

**ASSOCIATION FOR ACADEMIC SURGERY  
EXECUTIVE OFFICERS**

PRESIDENT: Kevin Staveley-O'Carroll, MD, PhD  
PRESIDENT-ELECT: Daniel Albo, MD, PhD  
SECRETARY: Scott LeMaire, MD  
TREASURER: Christian (Max) Schmidt, MD, PhD, MBA  
RECORDER: Melina R. Kibbe, MD



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PUBLICATIONS CHAIR: George P. Yang, MD

**5<sup>th</sup> Annual Academic Surgical Congress  
February 3-5, 2010 • San Antonio Marriott Rivercenter • San Antonio, TX**

**ASC 2010 SUPPORT OPPORTUNITIES**

**The Association for Academic Surgery (AAS)** is composed principally of young surgical faculty. The AAS recognizes that effective scientific and clinical research is paramount to advancement in the understanding and treatment of surgical diseases. Its mission, therefore, is to stimulate young surgeons to pursue careers in academic surgery and to support them in establishing themselves as investigators and educators. Founded in 1966, the AAS currently has over 2,800 active and senior members, many of whom are the current thought leaders in American surgery.

**The Society of University Surgeons (SUS)** has been recognized as the world's premier organization dedicated to the advancement of surgical sciences. SUS' 1,600 members are the leaders of academic surgery, who not only contribute daily to medical advancement, but also provide the training for the next generation of surgeons. With academic members from every leading medical institution in the United States, the SUS provides both corporate organizations and the public with key contacts to an elite group of surgeons.

We invite you to be a part of the **5<sup>th</sup> Annual Academic Surgical Congress**, February 3-5, 2010 at the Marriott San Antonio Rivercenter in San Antonio, Texas. Five years ago AAS (Association for Academic Surgery) and SUS (Society of University Surgeons) joined forces to create the Academic Surgical Congress. These groups share a similar mission: To improve the overall quality of surgical patient care through excellence in research and education.

By exhibiting and marketing your company at the 2010 **Academic Surgical Congress**, your organization will have invaluable access to the nation's most prominent academic surgeons—we expect **over 1000 surgeons to attend!**

Your support will not only help make the meeting a success, but will provide your organization with invaluable access and exposure to these academic surgeons. Exhibiting and Marketing Support Opportunities go quickly; you are encouraged to submit your application as soon as possible!

***Previous Academic Surgical Congress meetings:***

- |                                       |                 |
|---------------------------------------|-----------------|
| ➤ 2009 Location: Fort Meyers, FL      | Attendance: 985 |
| ➤ 2008 Location: Huntington Beach, CA | Attendance: 908 |
| ➤ 2007 Location: Phoenix, AZ          | Attendance: 779 |
| ➤ 2006 Location: San Diego, CA        | Attendance: 731 |

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**ASC 2010 SUPPORT OPPORTUNITIES**

**Platinum**

**\$20,000**

- Recognition in all promotional materials as a Platinum Level Supporter including Advance And Final Program (when support is confirmed by December 6, 2009)
- Recognition as supporter of AAS or SUS plenary session and one Quick Shot of your choosing
- Recognition as supporter of one afternoon break of your choosing
- Platinum Level Support acknowledged with sign for display in Exhibit Booth (booth not included with support level)
- Recognition as Platinum Level Supporter in AAS and SUS newsletters
- 5 complimentary meeting registrations
- Support acknowledged on flyer in meeting registration bag
- Logo on ASC Web site with a hyperlink to your organization's site
- 4 invitations to attend Sponsor Recognition Dinner with AAS and SUS Leadership
- Pre and post-meeting registration lists

**Gold**

**\$15,000**

- Recognition in all promotional materials as Gold Level Supporter including Advance and Final Program (when support is confirmed by December 6, 2009)
- Recognition as supporter of one Quick Shot Session of your choosing (better explanation)
- Platinum Level Support acknowledged with sign for display in Exhibit Booth (booth not included with support level)
- Recognition as Gold Level Supporter in AAS and SUS newsletters
- 4 complimentary meeting registrations
- Support acknowledged on flyer in meeting registration bag
- Logo on ASC Web site with a hyperlink to your organization's site
- 3 invitations to attend Sponsor Recognition Dinner with AAS and SUS Leadership
- Pre and post-meeting registration lists

**Silver**

**\$10,000**

- Recognition in all promotional materials as a Silver Level Supporter including Advance and Final Program (when support is confirmed by December 6, 2009)
- Recognition as supporter of one oral session of your choosing
- Platinum Level Support acknowledged with sign for display in Exhibit Booth (booth not included with support level)
- Recognition as Silver Level Supporter in AAS and SUS newsletters
- 3 complimentary meeting registrations
- Support acknowledged on flyer in meeting registration bag
- 2 invitations to attend Sponsor Recognition Dinner with AAS and SUS Leadership
- Logo on ASC Web site
- Post-meeting registration lists

