A photograph of a man in a red jacket and white cap playing a trumpet on a balcony. The background is a red building with a white balcony railing. The text is overlaid on the top half of the image.

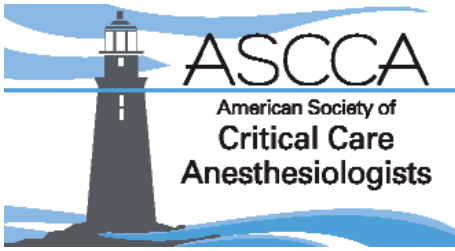
American Society of Critical Care  
Anesthesiologists  
22<sup>nd</sup> Annual Meeting  
**Exhibitor Prospectus**

Friday, October 16, 2009  
Hilton New Orleans Riverside • New Orleans, Louisiana

The following anesthesia specialists will be attending the  
ASCCA 22<sup>nd</sup> Annual Meeting:

- Critical Care Specialists
- Perioperative Physicians
- Clinical and Research Scientists
  - Intensivists
- Other healthcare professionals interested in critical care medicine

# Welcome to the American Society of Critical Care Anesthesiologists!



The American Society of Critical Care Anesthesiologists (ASCCA) was founded in 1986 to address the unique concerns of intensivists before the American Society of Anesthesiologists (ASA). The founding members of ASCCA believed and

continue to believe that multidisciplinary critical care medicine is a desirable goal.

ASCCA's mission is dedicated to the education of anesthesiologists in the care of critically ill patients and to foster the knowledge and practice of critical care medicine by anesthesiologists. This will be accomplished through education, advocacy and community.

The ASCCA provides for the specialized needs of intensivists as well as the broader needs of practicing anesthesiologists. ASCCA members include anesthesiologists who actively practice critical care, and a significant number of anesthesiologists who practice post anesthesia care unit management or acute care management, respiratory therapy, cardiovascular, neurosurgical, and transplant anesthesia.

Join these leading companies by making the ASCCA Annual Meeting a regular part of your company's marketing plan.

- **Baxter**
- **Edwards Lifesciences**
- **GlaxoSmithKline**
- **Hospira Worldwide, Inc.**
- **ImaCor, LLC**
- **Lippincott Williams & Wilkins**
- **The Medicines Company**

## ASCCA 22<sup>nd</sup> Annual Meeting Program Highlights

- Clinical and Basic Science Presentations
- The Most Influential Critical Care Articles in 2009
- Lunch Lecture: "A Personal Journey During Katrina: Reflections of an Anesthesiologist During the Storm of the Century"
  - Interactive Pro-Con Panel
  - Facilitated Poster Viewing
  - Lifetime Achievement Award
  - Young Investigator Award

# Exhibitor Rules and Regulations

## 1. Exhibit Booth Costs

On/before August 7, 2009 .....\$1,500  
After August 7, 2009 .....\$1,650

**Includes:** One complimentary meeting registration. There is a fee of \$50 per person for additional representatives. Your exhibitor badge will allow entrance to the exhibit area and access to the general sessions on a space-available basis only.

**Badge Distribution:** Those who have registered in advance may pick up their badge on-site at the ASCCA Registration Desk. A pre-registered representative of the company may sign for all badges for that company.

**Vendor Badges:** Individuals who wish to view the displays but are not affiliated with an exhibiting company may register for \$100.

## 2. Cancellation Fee

No refunds or cancellations after September 15, 2009.

## 3. Display Dates and Hours

The displays located in **HCE Ballroom A** will be open to attendees as follows:

### Friday, October 16, 2009

7:00 – 7:25 a.m. - Continental Breakfast  
10:00 – 10:30 a.m. – Break  
12:15 – 1:00 p.m. – Lunch

## 4. Display Installation

Hours for installing table top or 8 ft. pop-up displays:

### Friday, October 16, 2009

6:00 – 6:45 a.m.

## 5. Display Dismantling

Hours for dismantling the table top or 8 ft. pop-up displays:

### Friday, October 16, 2009

1:30 – 2:00 p.m.

## 6. Display Standards

Display and promotional materials should be dignified and truthful, and designed to provide useful and reliable information. The exhibition of a product or service at the ASCCA meeting does not constitute an ASCCA endorsement of the product or service, or the claims made. Drugs or devices which require pre-market approval from the FDA or which must comply with established product standards will not be eligible to exhibit unless FDA approval has been obtained or the appropriate product standard is met. ASCCA reserves the right not to sell space for exhibition of any product or service that is at issue or in litigation with a government agency.

