

18th Annual Academic Surgical Congress

February 7-9, 2023
Hilton Americas - Houston
Houston, TX



2023 EXHIBITOR PROSPECTUS

Early Bird Exhibitor Deadline — November 18, 2022

For more information, visit www.academicsurgicalcongress.org

18th Annual Academic Surgical Congress

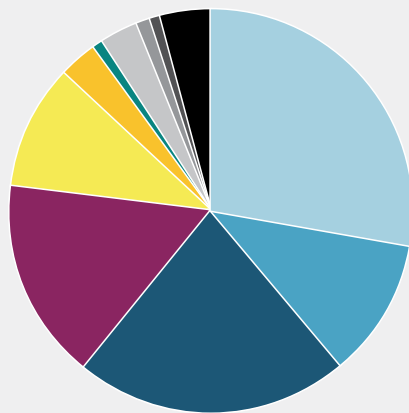
The ASC is a joint meeting of the two leading associations for academic surgery – **The Association for Academic Surgery (AAS)** and **The Society of University Surgeons (SUS)**. Together the AAS and SUS boast more than 6,000 members from leading institutions nationwide.

The AAS and SUS invite you to be a part of the **18th Annual Academic Surgical Congress (ASC)** to be held February 7-9, 2023 at the Hilton America-Houston, Texas.

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.

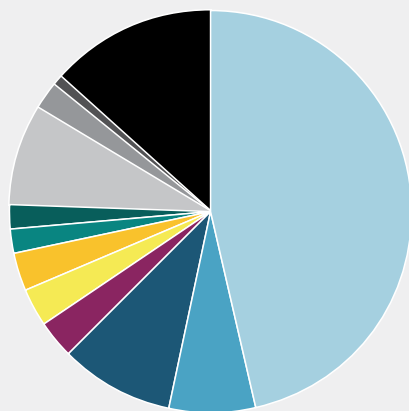
Please join us and take this opportunity to interface with the nation's most prominent academic surgeons.

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



RANK

- Resident – 28%
- Associate Professor – 11%
- Medical Student – 22%
- Assistant Professor – 16%
- Professor – 10%
- Fellow – 3%
- Instructor – 1%
- Postdoctoral Fellow – 3%
- Graduate Student – 1%
- Undergraduate – 1%
- Other – 4%



SPECIALTY

- General Surgery – 46%
- Pediatric Surgery – 7%
- Surgical Oncology – 9%
- Vascular Surgery – 3%
- Endocrine Surgery – 3%
- Transplant Surgery – 3%
- Colorectal Surgery – 2%
- Plastic Surgery – 2%
- Trauma/Critical Care – 8%
- Cardiac – 2%
- Urology – 1%
- Other – 13%



MARKETING AND VISIBILITY OPPORTUNITIES

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.

More than 1,800 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.

ADVERTISING OPPORTUNITIES

Meeting App

Up to six banner ads available on the ASC 2023 meeting app. Ads will be in rotation on the Main Menu.

Cost: \$1,200

Specs: 970px by 250px any normal image format (gif, jpg, png)

Digital Screens

Two large digital screens will be prominently placed in high traffic areas.

This is your opportunity to reach beyond the booth and reach attendees with your messaging.

Limited opportunities available. Content will rotate throughout the meeting.

- Static ads – to be displayed in rotation, 15 seconds for each static ad
Cost: \$1,000
- 30 second Video ads – to be displayed in rotation
Cost: \$1,200
- 60 second Video ads – to be displayed in rotation
Cost: \$1,300

Specs for Static ads: All images and videos should be formatted in 16:9 format

Specs for Video ads:

1. Quality - Videos must be of good quality and submitted in final form
2. Acceptable formats: (Playable on Windows PC)
• MPEG •Quicktime •MP4 •H.264 •AVI
3. Framesize: Minimum size should be 1920x1080
4. Please do not include any music, video clips or other materials/media copyrighted by any other entity other than your company.
5. Submission – please send your videos via dropbox.

