

2015 Exhibitor Prospectus

American Association for the Surgery of Trauma (AAST)

September 9-12, 2015

Wynn

Las Vegas, NV

www.aast.org/exhibitors



December 2014

Dear Exhibitors,

On behalf of the American Association for the Surgery of Trauma (AAST), I invite you to join us for the 74th Annual Meeting of the American Association for the Surgery of Trauma & Clinical Congress of Acute Care Surgery.

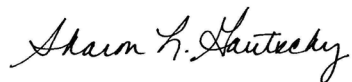
This year's meeting will be held September 9-12, 2015 at the Wynn in Las Vegas, NV.

The opportunities to support a major scientific and educational trauma organization are many, and I hope you will take a few minutes to review all the different options. Without your support, AAST is not able to provide the leading-edge educational sessions and courses, promote research, or support and provide cutting-edge information to its members, including trauma surgeons in the military, and to the next generation of trauma surgeons.

Stats:

- The AAST Annual Meeting brings over 900 medical personnel together for four days
- AAST's online learning portal has over 100 courses available
- Over 90 self-assessment credits are available to members and non-members (credits are within the online learning portal)
- In 2013, participants took over 3,360 courses
- In 2013, over 1,000 unique users accessed the online learning portal
- Over 50 new courses are uploaded yearly

AAST is looking forward to your partnership and to a very successful 2014.



Sharon Gautschy
Executive Director
American Association for the Surgery of Trauma (AAST)

PAST EXHIBITORS

Acell Inc.
Acute Innovations
American College of Surgeons
Committee on Trauma
Applied Medical Technology,
Inc.
Belmont Instrument Corporation
CSL Behring
CSL Behring Medical Affairs
Daxor Corporation
DePuy Synthes CMF
Elsevier
EmCare Acute Care Surgery
EPI-SOAR Consulting, Inc.
Ethicon Biosurgery
Haemonetics
Hospital Corporation of America
Hutchinson Technology
Imacor Inc.
KCI
MedXpert North America, LLC
National Trauma Institute
Nuance Communications, Inc.
Pfizer
Siemens Healthcare
Starsurgical, Inc.
Surgical Affiliates Management
Group, Inc.
Synapse Biomedical TEM
Systems, Inc.
TEI Biosciences
TEM Systems, Inc.
Trauma Centers Association of
America
United Regional Healthcare
Systems
Universal Health Services
UT Southwestern Medical
Center
Vidacare Corporation
Wolters Kluwer Health

EXHIBIT INFORMATION & OPPORTUNITIES

The exhibit hall at the AAST Annual Meeting is a important part of the meeting. Attendees can learn about your products and/or services. AAST Annual Meeting attendees are strongly encouraged to visit the exhibit hall and participate in the contests held in conjunction with visiting the exhibit hall. PLEASE NOTE: Continental breakfasts and refreshment breaks are held in the exhibit hall.

Exhibit Fee: 8x10 Booth - \$4,250

- 8x10 Booth Space (2 chairs, draped 6ft table & waste basket)
- Badges for 2 exhibit personnel (additional badges \$150 each)
- Entry to scientific sessions
- Complimentary refreshment breaks & continental breakfast
- Poster session on Wednesday, September 9th (5:30 p.m. - 7:30 p.m.)

Exhibit Fee: Tabletop (non-profit rate) - \$2,000 (proof of non-profit status required)

- 8x10 Booth Space (2 chairs, draped 6ft table & waste basket)
- Badges for 2 exhibit personnel (additional badges \$150 each)
- Entry to scientific sessions
- Complimentary refreshment breaks & continental breakfast
- Poster session on Wednesday, September 9th (5:00 p.m. - 7:00 p.m.)

Meeting Schedule

Wednesday, September 9, 2015

Welcome	12:30 p.m. – 1:00 p.m.
General Session	1:00 p.m. – 5:25 p.m.
Exhibit Hours	5:00 p.m. 7:30 p.m.
Poster Session & Opening Reception	5:30 p.m. - 7:30 p.m.

Thursday, September 10, 2015

Exhibit Hall Hours	7:30 a.m. – 3:00 p.m.
Breakfast in Exhibit Hall	7:00 a.m. – 9:00 a.m.
General Session	7:30 a.m. - 9:40 a.m.
Refreshment Break (with exhibitors)	9:40 a.m. – 10:00 a.m.
General Session	10:00 a.m. - 12:30 p.m.
Lunch Sessions	12:30 p.m. - 1:45 p.m.
Refreshment Break (with exhibitors)	1:45 p.m. - 2:00 p.m.

