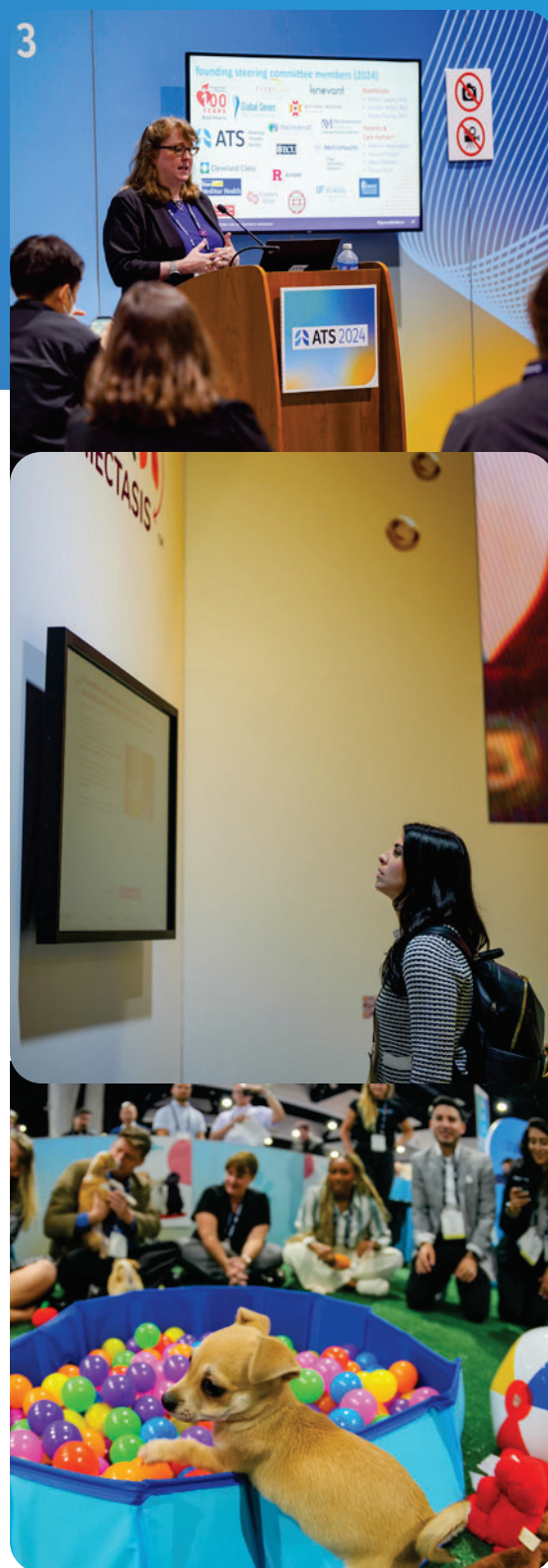
# We are excited to welcome you back to **ATS 2026!**

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 2026 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 2026 International Conference in Orlando, FL. 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 2026?

- **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 2026 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 Email** 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 2026 Online Exhibitor Directory and the ATS 2026 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

## Exhibitor Success & ROI Center

The ATS Exhibitor Success & ROI Center is your FREE, on-demand, 24/7 exhibiting knowledge resource to give you answers to your most pressing exhibiting challenges, expand your exhibiting know-how, and improve your company's exhibiting performance and ROI.