SATELLITE SYMPOSIA

Available dates and time:

Tuesday, Feb. 7	3:00 pm – 4:00 pm	2 opportunities	No opposing content
Wednesday, Feb. 8	5:45 pm – 6:45 pm	1 opportunity	*AAS Business Mtg
Thursday, Feb. 9	3:45 pm – 5:15 pm	1 opportunity	No opposing content

Host an hour-long presentation of your choosing. Topics and speakers to be approved by ASC. ASC will promote the symposium to attendees and members via eblasts, and tweets. Satellite symposia will be included in the meeting app schedule.

Cost: \$15,000 Includes standard meeting room, standard AV set. Presenting company will be responsible for charges for any room set changes (must be approved by the ASC), additional AV and any F & B.

** Approximately 75 registrants attend the AAS Business meeting*

MARKETING AND VISIBILITY OPPORTUNITIES

LEARNING LAB – Beyond the Booth

The ASC invites exhibiting companies to participate in the inaugural Learning Lab. The Lab will provide attendees, especially trainees the opportunity to experience hands-on, procedure specific learning via simulation or other inanimate modalities. Each company will be responsible for choosing the focus of their “lab”. The Lab space is immediately adjacent to the exhibits and will be open during exhibit hours. This is a non-CME event to highlight technology in an educational context. Limited spaces available. Must be an exhibiting company to participate. Cost: \$3,500

DEVICE COMPETITION

Drive traffic to your booth and highlight your company’s technology by joining in the ASC Device Competition. Design a skills challenge which can be performed at your booth. Through out the exhibit hours, attendees, especially trainees will perform the skills challenge at your booth. Each participating exhibitor will track the scores of the competitors. On Wednesday evening at the main social event, competitors with the highest scores will compete and a winner from each company/competition will be determined. For more information and pricing please contact:
Colleen Elkins – colleen@academicsurgicalcongress.org

SUPPORT LEVELS

Industry will be recognized as visibility donors based on their total support

Platinum \$20,000 and above

Recognized as a Platinum Visibility supporter with total support equaling \$20,000 and above

Gold \$15,000 – \$19,999

Recognized as a Gold Visibility supporter with total support equaling \$15,000 - \$19,999

Silver \$10,000 - \$14,999

Recognized as a Silver Visibility supporter with total support equaling \$10,000 - \$14,999

Bronze \$5,000 - \$9,999

Recognized as a Bronze Visibility supporter with total support equaling \$5,000 - \$9,999

**Marketing and Visibility Application can be found here:
<https://www.academicsurgicalcongress.org/advertising-opportunities-application/>**

EXHIBIT INFORMATION

EXHIBIT SCHEDULE

Exhibits located in the Grand Ballroom Foyer, immediately outside the main session rooms

Exhibit Set-Up: Monday, February 6, 2023, 1:00 pm – 6:00 pm

Exhibit Break Down: Thursday, February 9, 2023, 1:30 pm – 4:30 pm

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

Tuesday, February 7, 2023

9:30 am – 4:00 pm

6:30 pm – 7:30 pm

9:30 am – 10:00 am

3:30 pm – 4:00 pm

4:00 pm – 6:30 pm

6:30 pm – 7:30 pm

Exhibits Open

Exhibits Open (Welcome Reception)

Morning Break

Afternoon Break

Exhibits Closed – Break for Exhibitors

Welcome Reception

Wednesday, February 8, 2023

9:30 am – 4:00 pm

9:30 am – 10:00 am

2:30 pm – 3:00 pm

Exhibits Open

Morning Break

Afternoon Break

Thursday, February 9, 2023

9:00 am – 1:30 pm

9:30 am – 10:00 am

1:30 pm

Exhibits Open

Morning Break

Exhibit Hall Closes

EXHIBIT 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 18, 2022.

