



Early Bird  
Exhibitor  
Deadline  
**November  
15, 2019**



15<sup>th</sup>  
Annual  
**Academic  
Surgical  
Congress**

## **2020 Exhibitor Prospectus**

February 4-6, 2020  
Hilton Buena Vista Palace, Orlando

[www.academicsurgicalcongress.org](http://www.academicsurgicalcongress.org)

# 15<sup>th</sup> Annual Academic Surgical Congress



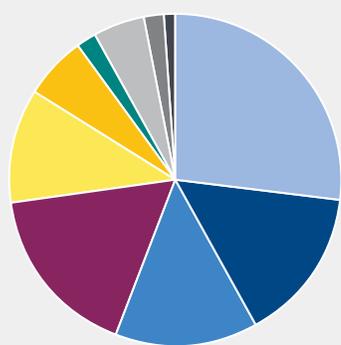
The ASC is a joint meeting of the two leading associations for academic surgery – **The Association for Academic Surgery (AAS)** and **The Society of University Surgeons (SUS)**. Together the AAS and SUS boast more than 6,000 members from leading institutions nationwide.

The AAS and SUS invite you to be a part of the **15th Annual Academic Surgical Congress (ASC)** to be held February 4-6, 2020 at the Hilton Buena Vista Palace, Orlando.

More than 2,000 academic surgeons from a breadth of disciplines will participate. Medical students, residents and young surgeons will be acknowledged for their thought provoking work and established surgical leaders will present keynote addresses.

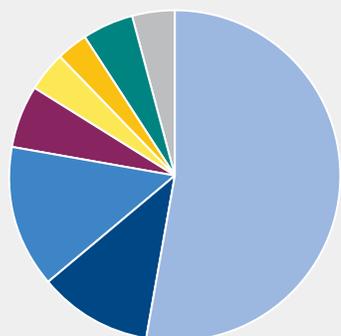
Please join us and take this opportunity to interface with the nation’s most prominent academic surgeons.

**Exhibiting and Support Opportunities go quickly; you are encouraged to submit your application as soon as possible!**



## RANK

- Resident – 27%
- Associate Professor – 15%
- Medical Student – 14%
- Assistant Professor – 17%
- Professor – 11%
- Fellow – 6%
- Instructor – 2%
- Postdoctoral Fellow – 5%
- Graduate Student – 2%
- Undergraduate – 1%



## SPECIALTY

- General Surgery – 53%
- Pediatric Surgery – 11%
- Surgical Oncology – 14%
- Vascular Surgery – 6%
- Endocrine Surgery – 4%
- Transplant Surgery – 3%
- Colorectal Surgery – 5%
- Plastic Surgery – 4%

## ACADEMIC SURGICAL CONGRESS 2020 INTERACTIVE EXHIBITS

### Learn > Play > Compete

*The average ratio of ASC attendees to exhibitors is more than 300 to 1!*

To make those numbers work to your advantage the ASC encourages each exhibiting company to feature an interactive, competitive component at their booth. Some examples include a hands-on skills module, a game or a quiz which will challenge attendees to successfully complete quickly. The task or game can require the use of your product or relate to the use of your product or service.

#### How It Works

- Task/game should not be longer than 3 minutes
- Devise a scoring system for the featured assignment
- Record and post the name or initials of the attendee participant along with their score in your booth. This can be as simple as a sign in sheet with the name and score. You may also Tweet competition updates: **#asc2020**.
- Prizes will be awarded to the top three scoring attendees. (Prizes provided by the ASC). Winners will be notified of their prize via Tweets at #asc2020.

#### EXHIBIT SCHEDULE

*Exhibits located in the Citron Foyer*

**Exhibit Set-Up:** Monday, February 3, 2020, 1:00 pm – 6:00 pm

**Exhibit Break Down:** Thursday, February 6, 2020, 1:30 pm – 4:30 pm

The schedule is subject to change. Exhibitors will be notified of any schedule changes.

#### Tuesday, February 4, 2020

9:30 am – 4:00 pm	Exhibits Open
6:30 pm – 7:30 pm	Exhibits Open (Welcome Reception)
9:30 am – 10:00 am	Morning Break
3:30 pm – 4:00 pm	Afternoon Break
4:00 pm – 6:30 pm	Exhibits Closed – Break for Exhibitors
6:30 pm – 7:30 pm	Welcome Reception

#### Wednesday, February 5, 2020

9:30 am – 4:30 pm	Exhibits Open
9:30 am – 10:00 am	Morning Break
2:30 pm – 3:00 pm	Afternoon Break

#### Thursday, February 6, 2020

9:00 am – 1:30 pm	Exhibits Open
9:30 am – 10:00 am	Morning Break
1:30 pm	Exhibit Hall Closes

# GENERAL INFORMATION

## EXHIBIT FEES & SPECIFICATIONS

All booths are assigned on a first come, first served basis. There is a **\$300 discount** on the exhibit fee if the application is received prior to the Early Bird Deadline on November 15, 2019.