**Bronze**

**\$5,000**

- Recognition in all promotional materials as a Bronze Level Supporter including Advance and Final Program (when support is confirmed by December 6, 2009)
- Bronze Level Support acknowledged with sign for display in Exhibit Booth (booth not included with support level)
- Recognition as Bronze Level Supporter in AAS and SUS newsletters
- 2 complimentary meeting registrations
- Support acknowledged on flyer in meeting registration bag
- Logo on ASC Web site
- 1 invitation to attend Sponsor Recognition Dinner with AAS and SUS Leadership
- Post-meeting registration lists

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**ASC 2010 EDUCATIONAL SUPPORT OPPORTUNITIES**

***Companies will receive recognition as a supporter of at each event through on-site signage, as well as benefits of the corresponding support level listed. All opportunities are exclusive sponsorship—act fast to ensure you get the opportunity of your choosing!***

***AWS Dinner***

**\$15,000**

The mission of the Association of Women Surgeons is to inspire, encourage, and enable women surgeons to realize their professional and personal goals. Long a tradition at the AAS meeting, and now part of the joint Congress, the Association of Women Surgeons Dinner provides a unique opportunity for interface among this key group of emerging leaders. The topic of this dinner is "The Future of Surgery". The keynote speaker's are Danielle Walsh, MD, FACS and Pamela Martin, MD FACS Director of Medical Education at Ethicon Endo-Surgery. This dinner is an important part of the professional development of surgeons with particular focus on women surgeons.

***Joel Roslyn Lecture***

**\$10,000**

As a valued member and President of the both societies (SUS 1995; AAS 1992), Dr. Roselyn was a prolific surgeon-scientist and an outstanding mentor for numerous current leaders in Surgery today. In honor of his contribution to academic surgery, the SUS has been delivering annual Joel J. Roselyn Commemorative Lecture for the past several years. Your company support at this level will be recognized as contributor this important lecture at the Academic Surgical Conference.

**Lecture topic:** "Role of the VA in Training Surgical Scientists"

**Presented by:** David H. Berger, MD, Professor and Vice Chair for Veterans' Affairs,  
Baylor Medical School

**Introduction by:** David A. Geller, MD, SUS President

***AAS Founders' Lecture***

**\$5,000**

The AAS Founders' Lecture is a keynote lecture. Surgical legends and Nobel laureates have given this distinguished lecture in the past. *Past AAS Founders Lecturers include:*

|                                    |             |
|------------------------------------|-------------|
| <i>Michael S. Brown, MD</i>        | <i>2000</i> |
| <i>Thomas E. Starzl, MD, PhD</i>   | <i>2001</i> |
| <i>John A. Mannick, MD</i>         | <i>2002</i> |
| <i>W. James Nelsom, PhD</i>        | <i>2003</i> |
| <i>Michael E. DeBakey, MD, PhD</i> | <i>2004</i> |
| <i>Louis J. Ignarro, MD</i>        | <i>2006</i> |
| <i>John Cameron, MD</i>            | <i>2007</i> |
| <i>Richard Gibbs, PhD</i>          | <i>2008</i> |

**SUS Plenary Session**

**\$5,000**

**Oral Sessions**

**\$3,000**

**AAS Plenary Session**

**\$5,000**

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**ASC 2010 EDUCATIONAL SUPPORT OPPORTUNITIES**

***Committee on Issues Lunch Session***

**\$25,000**

Do you want to support presentations relevant to your company? Do you want to reach a target audience? Are you interested in creating access to young thought leaders? We have designed specific opportunities to meet mutual education goals that create high impact visibility for your company. The topic is discussing "Conflicts with Conflicts of Interest". The keynote speaker's are Dr. Peter Angelos, Dr. Mary KligenSmith, Dr. Scott Lemaire, and Dr. Roger Foster. This dinner is an important part of the professional development of surgeons with particular focus on women surgeons. The symposium fee paid to the ASC goes to offset the room rental, the AV equipment rental, and registering attendees for this session. The opportunities fee does not include food and beverage.

***Quick Shot sessions (12 available)***

**\$3,000**

The Quick Shot sessions consist of a 3 minutes oral presentation, 5 slides maximum, and 2 minutes of discussion. Topics include Cardiothoracic, Clinical Trials and Outcomes, Education, Gastrointestinal/Foregut, Oncology, Pediatrics, Liver, Hernia Repair, Trauma and Critical Care, Vascular, Transplant, among others. There will also be a special Quick Shot Session for medical students.

