

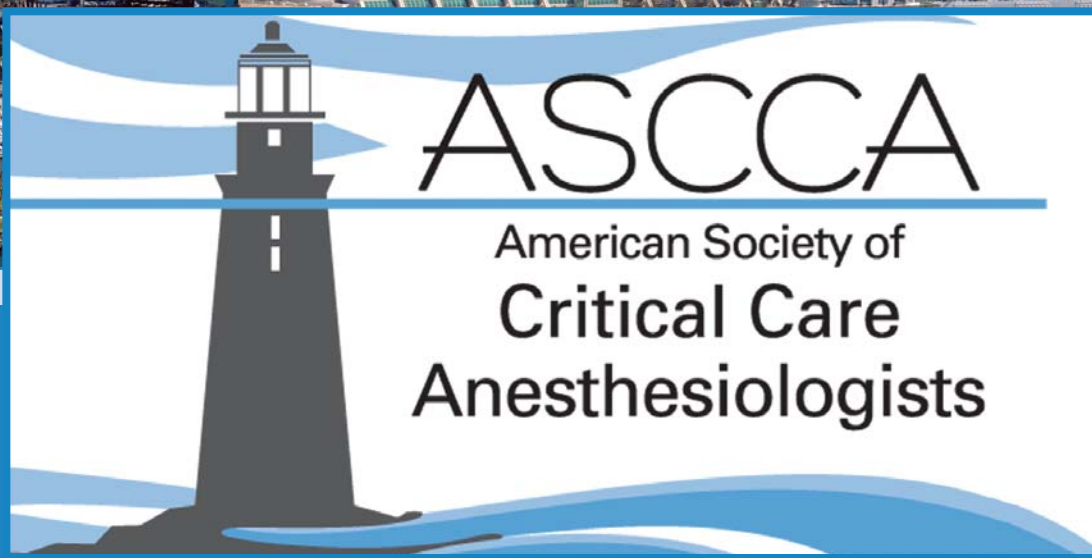
American Society of Critical Care Anesthesiologists

# Exhibitor Prospectus

## 23<sup>rd</sup> Annual Meeting

Friday, October 15, 2010

Hilton San Diego Bayfront – San Diego, California



**The following anesthesia specialists will be attending the  
ASCCA 23<sup>rd</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!

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.

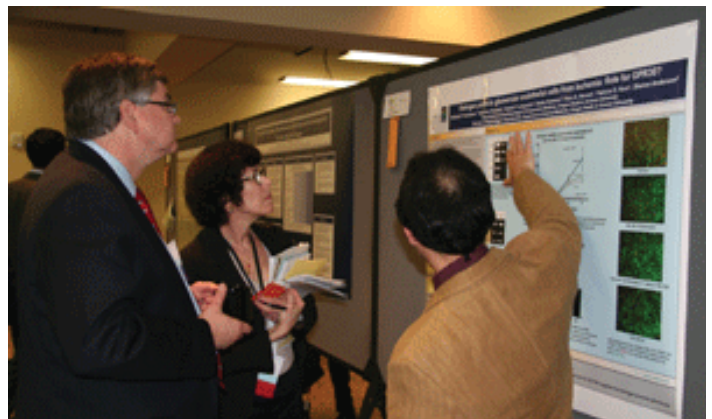
The ASCCA provides for the specialized needs of intensivists as well as the broader needs of practicing anesthesiologists. ASCCA members include anesthesiologists who actively practice critical care, and a significant number of anesthesiologists who practice post anesthesia care unit management or acute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

- Astellas
- Baxter
- Cook Medical
- Covidien
- Edwards Lifesciences
- GlaxoSmithKline
- Hospira Worldwide, Inc.
- ImaCor, LLC
- Kimberly-Clark
- Lippincott Williams & Wilkins
- The Medicines Company

## ASCCA 23rd Annual Meeting Program Highlights

- Obstetrical Critical Care Update
- Obesity in the ICU & Post-Operative Care for the Bariatric Patient
- ICU Pharmacology: What's New in 2010?
- Ethics Debate: Interactive Session on DCD
- FAER Grant Recipient Lecture
- Infectious Disease Update
- Perioperative Care of the Patient for Pulmonary Thromboembolism
- Education and Competencies in the ICU
- Facilitated Poster Viewing and Presentation
- Young Investigator Award



# Exhibitor Rules and Regulations

## 1. Exhibit Space Fees:

On/before September 3, 2010 . . . . \$1,500  
After September 3, 2010 . . . . . \$1,650

The price of the exhibit space includes, in addition to the space itself, a 30 in. x 6 ft. draped table and two chairs, a description in the program syllabus, and one full registration for the meeting. 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 3, 2010.

