

**ASSOCIATION FOR ACADEMIC SURGERY
EXECUTIVE OFFICERS**

PRESIDENT: Dan Albo, MD, PhD
PRESIDENT-ELECT: Scott A. LeMaire, MD
SECRETARY: Lillian S. Kao, MD, MS
TREASURER: Timothy Pawlik, MD, MPH
RECORDER: Melina R. Kibbe, MD



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TREASURER: David Hackman, MD, PhD
PUBLICATIONS CHAIR: Dev Desai, MD

**6th Annual Academic Surgical Congress
February 1 – 3, 2011 • Huntington Hyatt • Huntington Beach, CA**

ASC 2011 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 **6th Annual Academic Surgical Congress**, February 1-3, 2011 at the Huntington Hyatt in Huntington Beach, CA. Seven 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 sponsoring or marketing your company at the **2011 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:

- | | |
|---------------------------------------|-----------------|
| ➤ 2010 Location: San Antonio, TX | Attendance: 925 |
| ➤ 2009 Location: Fort Meyers, FL | Attendance: 885 |
| ➤ 2008 Location: Huntington Beach, CA | Attendance: 895 |
| ➤ 2007 Location: Phoenix, AZ | Attendance: 775 |
| ➤ 2006 Location: San Diego, CA | Attendance: 731 |

**11300 WEST OLYMPIC BLVD., SUITE 600 LOS ANGELES, CA 90064
Phone: (310) 437-0555 Fax: (310) 437-0585
www.academicsurgicalcongress.org**

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ASC 2011 SUPPORT OPPORTUNITIES***Diamond*****\$30,000**

- Recognition in all promotional materials as a Diamond Level Supporter including Advance And Final Program (when support is confirmed by December 6, 2010)
- Recognition as Diamond Level Support of State of the Art Lecture and one Hot Topic Session of your choosing
- Recognition as Diamond Level Supporter acknowledged with sign for display in Exhibit Booth (booth not included)
- Recognition as Diamond Level Supporter in AAS and SUS newsletters
- Support acknowledged on flyer in meeting registration bag
- Logo on ASC Web site with a hyperlink to your organization's site
- Post-meeting registration lists

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, 2010)
- 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
- Support acknowledged on flyer in meeting registration bag
- Logo on ASC Web site with a hyperlink to your organization's site
- 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, 2010)
- Recognition as supporter of one Quick Shot Session of your choosing
- Gold 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
- Support acknowledged on flyer in meeting registration bag
- Logo on ASC Web site with a hyperlink to your organization's site
- 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, 2010)
- Recognition as supporter of one oral session of your choosing
- Silver 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
- Support acknowledged on flyer in meeting registration bag
- 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, 2010)
- 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
- Support acknowledged on flyer in meeting registration bag
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ASC 2011 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!

Joel J. Roslyn Lecture

\$10,000

As a valued member and President of the both societies (SUS 1995; AAS 1992), Dr. Roslyn 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: Talk Title TBD

Presented by: Selwyn Vickers, MD, Associate Director, Translational Research Program and Jay Phillips Professor and Chairman, Department of Surgery, Masonic Cancer Center, University of Minnesota, Minneapolis, Minnesota

Introduction by: Dai Chung, MD, SUS President

AAS Founders' Lecture

\$7,500

The AAS Founders' Lecture is a keynote lecture. Surgical legends and Nobel laureates have given this distinguished lecture in the past. The AAS Founders' Lecture will take place on Wednesday, February 2, 2011 between 10:00am - 11:00am. *Past AAS Founders Lecturers include:*

Topic: "Talk Title TBD- topic on Global Health"

Presented by: Haile Debas, MD, Executive Director, Global Health Services, University of California San Francisco, San Francisco, California

Introduction: Dan Albo, MD, PhD, AAS President

Association of Women Surgeons Luncheon

\$10,000

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 luncheon is "Global Surgery: Scope, Approaches, and the Role of the Academic Health Institution." The keynote speakers are Steve W. Bickler, MD, Henri Ford, MD, Diana Farmer, MD and Haile Debas, MD. This luncheon is an important part of the professional development of surgeons with particular focus on women surgeons.

Committee on Issues Lunch Session

\$15,000

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 "Health Care Reform-Anticipated Impacts on Academic Surgery". The keynote speaker's are Dr. Julie Ann Sosa, MD, Dr Sam R.G Finlayson, MD and Dr. Frank G. Opelk, MD. This luncheon will take place on Wednesday, February 2, 2011 between 12:00noon - 1:30pm.