### Booth Size:

Standard booth size for the ASC will be 8' x 10'

- Early Bird Fee (prior to November 15, 2019): **6' Tabletop: \$2,000**
- Standard Fee (on or after November 15, 2019): **6' Tabletop: \$2,300**

## PAYMENT SCHEDULE

- A deposit of 50% of the total exhibit fee must accompany the signed application
- Total balance due on December 6, 2019
- Please make check payable to Academic Surgical Congress

## EXHIBIT SPACE

Each space will include (1) 6' draped table, (2) chairs and a tabletop tent sign with company name and space number. Exhibits will be set up in the Citron Foyer.

## SERVICES EXCLUDED

Exhibit fee does not include the following services: drayage, electricity or audio visual. Information regarding these items will be included in the Exhibitor Confirmation email.

## ASSOCIATION INFORMATION



### Association for Academic Surgery (AAS)

11300 W. Olympic Blvd., Suite 600  
Los Angeles, CA 90064  
PHONE: 310-437-1606  
FAX: 310-437-0585  
EMAIL: [admin@aasurg.org](mailto:admin@aasurg.org)  
WEBSITE: [www.aasurg.org](http://www.aasurg.org)

### ASC Exhibits Contact

Melanie Camero  
PHONE: 310-986-6444, ext. 113  
EMAIL: [melanie@academicsurgicalcongress.org](mailto:melanie@academicsurgicalcongress.org)



**Society of  
University Surgeons**

### Society of University Surgeons (SUS)

11300 W. Olympic Blvd., Suite 600  
Los Angeles, CA 90064  
PHONE: 310-986-6442  
FAX: 310-437-0585  
EMAIL: [info@susweb.org](mailto:info@susweb.org)  
WEBSITE: [www.susweb.org](http://www.susweb.org)

### ASC Grant and Sponsorship Contact

Colleen Elkins  
PHONE: 310-986-6444, ext. 114  
EMAIL: [colleen@academicsurgicalcongress.org](mailto:colleen@academicsurgicalcongress.org)

# EXHIBIT RULES & 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 for exhibitors to interact with them. 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.

## SUBLEASING OF SPACE

Exhibitors may not sublet their space to another company or entity.

## CONTRACTOR SERVICES & SHIPPING

Complete information, instructions, and schedule of prices regarding shipping, electrical service, audio visual, etc., will be included in the Exhibitor Confirmation email. Shipments not made as specified in the Confirmation email will be stored by the hotel until the hall is ready to accept materials for the exhibition and all costs involved will be charged to the exhibiting company.

## FIRE, SAFETY & 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 exhibit space. 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.

## SOUND DEVICES & LIGHTING

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 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 & 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 Prospectus.

**All exhibits must be properly installed no later than 9:00 am on Tuesday, February 4, 2020 for the final inspection of the exhibit hall by show management.**

**Teardown may not begin until after 1:30 pm, Thursday, February 6, 2020 and must be completed by 4:00 pm.**

## EXHIBITOR PERSONNEL

A company specialist who is qualified to discuss details of their company's products or services should staff the exhibit space. At least one (1) representative must be present in the exhibit space during official exhibit hours. Exhibitors can pre-register all company personnel using the Cvent link that will be included in the exhibitor confirmation email. 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 each.

## HANDOUTS & GIVEAWAYS

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

## DIRECT SALES ON EXHIBIT FLOOR

No direct sales are permitted to take place on the exhibit floor excluding book sales. Orders may be taken and processed for delivery elsewhere but product may not be conveyed in the exhibit area.

## PHOTOGRAPHY

An exhibit or its products may not be photographed or videotaped without the permission of the legitimate occupants of that booth. Show Management reserves the right to photograph exhibits for society purposes.

# EXHIBIT RULES & REGULATIONS

## STORAGE

The exhibitor should make arrangements with the hotel for storage of packing boxes and crates during the exhibition. ASC assumes no responsibility for damage or loss of packing boxes or crates.

## 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.

## 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 for Academic Surgery (AAS), the Society of University Surgeons (SUS), ASC and the Hilton Buena Vista Palace harmless from any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property occurring within the Hilton Buena Vista Palace 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 the Hilton Buena Vista Palace against any and all such claims or demands.

## 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 policies and procedures of the Hilton Buena Vista Palace.

## 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 space will be assessed on all cancellations received on or before December 6, 2019. No refunds will be processed after December 6, 2019.

## FAILURE TO OCCUPY SPACE

Space not occupied by 9:00 am on Tuesday, February 4, 2020, will be forfeited by the exhibitor 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.

## EDUCATIONAL GRANT AND VISIBILITY OPPORTUNITIES

The ASC welcomes support from industry in the form of educational grants. For information about opportunities for marketing and visibility such as satellite symposia, banners, and escalators clings, please contact Colleen Elkins at **310-986-6444, ext. 114**, or via email: **[colleen@academicsurgicalcongress.org](mailto:colleen@academicsurgicalcongress.org)**.