Booth Size:

6' tabletop or 8 x 10

- Early Bird Fee (prior to November 18, 2022): **6' Tabletop: \$2,000**
- Standard Fee (on or after November 18, 2022): **6' Tabletop: \$2,300**
- Early Bird Fee (prior to November 18, 2022): **8 x 10: \$3,000**
- Standard Fee (on or after November 18, 2022): **8 x 10: \$3,300**

PAYMENT SCHEDULE

- A deposit of 50% of the total exhibit fee must accompany the signed application
- Total balance due on December 21, 2022
- 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 Grand Ballroom 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
WEBSITE: www.aasurg.org

ASC Exhibits Contact

Colleen Elkins
PHONE: 310-986-6444, ext. 114
EMAIL: colleen@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
WEBSITE: www.susweb.org

ASC Grant and Sponsorship Contact

Colleen Elkins
PHONE: 310-986-6444, ext. 114
EMAIL: 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. 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.

SUBLEASING OF SPACE

Exhibitors may not sublet their space, arrangements for display by a non-exhibiting company.

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. Exhibitors are responsible for the information provided in the Confirmation email.

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 7, 2023 for the final inspection of the exhibit hall by show management.

Teardown may not begin until after 1:30 pm, Thursday, February 9, 2023 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 per badge.

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. Selling of merchandise on the exhibit floor is strictly prohibited.

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 Houston harmless from any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property occurring within the Hilton Houston 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 Houston 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 Houston.

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 January 6, 2023. No refunds will be processed after January 6, 2023.

FAILURE TO OCCUPY SPACE

Space not occupied by 9:00 am on Tuesday, February 7, 2023, 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.

VISIBILITY, MARKETING AND SPONSORSHIP

The Academic Surgical Congress invites our corporate colleagues to gain visibility with the thought leaders in academic surgery through visibility and marketing opportunities as well as educational grant support. For more information, please contact Colleen Elkins at **310-986-6444, ext. 114**, or via email: **colleen@academicsurgicalcongress.org**.

HOTEL INFORMATION

Hilton Americas-Houston

1600 Lamar St.
Houston, TX 77010

A link will be provided shortly via which hotel reservations can be made.

SCHEDULE OF EVENTS

**As of October 20, 2022*

TUESDAY, FEBRUARY 7, 2023

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 Learning Lab Open Opening Comments SUS Lifetime Achievement Award SUS Presidential Address
11:30 am – 1:00 pm	Learning Lab Closed Hot Topic Session Committee Sessions
1:00 pm – 6:30 pm	Learning Lab Open SUS Presidential Plenary Joel Roslyn Lecture
3:00 pm – 4:00 pm	Industry Satellite Symposia
3:30 pm – 4:00 pm	Refreshment Break in Exhibit Hall Clinical Outcomes Plenary Hot Topic Session SUS Business Meeting AAS Medical Student and Resident Fellow Quick Shot Sessions
6:30 pm – 7:30 pm	Welcome Reception in Exhibit Area Surgical Jeopardy

WEDNESDAY, FEBRUARY 8, 2023

6:30 am – 9:30 am	SUS New Members Breakfast AAS Student Mentor Breakfast Oral Presentation Session I
9:30 am – 10:00 am	Refreshment Break in Exhibit Hall Learning Lab Open Founders Lecture AAS Presidential Address
11:30 am – 1:00 pm	Learning Lab Closed AAS Presidential Plenary Quick Shot Sessions II
1:00 pm – 5:30 pm	Learning Lab Open
2:30 pm – 3:00 pm	Refreshment Break in Exhibit Hall SUS New Member Session AAS Business Meeting
5:45 pm – 6:45 pm	Industry Satellite Symposium
7:00 pm – 8:00 pm	Device Competition

THURSDAY, FEBRUARY 9, 2023

7:30 am – 9:30 am	Oral Presentation Session II Committee Sessions
9:30 am – 10:00 am	Refreshment Break in Exhibit Hall

SCHEDULE OF EVENTS

**As of October 20, 2022*

9:00 am – 11:45 am

Learning Lab Open

AAS and SUS Research Awards
Hot Topic Session

11:45 am

Learning Lab Closes

Abstract Plenary
Conference Luncheon

1:30 pm

Exhibits Close

Hot Topic Session
Committee Session
Quick Shot Sessions III

3:45 pm – 5:15 pm

Industry Satellite Symposium

**Exhibitor Application available here:
<https://www.academicsurgicalcongress.org/exhibit-application/>**