***AAS Presidential Address***

**\$5,000**

Dr. Kevin Staveley-O'Carroll will present this 30-minute dissertation on related surgical topics. Always popular and well attended, this AAS Presidential Address is one of the most interesting sessions of the conference. Your company will be acknowledged for their support in the final program, signage and on the room slide before the lecture begins.

***SUS Presidential Address***

**\$5,000**

Dr. Dave A. Geller, M.D. will present this 30-minute dissertation on related surgical topics. Always popular and well attended, this SUS Presidential Address is one of the most interesting sessions of the conference. Your company will be acknowledged for their support in the final program, signage and on the room slide before the lecture begins.

***SUS Lifetime Achievement Award***

**\$5,000**

The Society of University of Surgeons initiated a Lifetime Achievement Award (LTAA) designed to recognize individuals who have had a sustained career in academic surgery with contributions to the surgical sciences. In addition, these individuals have demonstrated a commitment to the Society is evidenced by their attendance at the meetings yearly and active participation in discussion papers, attendance of the banquets and society functions. The Society of University of Surgeons seeks to honor and recognize these individuals to establish role models for younger generations of surgeons to honor and emulate their contributions to the science of surgery, and moreover to the Society of University Surgeons.

**Presented by:** Richard L. Simmons, M.D., distinguished Service Professor Of General Surgery, University of Pittsburgh, Pittsburgh, Pennsylvania

**Introduction by:** Timothy R. Billiar, M.D.

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**ASC 2010 EDUCATIONAL SUPPORT OPPORTUNITIES**

**Hot Topic:**

**\$5,000**

***“Expert Update: Hernia Component Separation: What’s new?”***

This is a 1.5 hour symposium that will be offered on Friday, February 5 from 11:30 am –1:00pm and is designed for general surgeons who devote a significant portion of their practice to complex hernia surgery. The symposium will have an outstanding panel of speakers:

*Expert Update: Component Separation: What’s new?*

Attila Nakeeb, MD

Moderator: C. Max Schmidt, MD

*Component separation: pros and cons of open vs laparoscopic*

Moderator: Mike J. Rosen, MD

*Dynamic abdominal wall reconstruction*

Moderator: J. Scott Roth, MD

*Component separation: the role of biologics and what technique (overlay, retrorectus, intraperitoneal)?*

Moderator: William A. Wooden, MD

**Hot Topic:**

**\$5,000**

***“Expert Update: Emerging Approaches to Primary and Secondary Malignancies of the Liver”***

This is a 1.5 hour symposium that will be offered on Friday, February 5 from 11:30 am – 1:00 pm designed for surgical oncologists, hepatobiliary surgeons and general surgeons who devote a significant portion of their practice to liver surgery.

*Expert Update: Emerging Approaches to Primary and Secondary Malignancies of the Liver*

Moderator: Timothy M. Pawlik, MD, MPH

*Colorectal Liver Metastasis: Defining the role of resection, local and systemic chemotherapy. Is there a new paradigm of care?*

Moderator: Steve Curley, MD

*Imaging the Liver: Promising Novel Pre- and Intra-Operative Imaging Modalities*

Moderator: David Geller, MD

*Treating Primary and Secondary Hepatic Malignancies with Radiofrequency or Microwave Ablation: Patient Selection and Outcomes*

Moderator: Robert Martin, III, MD

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**ASC 2010 MARKETING & VISIBILITY OPPORTUNITIES**

***Meeting Registration Bags***

**\$15,000**

Keep your company name in front of attendees all during the Congress! Every attendee receives this bag when they register and the bag includes all the key materials for the meeting. As the sponsor of the meeting registration bags, your company will choose the bag design and your company logo will be included on the bag.

***Lunch Reception in Exhibit Hall:***

**\$10,000**

This unique opportunity allows exclusive positioning where all the traffic keeps flowing! As sponsor of the lunch reception in the exhibitor hall, it will be easy for attendees to find you!

***Lanyards***

**\$5,000**

All attendees will be wearing your logo when you sponsor the lanyards. In addition to the standard sponsor recognition, the lanyards may include your company logo/slogan. ASC will need to approve design and cost for production is not included in sponsorship fee.

***Joint Executive Council Dinner***

**\$7,500**

Nothing triumphs the value of meeting face-to-face with your surgical colleagues, especially in a relaxed and festive atmosphere. This event celebrates the dedicated work of the AAS and SUS leaders over the past year. Several members of your team will have the opportunity to join in the celebration and forge relationships with this exclusive group.