# HOTEL INFORMATION

## **Hilton Buena Vista Palace (ASC 2020 Headquarters Hotel)**

1900 East Buena Vista Drive,  
Lake Buena Vista, FL 32830

**Reservations: (713) 739-8000**

<https://book.passkey.com/event/49890304/owner/1461794/home>

## **ASC 2020 DISCOUNTED GROUP RATES & RESERVATION CUT OFF DATE**

### **Discounts for the ASC 2020 Meeting**

The Hilton has provided the following discounted group rates for registrants attending ASC 2020. The discounted group rates apply until the reservation deadline of January 10, 2020 or until all rooms in the block have been reserved, whichever occurs first. After January 10, guest rooms and discounted group rates may not be available. We encourage you to confirm your reservations early.

The ASC 2020 group rates are noted below. To make your hotel reservations, please contact the Hilton directly at (713) 739-8000 and mention you are attending the ASC 2020 Conference (or Academic Surgical Congress) or use the link provided above.

### **Guest Room Group Rates**

- Single/Double: \$235.00
- Triple: \$255.00
- Quad: \$275.00

The rates listed above do not include the current taxes (State Tax, Occupancy Tax, and City Surcharge).

# SCHEDULE OF EVENTS

*\*As of September, 2019*

## TUESDAY, FEBRUARY 4, 2020

- AAS New Members Breakfast (Invitation Only)
- 6:30 am – 7:30 am **Continental Breakfast in Exhibit Hall**  
Quick Shot Session I
- 9:30 am – 10:00 am **Refreshment Break in Exhibit Hall**  
Opening Ceremonies  
SUS Lifetime Achievement Award  
SUS Presidential Address  
Hot Topic Session  
SUS Presidential Plenary  
Joel Roslyn Lecture  
British Journal of Surgery Lecture
- 3:30 pm – 4:00 pm **Refreshment Break in Exhibit Hall**  
Basic Science Plenary  
Committee Session  
SUS Business Meeting  
AAS Medical Student and Resident Fellow Quick Shot Sessions
- 6:30 pm – 7:30 pm **Welcome Reception in Exhibit Area**
- 6:30 pm – 8:30 pm **Surgical Jeopardy**

## WEDNESDAY, FEBRUARY 5, 2020

- SUS New Members Breakfast  
AAS Student Mentor Breakfast  
Oral Presentation Session I
- 9:30 am – 10:00 am **Refreshment Break in Exhibit Hall**  
Founders Lecture  
AAS Presidential Address  
Hot Topic Lunch  
AAS Presidential Plenary
- 2:30 pm – 3:00 pm **Refreshment Break in Exhibit Hall**  
Quick Shot Sessions II  
SUSU New Member Poster Session  
AAS Business Meeting  
AAS Meet the Leadership
- 7:00 pm – 10:00 pm **ASC Celebration Dinner/Dance**

## THURSDAY, FEBRUARY 6, 2020

- Oral Presentation Session II  
Committee Sessions  
SUS Research Awards
- 9:30 am – 10:00 am **Refreshment Break in Exhibit Hall**  
AAS and SUS Research Awards  
Committee Sessions  
Abstract Plenary  
Conference Luncheon
- 1:30 pm **Exhibits Close**  
Hot Topic Session  
Committee Session  
Quick Shot Sessions III

15<sup>th</sup> Annual **Academic Surgical Congress**  
**EXHIBITOR FORM/CONTRACT 2020**



Fill out the form online at <https://academicsurgicalcongress.org/15th-annual-academic-surgical-congress/>

COMPANY NAME: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

**Pre-Show Contact Information**

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

**Interactive Module**

*The average ratio of ASC attendees to exhibitors is more than 300 to 1!*

To make those numbers work to your advantage the ASC encourages each exhibiting company to feature an interactive, competitive component at their booth.

We will be participating with an interactive module.  We will NOT be participating with an interactive module.

Interactive component may be a hands-on skills module, game or quiz which will challenge attendees to successfully complete a specific task within a given time frame. The tasks can range from knot tying, to suturing, to simulated skills or games, each of which tests some aspect of surgical ability or knowledge.

Please describe your interactive module: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Exhibit Fees**

Standard booth size: 8'x10'

\_\_\_\_\_ (Quantity) 6' Tabletop at \$2,000 (on or before 11/15/2019)  
\_\_\_\_\_ (Quantity) 6' Tabletop at \$2,300 (after 11/15/2019)

**Payment Schedule**

50% deposit is due upon receipt of application. **Balance is due December 6, 2019.**

Please make check payable to the Academic Surgical Congress.

I do not wish my booth to be adjacent to (list no more than 3 companies): \_\_\_\_\_  
\_\_\_\_\_

Booths will be assigned at the sole discretion of show management and will be based on the date of request, requested locations, and consideration of competition. Payment must be made in full to secure your booth location. No specific booth 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: \_\_\_\_\_

Exhibitor form may be completed on line via this link:

**Fill out the form online at <https://academicsurgicalcongress.org/15th-annual-academic-surgical-congress/>**

Or mailed to: ASC, 11300 W. Olympic Blvd., Ste 600, Los Angeles, CA 90064, or emailed to the Exhibit Coordinator, Melanie Camero: [melanie@academicsurgicalcongress.org](mailto:melanie@academicsurgicalcongress.org). Questions? Call Melanie at 310-986-6444, ext 113