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ASC 2011 EDUCATIONAL SUPPORT OPPORTUNITIES

Quick Shot sessions

\$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. Dan Albo, MD, PhD, AAS President 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.

Lecture Topic: Talk Title TBD

Introduction by: Scott A. LeMaire, MD, AAS President- Elect

SUS Presidential Address

\$5,000

Dr. Dai Chung, 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.

Lecture Topic: Talk Title TBD

Introduction by: Daniel R. Meldrum, MD, SUS President-Elect

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. The SUS Lifetime Achievement Award will take place on Tuesday, February 1, 2011 between 11:00am - 11:30a.

Presented by: Benjamin Eiseman, MD, Emeritus, Professor of Surgery and Medicine

Institution: University of Colorado Medical School, Denver, Colorado

Introduction by: Ernest E. Moore, MD

Oral Sessions

\$3,000

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Hot Topic

\$25,000

" Expert Update: Curbside Vascular Consult: Answers to Commonly Asked Questions"

The purpose of the Vascular Hot Topics session is provide the audience with commonly encountered clinical scenarios for which the Vascular Surgeons are often consulted for during the course of hospitalization. The goal of the session is to present distinct clinical entity and provide a clear and concise picture of current treatment approach as based upon up to date evidence. The rapid fire presentation approach was chosen to allow for presentation of multiple scenarios on discrete topics. This is a 1.5 hour symposium will be offered on Tuesday, February 1, 2010 from 11:30am -1pm.

Topic	Speaker	Moderator
<i>Should we treat Tibial DVT?</i>	Dr. Peter Henke, University of Michigan	TBD
<i>Should we remove that Vena Cava Filter?</i>	Dr. Murry Shames, University of South Florida	TBD
<i>My Patient has Heparin Induced Thrombocytopenia, What do I do now?</i>	Dr. Leila Mureebe, University of Duke	TBD
<i>How Long Should I Wait to Operate on a Patient after a Coronary Stent?</i>	Dr. Alan Dardik, MD, University of Nebraska	TBD
<i>Is Endovascular Repair Now the Gold Standard for Traumatic Aortic Transection?</i>	Dr. Iraklis Pipinos, University of Nebraska	TBD
<i>Should I use Ultrasound of Central Venous Access?</i>	Dr. Jason Johanning, University of Nebraska	TBD
<i>My Patient has an Significant Carotoid Stenosis and Needs a Major Operation: Operate, Stent or Do Something?</i>	Dr. Peter Nelson, University of Florida	TBD
<i>Is There a Role for Percutaneous Angiography with Modern CT Angiography?</i>	Dr. Melina Kibbe, Northwestern University	TBD

Hot Topic

\$25,000

" Expert Update: Robotic Assisted Minimally Invasive Surgery"

This session is designed to introduce the practicing surgeon to results of state of the art robotic assisted procedures in thoracic and pancreatic hepatobiliary surgery. The participant will also be introduced to emerging technological advancements and discussion of the how to integrate these advances into current practice. This is a 1.5 hour symposium that will be offered on Thursday, February 3, 2010 from 12noon - 1:30pm.

Topic	Speaker	Moderator
<i>Robotic Approaches to Thoracic Disease</i>	Bernard Park	Herbert J Zeh, III and James Moser
<i>Results of Robotic Assisted Complex Pancreatic Hepatobiliary Procedures</i>	James Moser, Allan Tsung and Herbert J. Zeh	Herbert J Zeh, III and James Moser
<i>Single Port Robotic Assisted Surgery: Future is Now</i>	Sri Chalikonda	Herbert J Zeh, III and James Moser
<i>Robotic Bariatric Surgery</i>	Myriam Curet	Herbert J Zeh, III and James Moser
<i>Endoluminal Robotics: A glimpse at the future</i>	Juliana Bingener-Casey	Herbert J Zeh, III and James Moser

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Hot Topic **\$25,000**
" Expert Update: Tissue-based Individualized Cancer Care: From Promises to Practice"

The objective of this session will be to educate surgical investigators on the concepts and opportunities available today to surgeons interested in developing research interests focused on tissue-based profiling. In addition, the session will highlight some of the unique challenges relevant to this field of research. Current approaches to these challenges will be discussed using examples from both incipient programs and currently accruing protocols. This is a 1.5 hour symposium that will be offered on Tuesday, February 1, 2010 from 11:30am - 1pm.