## 3. Display Hours

The displays are located in M/N Sapphire Ballroom, Level 4 and will be open to attendees as follows:

### Friday, October 15, 2010

7:00 - 7:25 a.m. - Continental Breakfast  
9:00 - 9:20 a.m. - Break  
12:00 - 1:00 p.m. - Lunch  
3:00 - 3:30 p.m. - Break  
6:00 - 8:00 p.m. - Reception (optional)

## 4. Display Installation

Hours for installing table top or 6 ft. displays:

### Friday, October 15, 2010

6:00 – 6:45 a.m.

## 5. Display Dismantling

Hours for dismantling the table top or 6 ft. displays:

### Friday, October 15, 2010

3:30 – 4:00 p.m. or after the evening reception

## 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 premarket 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 San Diego Bayfront  
1 Park Boulevard  
San Diego, CA 92101  
Phone: (619) 564-3333  
Fax: (619) 564-3344

## 9. Shipping Information

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

Hilton San Diego Bayfront  
c/o your name and company name  
1 Park Boulevard  
San Diego, CA 92101  
ASCCA Exhibitor/ 10-15-10

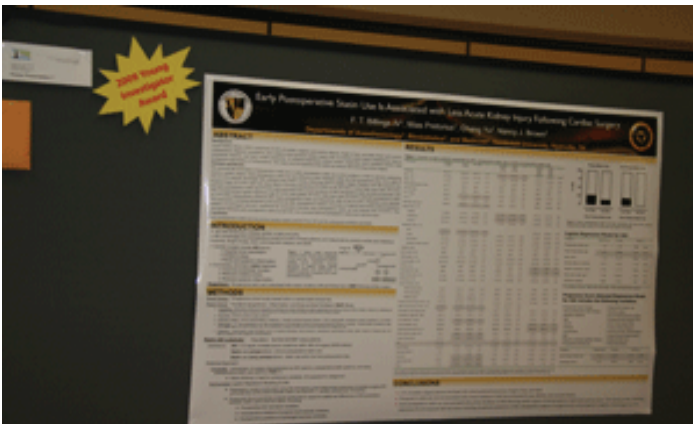
## 10. Hotel Accommodations

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

# Additional Support Opportunities

**Travel Awards** – The ASCCA will be giving out five travel awards to pre-selected recipients, based on abstract submissions. Each recipient will receive \$1,000, one overnight hotel stay, and a one-day per diem.

**The cost to support these five travel awards is \$5,500.**



## Young Investigator Award

- This award is presented annually to the resident or fellow whose research exemplifies the Society's mission to educate anesthesiologists in the care of critically ill patients and to foster the knowledge and practice of critical care medicine by anesthesiologists. The recipient receives \$1,000, a plaque, round-trip coach airfare, and one overnight hotel stay.

**The cost to support this award is \$2,500.**

.....

**For more information on these opportunities, please contact Jennifer Hiltunen at (913) 441-1836 or [jhiltunen@sasyes.com](mailto:jhiltunen@sasyes.com)**

# Exhibitor Contract for Exhibit Space

ASCCA 23<sup>rd</sup> Annual Meeting • Friday, October 15, 2010

Hilton San Diego Bayfront • San Diego, CA

Please send the following via e-mail to Jennifer Hiltunen at [jhiltunen@sasyes.com](mailto:jhiltunen@sasyes.com) by September 3, 2010:

- A 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 23<sup>rd</sup> Annual Meeting attendees.

## Exhibit Space Fees:

On or before September 3, 2010 . . . . . \$1,500  
After September 3, 2010 . . . . . \$1,650

The 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 23<sup>rd</sup> Annual Meeting, Friday, October 15, 2010 at the Hilton San Diego Bayfront, San Diego, CA.

Special Requests: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

----- 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 23<sup>rd</sup> Annual Meeting, and agrees to the terms and conditions set forth herein.

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

## 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 (913) 441-1837. **Charge on credit card will appear from Strategic Alliance Services.**

## Payment Type:

Check  MasterCard  Visa  AmericanExpress

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

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

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

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

**American Society of Critical Care Anesthesiologists**

c/o Strategic Alliance Services

Attn: Jennifer Hiltunen

4611 Chouteau Street • Shawnee, KS 66226 • Phone: (913) 441-1836 • Fax: (913) 441-1837