

7th ANNUAL ACADEMIC SURGICAL CONGRESS

FEBRUARY 14-16, 2012

Encore Hotel ♦ Las Vegas, Nevada



Exhibitor Prospectus 2012

EXHIBITOR PROSPECTUS 2012

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 2,500 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's 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 7th Annual Academic Surgical Congress, February 14-16, 2012 at the Wynn | Encore Resort, Las Vegas, NV. 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 exhibiting and marketing your company at the **2012 Academic Surgical Congress**, your organization will have invaluable access to the nation's most prominent academic surgeons—**over 1,000 surgeons expected 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

YEAR	LOCATION	ATTENDANCE
2011	Huntington Beach, CA	1,076
2010	San Antonio, TX	910
2009	Fort Meyer, FL	885
2008	Huntington Beach, CA	895



EXHIBIT SCHEDULE

EXHIBITOR SET-UP: Monday, February 13, 2012, 1:00 pm - 6:00 pm

EXHIBITOR BREAK DOWN: Thursday, February 16, 2012, 3:30 pm - 7:00 pm

Exhibits located in Encore Ballroom 2

Tuesday, February 14, 2012

◆ 9:30 am - 4:00 pm

9:30 am - 10:00 am

11:30 am - 1:00 pm

3:30 pm - 4:00 pm

4:00 pm - 6:30 pm

6:30 pm - 10:00 pm

Exhibits Open

Morning Break in Exhibit Hall

Lunch in Exhibit Hall

Afternoon Break in Exhibit Hall

Exhibits Closed – Break for Exhibitors

Welcome Reception in Exhibit Hall

Wednesday, February 15, 2012

◆ 9:30 am - 4:00 pm

9:30 am - 10:00 am

3:30 pm - 4:00 pm

Exhibits Open

Morning Break in Exhibit Hall

Afternoon Break in Exhibit Hall

Thursday, February 16, 2012

◆ 9:30 am - 3:30 pm

9:30 am - 10:00 am

12:00 pm - 1:30 pm

3:00 pm - 3:30 pm

Exhibits Open

Morning Break in Exhibit Hall

Lunch in Exhibit Hall

Afternoon Break in Exhibit Hall

New!

EXHIBIT PASSPORT PROGRAM

To encourage attendees to visit all the exhibits, they will receive a "passport" that can be stamped by a percentage of exhibitors. The passports will be distributed to attendees when they check in to receive their badge and Meeting Program. If an attendee receives enough stamps, he/she will be eligible to enter a drawing for a free Apple iPad! A drop box for the stamped passports will be provided. The winner's name will be drawn and they will be notified before the conclusion of the Meeting. More details will be provided in the Exhibitor Confirmation Kit.

EXHIBIT RULES AND REGULATIONS

Exhibits will be set up in a prime location, which will provide you with MAXIMUM exposure to the attendees. Open exhibit hall hours allow ample time for attendees to tour the exhibit hall and your opportunity for interaction with the attendees. Specifically, during dedicated exhibit times, attendees have no other meeting obligations and may be particularly engaged by exhibits. Contracted security will monitor the area during the hours the Exhibit Hall is closed; however, exhibitors should take all precautions to secure valuable materials and equipment and neither the hotel nor show management will be held liable.

Exhibit Fees and Specifications

All exhibits are assigned on a first come, first served basis. There is a **\$300 discount** on exhibit fee if the application is received prior to the **October 28 Early Bird Deadline**.

- ◆ **Early Bird Fee** (prior to October 28): **6' tabletop: \$2,000**
- ◆ **Standard Fee** (on or after October 28): **6' tabletop: \$2,300**

Payment Schedule:

- A deposit of 50% of the total exhibit fee must accompany the signed application.
- Total balance due: December 16, 2011
- Please make check payable to Association for Academic Surgery.

Services Excluded

Exhibit 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 Service Kit.

Exhibit Space

6' draped tabletop will be assigned. Each space will include (1) 6' draped table, (2) chairs and (1) wastebasket. Exhibits will be set-up in the prime location of Encore Ballroom 2. Attendees will need to pass through the exhibits to get to the educational session rooms. Exhibits will be arranged so as not to obstruct the view of other exhibitors.

Subleasing of Space

Exhibitors may not sublet their space, nor any part thereof, or make any arrangements for display by a non-exhibiting company.

Fire, Safety and Health

The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. All exhibit equipment and materials must be located within the booth. Only fireproof materials may be used in displays and the exhibitor must take all necessary fire precautions. No combustible material will be stored in or around exhibits.