## 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, 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 2025.

## Business Suites

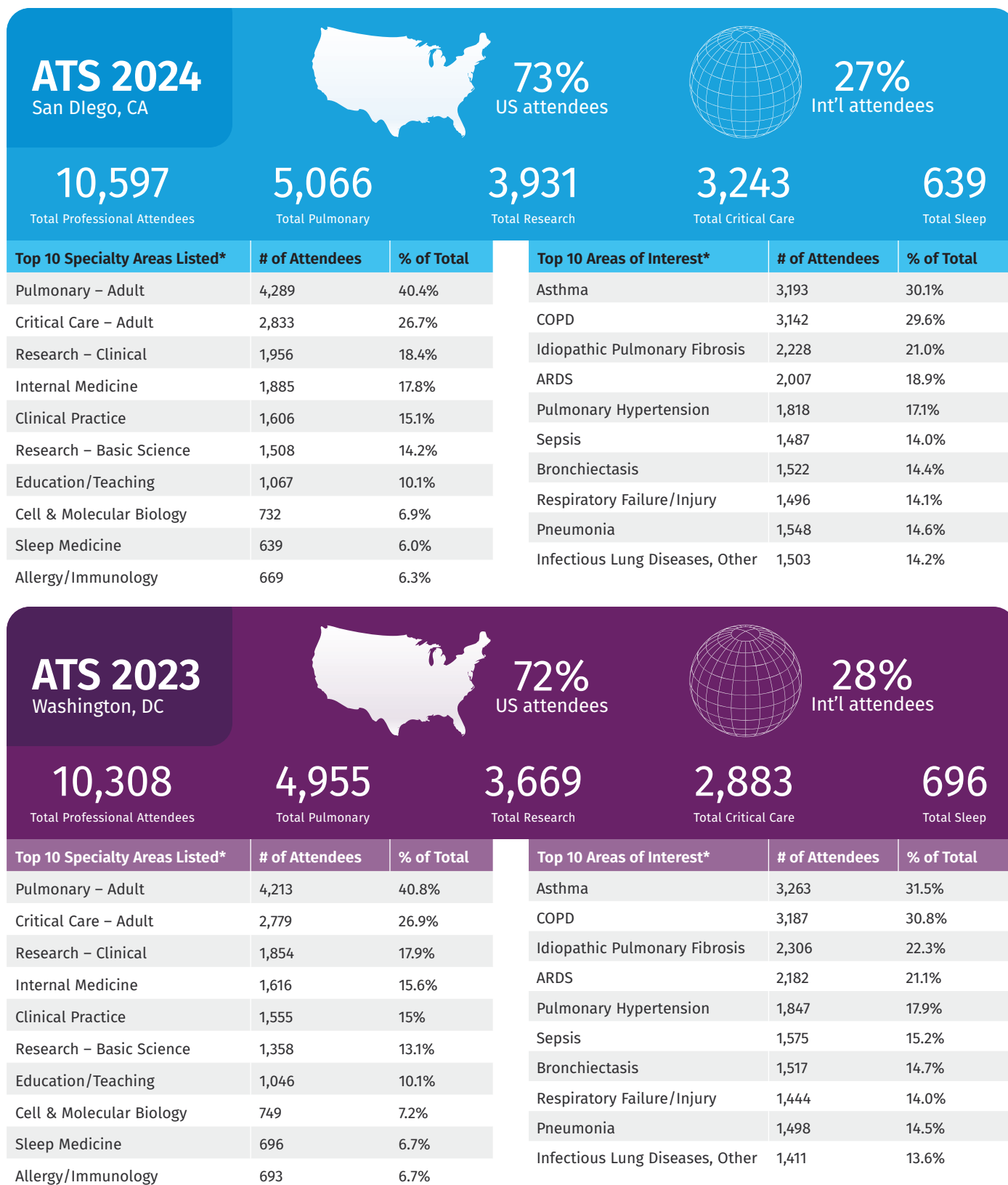
Additional room options are available outside the Exhibit Hall to accommodate your meeting needs. These are great for client meetings, focus groups, private demonstrations or for your staff. Business Suite rentals are available for full conference or two day rentals. Business Suite sales will open in Fall 2025.



## Exhibit Hall Traffic Builders

Fun Zone  
 Innovation Hubs  
 Innovation Theaters  
 Coffee & Connections  
 Professional Headshot Booth  
 Networking Lounges  
 Toast to Innovation Reception  
 Public Advisory Roundtable  
 Members

# Demographics



\*Attendees could select more than one response.