Friday, September 11, 2015

Breakfast in Exhibit Hall	7:00 a.m. – 9:00 a.m.
Exhibit Hall Hours	7:00 a.m. – 2:00 p.m.
General Session	7:30 a.m. – 9:10 a.m.
General Session	9:30 a.m. – 12:00 p.m.
Refreshment Break (with exhibitors)	10:55 a.m. – 11:15 a.m.
Lunch Sessions	12:00 p.m. – 1:30 p.m.
Refreshment Break	1:45 p.m. - 2:00 p.m.

Saturday, September 12, 2015

Breakfast	7:30 a.m. – 9:00 a.m.
General Session	8:00 a.m. – 12:00 p.m.

Exhibit Schedule

Exhibit Set-up

Wednesday, September 9 noon - 4:00 p.m.

Exhibit Teardown

Friday, September 11 2:00 p.m. - 5:00 p.m.

Exhibit Hours

Wednesday, September 9	5:00 p.m. - 7:30 p.m.
Thursday, September 10	7:30 a.m. - 3:00 p.m.
Friday, September 11	7:30 a.m. - 2:00 p.m.

Upgrade to a Bronze Package & get **MORE** for your \$\$

Standard Booth (\$4,250)

Bronze Partner (\$10,000)

<p>Annual Meeting Exhibiting</p> <ul style="list-style-type: none"> • One 8 x 10 booth space (2 chairs, draped 6ft table & waste basket) • Badges for 2 exhibit personnel (additional badges \$150 each) • Entry to scientific sessions • Complimentary refreshment breaks& continental breakfast • Poster session on Wednesday (5:30 p.m. – 7:30 p.m.) 	<p>Annual Meeting Exhibiting</p> <ul style="list-style-type: none"> • Standard exhibit booth package (see column on left) • One extra exhibit personnel badge • Description with logo in onsite exhibitor booklet distributed to ALL meeting attendees • Choice of pre or post meeting attendee mailing list • 1/4 page four color ad in onsite exhibitor booklet • Preferred placement of booth in hall
<p>Annual Meeting App</p>	<p>Annual Meeting App</p> <ul style="list-style-type: none"> • Ad on the landing page (NO logos or product names) – an opening banner ad and once touched opens to full ad to run at the launch of the app for the meeting until the last day of the meeting (3 months) • Ad and description (NO logos or product names) with a link to company's website in the exhibitor section of the app • Ability to upload documents to exhibitor section of the app
<p>Other</p>	<p>Other</p> <ul style="list-style-type: none"> • Flyer in AAST sponsored door drop (subject to approval by AAST) • One square on Passport to Prizes raffle card
<p>Recognition</p>	<p>Recognition</p> <ul style="list-style-type: none"> • Name on rotating slides shown prior to opening session (Wednesday) • Signage by registration & AAST information area • Name on sign outside of exhibit hall listing corporate marketing partners • Listing in corporate marketing partner flyer in meeting bags • Name (no logo or product names) in Annual Meeting E-News sent out two times prior & once after the Annual Meeting
<p>Overall</p>	<p>Overall</p> <ul style="list-style-type: none"> • Description, ad, & link to website on corporate marketing partner page on AAST website for one year with link to website • Logo in AAST newsletter (printed quarterly) • Logo in electronic newsletter 3x/year

Additional sponsorship opportunities are available. Please see our marketing booklet for that information. Custom packages are also available by contacting AAST Exhibits Coordinator Judy Hambrick at jhambrick@facs.org

A - La Carte Marketing Opportunities

The AAST Annual Meeting & Clinical Congress of Acute Care Surgery offers several marketing opportunities that allow prime exposure:

- **Mailing Lists** - (\$500 per mailing list) Pre or post-meeting attendee lists are available for purchase
- **Hotel Video** - (\$3,000) Exclusive, limited opportunity! Only 1 company will be able to have this message broadcast on the hotel convention channel for 3 days repeatedly of the meeting. Act now to grab this opportunity.
- **Hotel Door Drop** - (\$3,000/day) Target your message right to the attendees' hotel room doors and let it be the first thing they see in the morning. Materials will be distributed at 6:00 a.m. on the day of your choice.
- **Hotel Key Card Holders** - (\$3,000) Put your message right in the attendees hands.
- **Ads in 2015 Meeting Exhibitor Booklet** - (\$750 half page ad and \$500 for 1/4 page ad). Ads are 2 color only. This booklet is distributed to ALL meeting attendees. Artwork must be submitted to AAST by August 1, 2015.