## 7. Permissible Displays/Product and Material Distribution

All business activities of the exhibitor must be within the exhibitor's allotted exhibit space. At the request of ASCCA, made at any time or times before or during the exhibits, the exhibitor must promptly furnish ASCCA with sample products, packages, labels, advertising and promotional literature that would be or is being distributed before exhibitor will be eligible to participate or continue in the exhibition. ASCCA reserves the sole and absolute right to determine which firms and products are appropriate in its judgment for inclusion in the exhibition and to refuse, cancel, or restrict any applicant or exhibit that ASCCA considers undesirable for any reasons. This provision applies to exhibitor's conduct, articles, printed matter, samples, questionnaires or anything that ASCCA deems objectionable. If ASCCA decides that any of these do not meet its standards or are not suitable, the exhibitor must at once comply with ASCCA demands or can withdraw and, if appropriate, receive a refund of the rental fee paid, prorated for the unused time.

## 8. Facility

### Hilton New Orleans Riverside

Two Poydras Street  
New Orleans, LA 70140  
Phone: (504) 561-0500  
Fax: (504) 568-1721

## 9. Shipping Information

The hotel has provided the following information:  
Labels should read:

Hilton New Orleans Riverside  
c/o your name and company name  
Two Poydras Street  
New Orleans, LA 70140  
ASCCA Exhibitor/10-16-09

Conference materials should not arrive more than 48 hours in advance of the meeting. A package-handling fee of \$29.95 will apply for 21-40 pounds; \$39.95 for 41-50 pounds; \$39.95 for a display case.

## 10. Hotel Accommodations

Please be sure to visit the ASA Web site at [www2.asahq.org](http://www2.asahq.org) for further details.



# Exhibitor Contract for Exhibit Space and Sponsorships

ASCCA 22<sup>nd</sup> Annual Meeting • Friday, October 16, 2009  
Hilton New Orleans Riverside • New Orleans, LA

## Exhibit Space Fees:

On or before August 7, 2009: ..... \$1,500  
After August 7, 2009: .....\$1,650

Exhibit spaces consist of a 30 in. x 6 ft. draped table and two chairs, one full registration for the meeting, and a description in the program syllabus.

Please reserve an exhibit space for my company at the ASCCA 22nd Annual Meeting, October 16, 2009 in New Orleans, LA.

Please send the following via e-mail to Tricia Petersen at [tpetersen@sasyes.com](mailto:tpetersen@sasyes.com)

- A 25-50 word description of your company's products and/or services and include contact information.
- Your company logo in a high resolution JPG or TIF format.

This information will appear in the final meeting materials that will be distributed to all ASCCA 22<sup>nd</sup> Annual Meeting attendees.

PLEASE PRINT OR TYPE

Exhibitor Name (full legal name) \_\_\_\_\_

Contact Name (to whom all correspondence is sent) \_\_\_\_\_

Display Name (name to be displayed on booth sign, if different from legal name) \_\_\_\_\_

Exhibitor Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP code \_\_\_\_\_

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

E-mail \_\_\_\_\_

Authorized Representative \_\_\_\_\_

Title \_\_\_\_\_

The above named Exhibitor hereby applies for the reservation and use of exhibit space at the ASCCA 22<sup>nd</sup> Annual Meeting, and agrees to the terms and conditions set forth herein.

Authorized Signature (not valid unless signed) \_\_\_\_\_ Date \_\_\_\_\_

## Sponsorship Opportunities

Please check the sponsorship opportunity you wish to support.

Travel Awards: \$5,500       Young Investigator Award: \$2,500

## Payment Information

**(Payment in full must accompany completed application)**

If paying by company check, please make checks payable to **Strategic Alliance Services** and return with this form. Credit card payments can be faxed to (712) 643-2207. **Charge on credit card will appear from Strategic Alliance Services.**

## Payment Type:

Check     Visa     MasterCard     American Express

Printed Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_

Exp. date \_\_\_\_\_

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

**American Society of Critical Care Anesthesiologists**

c/o Strategic Alliance Services

Attn: Tricia Petersen

202 North 12th Street • Dunlap, IA 51529 • Phone: (712) 643-1343 • Fax: (712) 643-2207