Specialty Areas are Major Areas/Nature of Professional Work/Training

Exhibit Sales: Steven Strom | 212-315-6442 | [sstrom@thoracic.org](mailto:sstrom@thoracic.org)



# Exhibitor Information

## Cancellation Policy

A 50%, non-refundable deposit is due within 30 days of signing the booth agreement. A refund minus the cancellation fee of 50% of the total booth price is available until Friday, February 6, 2026. After February 6, 2026, 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 17, 2026 - 10:30am-3:30pm

Monday, May 18, 2026 - 10:30am-3:30pm

Tuesday, May 19, 2026 - 10:30am-3:30pm

## Set-up\*

Friday, May 15, 2026 8:00am-5:00pm

Saturday, May 16, 2026 8:00am-5:00pm

## Dismantling\*

Tuesday, May 19, 2026 3:30pm-8:00pm

Wednesday, May 20, 2026 8:00am-5:00pm

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 2026 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.

\*Booth space comes unfurnished. Carpet is required but not provided.

### \*\* Non-Profit Rate

Subject to availability. All new organizations must submit proof of non-profit status to Steven Strom at [sstrom@thoracic.org](mailto:sstrom@thoracic.org)

### Exhibit Sales:

**Steven Strom**

212-315-6442

[sstrom@thoracic.org](mailto:sstrom@thoracic.org)

### Exhibit Logistics:

**Matt Whyte**

212-315-8682

[mwhyte@thoracic.org](mailto: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 17 - 9:30am-4:30pm
- Monday, May 18 - 9:30am-4:30pm
- Tuesday, May 19 - 9:30am-4:30pm

## 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 2026 plans provides additional value to your company.

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

The 10'x10' 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. A 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 September 2025 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 50-250 people. Industry Theater applications will open in September 2025 and are first-come, first-serve.

ATS provides boxed lunches for the theaters.



	Large Theater	Medium Theaters	Mini Theaters
Seating Capacity	250	125	50
Programs per day	2	4	5

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 industry 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 Daily Bulletin, Facebook, X (formerly Twitter), 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](mailto: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, 2026.
- Contact ATS for specifics and approval for any variations or two-story exhibits.
- All booths must be fully carpeted. Please note carpet is not included in your booth purchase and is the responsibility of the exhibitor.
- The maximum height for the top of any banner is 22 ft.

## ATS Staff

### Exhibit Sales

Steven Strom

Exhibit Sales Associate

212-315-6442 | [ssstrom@thoracic.org](mailto:ssstrom@thoracic.org)

### Exhibit Operations and Logistics

Matt Whyte

Director, Corporate Partnerships & Exhibits

212-315-8682 | [mwhyte@thoracic.org](mailto: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](mailto: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](mailto:dbell@thoracic.org)

### ATS Corporate Member Program and Educational Grants

Vlada Kagan O'Hara

Associate Director, Corporate Alliances

212-315-8686 | [vohara@thoracic.org](mailto:vohara@thoracic.org)

### Business Development

Michelle Turenne

Chief, Strategic Alliances

212-315-6448 | [mturenne@thoracic.org](mailto: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 Tuesday, March 31, 2026. Independent service contractors are responsible for notifying the ATS of the booths they will work in by Tuesday, March 31, 2026. 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 2026 Attendee Code of Conduct.
- **Four (4) registrations per 10'x10' booth** (100 sq ft). Exhibitor badges grant the access to all sessions if there is not an additional fee to attend. They will have access to Opening Ceremony, plenary sessions, abstract sessions, mini symposia, scientific symposia, poster discussions, Networking Super Center & Learning Studio, and both the exhibit and poster halls. Exhibitor badges also have access to the ATS 2026 Conference App and ATS365Conference website. Postgraduate Courses, Meet the Expert Seminars, Women's Forum, the Diversity Forum, and the Respiratory Innovation Summit are the sessions/events that require an additional fee that exhibitor badges do not grant entry. Exhibitor badges also do not earn CME credits.
- **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.**