***Tea & Coffee Breaks (per coffee break, 3 per day)***

**\$7,500**

Catering points will be located within the exhibition area for duration of the Congress. Sponsors will have their logo displayed at the catering points for one day. There will also be the opportunity to provide additional branded items, overprinted napkins, cups, bottled water, etc.

***Key Cards***

**\$5,000**

Want to make a big visual impact? Put your company's artwork on the hotel room key cards for the 2010 ASC. One of the first things attendees will see upon arrival, and something they will continue to use and see everyday, is their hotel room key card. Put your company logo and the meeting logo on the room key for high visibility. The cost opportunities fee does not include production cost.

***Turndown Chocolates***

**\$5,000**

A chocolate on the pillow has long been the standard way for high-end hotels to tuck in guests at night. Why not consider putting your company name or logo on the chocolate item of your choice- ensuring the visibility your industry leader needs 1,000 over! The cost opportunities fee does not include production cost.

***Internet Café***

**\$5,000**

Want attendees lining up for your company? Support the e-mail stations and make this dream a reality. Get great exposure as attendees check e-mail and stay connected. Sponsors receive wallpaper screen savers on two Internet stations. Sponsors may also provide notepads, pens, and mouse pads for the area.

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**ASC 2010 SPONSOR & MARKETING OPPORTUNITIES APPLICATION**

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Contact Person \_\_\_\_\_ E-Mail: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**Support Confirmation:** Initial next to the Item to confirm your support:

\*\*\* **HIGHER LEVEL SPONSORSHIP AVAILABLE IF DESIRED.** To discuss optimal details, please contact Jill Smith at (310). 437.1606 ext. 114 or e-mail [jill@asurg.org](mailto:jill@asurg.org) \*\*\*

|   |          |  |
|---|----------|--|
| Platinum Level Sponsor                  | \$20,000 |  |
| Gold Level Sponsor                      | \$15,000 |  |
| Silver Level Sponsor                    | \$10,000 |  |
| Bronze Level Sponsor                    | \$5,000  |  |
| Other Marketing Opportunity: (write In) | \$       |  |
| Other Marketing Opportunity: (write In) | \$       |  |

TOTAL SUPPORT COST: \$ \_\_\_\_\_ TOTAL AMOUNT ENCLOSED: \$ \_\_\_\_\_

Circle one: Check (payable to Academic Surgical Congress)    Visa    MasterCard    AmEx

Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

**Mail Sponsor and Marketing Opportunities Application with payment to:**

Academic Surgical Congress  
 11300 W Olympic Boulevard, Suite 600  
 Los Angeles, CA 90064

**Fax Application with credit card information to:** 310.437.0585  
**Contact:** Jill Smith (Tel: 310.437.0585 ext.114 or E-mail: [jill@asurg.org](mailto:jill@asurg.org))

**For ASC Use Only:**

Deposit Paid: \_\_\_\_\_ Date Received: \_\_\_\_\_ Method: \_\_\_\_\_

Balance Paid: \_\_\_\_\_ Date Received: \_\_\_\_\_ Method: \_\_\_\_\_

Sponsor Level: \_\_\_\_\_ Other Marketing: \_\_\_\_\_

Confirmation Mailed: \_\_\_\_\_ Initialed: \_\_\_\_\_

Visit: [www.AcademicSurgicalCongress.org](http://www.AcademicSurgicalCongress.org)

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**ASC 2010 HOTEL INFORMATION**

**SAN ANTONIO MARRIOTT RIVERCENTER**

101 Bowie Street  
San Antonio, TX 78205 USA  
Toll-free: 1-800-648-4462  
Phone: 1-210-223-1000  
Fax: 1-210-223-6239

Website: <http://www.marriott.com/hotels/travel/satrc-san-antonio-marriott-rivercenter/>

The San Antonio Marriott Rivercenter hotel on the San Antonio River Walk is a magnificent 38-story building, offering 86 luxurious suites and 915 wonderfully appointed guestrooms. Conveniently located near many great activities including shopping at the Rivercenter Mall connected the hotel, on-site dining and entertainment, and the cultural and historical landmarks of San Antonio such as the world famous Alamo. The Marriott Rivercenter is one of the most high-tech hotels on the River Walk with Marriott Plug-In Technology, LCD TVs, premium cable, and high-speed Internet in each guest room. Be sure too check out our sizzling River Walk restaurant, Sazos Latin Grill, where guests will enjoy a stimulating fusion of Latin and Spanish flavors in both the menu and the ambiance.

**11300 WEST OLYMPIC BLVD., SUITE 600 \_ LOS ANGELES, CA 90064  
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