Topic	Speaker	Moderator
<i>A randomized trial using Molecular Individualization</i>	Dr. Laura Esserman	Dr. Roderich Schwarz
<i>Biobanking and Tissue Repositories</i>	Dr. William Grizzle	Dr. Roderich Schwarz
<i>Taking Molecular Individualization from the bench to Industry to the Clinics</i>	Steven Shank	Dr. Roderich Schwarz
<i>A Introduction to the Challenges of Molecularly-Based Personalized Cancer Care</i>	Dr. John Mansour	Dr. Roderich Schwarz

Hot Topic **\$25,000**
" Expert Update: Development of Biotechnology and Medical Devices"

This format of this symposium is four 15 minute presentations followed by a 30 minute panel discussion that will be offered on Thursday February 3, 2010 from 12noon -1:30pm and is designed for academic surgeons involved in the process of performing basic and clinical research with the goal of improving patient care. Part of the process of translation is the actual process of creating a product, securing intellectual property, obtaining funding and performing the testing required to get the product to the market. The issues to be discussed are how to go from an idea to the market from getting the IP to getting funding to starting a company or selling the idea to industry. The purpose is to understand the research and development work that goes into making a successful product that can impact patients' lives.

****Topics, Speakers and Moderators for Hot Topic Session on Development of Biotechnology and Medical Devices to be confirmed. Please contact Jill Smith, Development Director for information on 310.437.1606 ext 114 or email jill@aa surg.org****

SUS Plenary Session **\$5,000**

This year's highest-rated abstracts are presented to more than over 900 surgeons during the General Sessions. The SUS Plenary Session will take place on Tuesday, February 1, 2011 between 1:00pm - 3:30pm.

Moderators: Dai H. Chung, MD and O. Joe Hines, MD

AAS Plenary Session **\$5,000**

This AAS Plenary Session at the ASC is packed with impressive speakers and topics of broad interest to the entire convention body of speakers

Moderators: Daniel Albo, MD, PhD, and Melina Kibbe, MD

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ASC 2011 PRODUCT MARKETING OPPORTUNITIES

Door Drops

Hotel Room drops are available at The Academic Surgical Congress Annual Conference. For more information concerning door drops, please contact Jill Smith on 1.310.437.1606 ext. 114 or email at jill@aasurg.org

Price: TBA

Daily Schedule Display:

This is a 7' high x 12' wide, attractive lighted display listing the hour-by-hour meeting agenda- with your product ad prominently featured in the middle panel. Almost all of the 1,000 registrants will look at the display several times daily to check the meeting schedule.

\$20,000

Lanyards

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.

\$6,000 (plus cost)

Bottle Water Guest Rooms

Provide The Academic Surgical Congress meeting attendees with a complimentary bottle of water in their hotel room. Your brand can be displayed on the label. Three opportunities are available- Tuesday through Thursday. (Sponsor is responsible for purchase of the bottled water and will work directly with the hotel on its distribution.)

\$5,000 (per day)

Hotel Room Key Promotion

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.

\$7,000 (plus cost)

Turndown Chocolates

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.

\$5,000 (plus cost)

Wall Banners

Generate high visibility of your product and message by sponsoring two wall banners in the highest traffic areas of the meeting site. Attendees can't miss your message as they enter the Hall. (Banner size and location to be determined. Production cost and placement of banner not included in the sponsorship fee.)

\$7,500 (plus cost)

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Visit: www.AcademicSurgicalCongress.org

ASC 2011 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:

To discuss optimal details, please contact Jill Smith, Development Director on (310). 437.1606 ext. 114 or e-mail jill@asurg.org ***

Diamond Level Sponsor	\$ 30,000	
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: 310.437.1606 ext.114 or E-mail: jill@asurg.org)

For ASC Use Only:

Deposit Paid: _____ Date Received: _____ Method: _____

Balance Paid: _____ Date Received: _____ Method: _____

Sponsor Level: _____ Other Marketing: _____

Confirmation Mailed: _____ Initialed: _____

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ASC 2011 HOTEL INFORMATION

Hyatt Regency Huntington Beach

21500 Pacific Coast Highway
Huntington Beach, CA 92648 USA

Phone: 1-714-698-1234

Fax: 1-714-845-4990

Website: www.huntingtonbeach.hyatt.com

Shimmering views of the Pacific and luxurious amenities await you at the oceanfront Hyatt Regency. This stunning, Spanish-inspired hotel will delight your every sense, with pampering spa treatments, irresistible restaurants, ocean adventures and superior service. Enjoy access to endless activities at the hotel including a heated pool, direct beach access, surf pros, biking, and more. Just beyond our doors you will find Disneyland, Knott's Berry Farm and the Aquarium.

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