Labor

Rules and regulations for union labor are made by the local unions and may change at any time. Where union labor is required because of building or contractor requirements, it will be necessary for the exhibitor to comply with these regulations. Information regarding specific regulations, which are applicable, may be obtained from the official contractor. Display, painters, carpenters, electricians, and other skilled labor can be arranged through the official contractor at established rates. Labor order forms will be included in the exhibitor service manual.

Sound Devices and Lighting

Public address, sound-producing or amplification devices that project sound must be kept at a conversational level and must not interfere with other exhibitors. Any form of attention-getting devices or presentations must be terminated when crowds obstruct aisles or infringe upon another exhibitor's display. ASC reserves the right to restrict the use of glaring lights or objectionable lighting effects. Music, whether vocal or instrumental, is prohibited.

Delivery and Removal During Show

Under no circumstances will the addition to or removal of any portion of an exhibit be permitted during show hours. All exhibits must remain intact until the close of the show. Installation must occur only during the installation times designated in the Exhibitor Information brochure. **All exhibits must be properly installed no later than 8:00 am on Tuesday, February 14, 2012** for the final inspection of the exhibit hall by show management. **Teardown may not begin until after 3:30 pm on Thursday, February 16, 2012 and must be completed by 7:00 pm.** Early dismantle and/or removal of an exhibit may result in the financial penalty of \$500 and/or loss of exhibit privileges for future shows.

Exhibitor Personnel

A company specialist who is qualified to discuss details of their company's products or services should staff the exhibit booth. At least one (1) representative must be present in the exhibitor's booth during official exhibit hours. A Badge Registration Form will be sent to exhibiting companies and must be completed and returned in order to pre-register all company personnel. A total of four (4) exhibitor badges are included in the exhibit fee. Additional badges are available for purchase at a cost of \$100.00 per badge.

Handouts and Giveaways

Distribution of advertising material and souvenirs must be confined to the exhibitor's space. Canvassing or distribution of advertising material or souvenirs in the exhibit area by representatives of non-exhibiting firms is strictly forbidden. Selling of merchandise on the exhibit floor is strictly prohibited.

Food and Beverage

Exhibitor distribution of food and beverages is not permissible.

Security

ASC will provide security after activities are concluded each day and throughout the evening. In addition, the hotel will provide general security on a 24-hour basis. ASC makes no guarantee, express or implied, that the services it furnishes will avert or prevent occurrences, which may result in loss or damage. Exhibitors should make arrangements to secure materials and equipment at times when the exhibit is not staffed.

Show Management

The exhibition is organized and managed by the ASC. Any matters not covered in these Rules and Regulations are subject to the interpretation of the ASC Executive Committee and all exhibitors must abide by their decisions. Exhibitors must comply with the Encore Hotel policies and procedures.

Trademarks

ASC will be held harmless for any trademark, trade name, copyright or patent infringement on any printed materials belonging to or distributed by any exhibitor.

Cancellation Policy

A \$500 fee per exhibit will be assessed on all cancellations received on or before December 16, 2011; no refunds will be processed after December 16, 2011.

Failure to Occupy Space

Space not occupied by 8:00 am on Tuesday, February 14, 2012, will be forfeited by and their space may be resold, reassigned or used by exhibit management without refund.

Solicitation of Exhibitors

No persons will be permitted in the exhibit area for the purpose of soliciting advertising or other exhibit space without the express written permission of ASC.

Liability

The Academic Surgical Congress (ASC) will not be liable for loss or damage to the property of exhibitors or their representatives or employees from theft, fire, accident or other causes. ASC will not be liable for injury to exhibitors or their employees or for damage to property in their custody, owned or controlled by them, which claims for damages, injury, etc., may be incident to or arise from, or be in any way connected with their use or occupation of display space, and exhibitors will indemnify and hold harmless against such claim. The exhibitor assumes all liability for any damage to the facility's floor, walls, lighting fixtures, etc. as a result of exhibitor negligence. The exhibitor will hold the Association of Academic Surgeons (AAS), the Society of University Surgeons (SUS), ASC and Encore Hotel harmless from any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property occurring within the Encore Hotel or property adjacent thereto occasioned by any act, neglect or wrongdoing of the exhibitor or any of its officers, agents, representatives, guests or employees, invitees or other persons permitted by the exhibitor upon the premises, and the exhibitor will at its own cost and expense defend and protect the AAS, SUS, ASC and Encore Hotel against any and all such claims or demands.

SCHEDULE OF EVENTS

Tuesday, February 14, 2012

AAS New Member Breakfast

SUS Foundation Breakfast

Quick Shot Oral Presentation Session 1

Exhibits Open 9:30 am - 4:00 pm

★ **Break in Exhibits (9:30 am - 10:00 am)**

Opening Ceremonies

SUS Presidential Address

SUS Lifetime Achievement Award

Issues Committee Session

Hot Topic Session

★ **Lunch in Exhibits (11:30 am - 1:00 pm)**

SUS Plenary Session

Basic Scientific Plenary Session

★ **Break in Exhibits (3:30 am - 4:00 pm)**

State-of-the-Art Lectures

SUS Business Meeting

AAS Medical Student Quick Shot Session

SUS Foundation Reception

★ **Welcome Reception in Exhibit Area
(6:30 pm - 10:00 pm)**

SUS Presidential Reception

Wednesday, February 15, 2012

SUS Grantmanship Session

Integrated Oral Session I

Exhibits Open 9:30 am - 4:00 pm

★ **Break in Exhibits (9:30-10:00 am)**

AAS Presidential Address

AAS Founders Lecture

Resident/Student Lunch: Meet the AAS Leadership

Association of Women Surgeons Luncheon

AAS Plenary Session

Outcomes Plenary Session

★ **Break in Exhibits (3:30-4:00 pm)**

SUS Joel J. Roslyn Lecture

SUS New Member Poster Session

Research Vice Chair Meeting

AAS Business Meeting

Joint Social Reception

AAS Presidential Reception

Thursday, February 16, 2012

Integrated Oral Session II

Exhibits Open 9:30 am - 3:30 pm

★ **Break in Exhibits (9:30 am - 10:00 am)**

AAS Research Awards

SUS Research Awards

Education Plenary Session

Education Committee Session

Hot Topic Session

★ **Lunch in Exhibits (12:00 pm - 1:30 pm)**

Outcomes Panel Discussion

★ **Break in Exhibits (3:00 pm - 3:30 pm)**

Quick Shot – Oral Paper Session II

SPONSORSHIP AND MARKETING OPPORTUNITIES

Excellent visibility opportunities are available in order to enhance your presence at the meeting. From level sponsorships to marketing and visibility opportunities, ensure that your company gets recognized at the 7th Annual ASC! For more information, please contact Jill Smith at 310.437.1606, ext. 114, or jill@asurg.org.

Hotel Information

Encore Hotel at the Wynn

3131 Las Vegas Blvd. South

Las Vegas, NV 89109

P: 702.770.7000

P: 877.321.WYNN (9966)

F: 702.770.1571

www.wynnlasvegas.com

Show Management

Association of Academic Surgeons (AAS)

11300 W. Olympic Blvd., Suite 600

Los Angeles, CA 90064

www.aasurg.org

Contact: Jenay Root

P: 310.437.1606, ext. 127

F: 310.437.0585

E: jenay@bscmanagement.com

Society of University Surgeons (SUS)

341 N. Maitland Ave., Suite 130

Maitland, FL 32751

Contact: Phil Pyster

P: 407. 647.7714

E: phil@crowsegal.com

ASC Exhibits Contact

Jenay Root, 310.437.1606, ext. 127

ASC Sponsorships Contact

Jill Smith, 310.437.1606, ext. 114

7th ANNUAL ACADEMIC SURGICAL CONGRESS

Exhibitor Form/Contract 2012



Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Pre-Show Contact Information

Name: _____ Title: _____

Phone: _____ Email: _____

Exhibit Fees

6' tabletop at \$2,000 (on or before 10/28/2011)

6' tabletop at \$2,300 (after 10/28/2011)

I do not wish my space to be adjacent to (list no more than three companies): _____

Spaces will be assigned at the sole discretion of show management and will be based on the date Exhibitor Form is received and consideration of competition. Floor plan will be provided. Payment must be made in full to secure your space. No specific space guarantees will be made until payment is received.

Exhibitor Agreement: We agree to abide by the exhibit specifications outlined by the Academic Surgical Congress (ASC) and to all conditions under which the exhibit area is leased to ASC. Said exhibit specification and conditions become a part of this contract. We agree to abide by specific exhibit set-up and teardown schedules as arranged by the ASC. ASC reserves the right to re-arrange floor plan where necessary to facilitate a successful traffic flow. Full payment is enclosed.

Authorized Signature: _____ Date: _____

(Must be signed to be accepted)

Payment Information:

TOTAL ENCLOSED: \$ _____

Check (payable to Academic Surgical Congress)

Card (Circle one: Visa MasterCard American Express)

Card #: _____ Exp. Date: _____ CVV: _____

Billing Address: _____

Name on Card: _____

Authorized Signature: _____

Mail Exhibitor Form with payment to: Academic Surgical Congress

11300 W. Olympic Blvd., Suite 600 ♦ Los Angeles, CA 90064

Fax or Email Exhibitor Form with credit card information to: 310.437.0585 or 310.424.3398

Exhibit Contact: Jenay Root ♦ P: 310.437.1606, ext. 127 ♦ E: jenay@asurg.org