Marketing & Promotional Opportunities

AAST offers many opportunities to promote your business and products. We currently offer:

- **Meeting Partner Packages**
- **Unrestricted Education Grants**
- **e-Learning/CME Grants**
- **Grants for the National Trauma Grand Rounds**
- **Annual Meeting Grants**
- **Satellite Symposiums**

Details on all of these opportunities are available in our 2015 Marketing and Promotional Opportunities booklet. The booklet is now posted on the AAST website (Annual Meeting tab) and click on 2015 Annual Meeting.

RULES, REGULATIONS & FEES

- All applications must be submitted on the official exhibitor space application.
- All products to be exhibited must be directly related to the practice of surgery or medicine, education, and any related topics. All are subject to approval by AAST.
- Exhibitors must comply with FDA regulations concerning the exhibition of investigational products and Class III devices.
- Exhibitor identification on all signs, graphics and literature must be the same company name(s) as submitted on the official exhibitor space application.
- Exhibitors may not assign or apportion to others the whole or any part of the space allocated, and may not display goods or services other than those manufactured or regularly distributed by the applicant(s).
- Exhibitors must setup, occupy, and staff their exhibit booths during all hours the exhibits are open.
- Interviews, demonstrations, and the distribution of literature must be made within the company's assigned exhibit area. Canvassing or distribution of advertising materials beyond the perimeters of the assigned exhibit area is prohibited.
- All exhibitor personnel are required to wear registration badges while on the exhibit floor. Badges will be provided gratis for two pre-registered personnel per booth or table top. Additional exhibitor badges are \$150.00.
- Deadline to submit exhibitor registration form is August 3, 2015.
- Registration badges will admit exhibitors to continental breakfasts (Wednesday, Thursday and Friday), scientific sessions, and posters review and reception.
- Exhibitor badges will be distributed during onsite registration hours.
- All exhibiting companies' products and services must be approved by the American Association for the Surgery of Trauma (AAST) Exhibit Management at its sole and absolute discretion. All decisions of AAST Management are final. Exhibitors may only display those products and services that they manufacture or distribute.

Cancellations

Written notice of cancellation by June 1, 2015, will result in a charge equal to 50% of the total cost of the space assigned. If the space is resold, the remaining 50% will be refunded minus a \$150 administration fee.

There will be no refunds for cancellations of space after August 1, 2015, no exceptions.

Any questions regarding this policy should be directed to the AAST Exhibits Coordinator, Judy Hambrick, at (312) 202-5034 or jhambrick@facs.org.

Solicitation Policy for Exhibiting Companies

AAST strictly prohibits the solicitation and distribution of products and equipment at the AAST Annual Meeting in educational sessions or in the main foyer near educational sessions from 7:30 am to 5:30 pm Thursday and Friday and 8:00 am – 12:00 pm on Saturday.

All demonstrations of company products, services or equipment **MUST** be conducted in the exhibit hall. Non exhibiting firms are not allowed to solicit or distribute advertising materials to AAST attendees at any time. Please report any unauthorized solicitation to AAST staff immediately.

Exhibit Space Application

74th Annual Meeting of the American Association for the Surgery of Trauma
& Clinical Congress of Acute Care Surgery
September 9-12, 2015, Wynn, Las Vegas, NV



Company: _____		Contact: _____	
Phone: _____		Email: _____	
Address: _____			
City/State/Zip: _____			
Booth Types/Fees: Standard \$4,250/booth <input type="checkbox"/> Non-profit: \$2,000/booth <input type="checkbox"/> Bronze Package \$10,000 <input type="checkbox"/>			
A LA CART MARKETING & PROMOTIONAL OPPORTUNITIES			
<input type="checkbox"/> Mailing Lists: \$500 each (Indicate # of lists)	Prelist #	Post list #	\$
<input type="checkbox"/> Hotel Door Drop: \$3,000 #			\$
<input type="checkbox"/> Key Card Holders: \$3,000			
<input type="checkbox"/> Hotel Video: \$3,000			\$
<input type="checkbox"/> Exhibit Booklet Advertising:	<input type="checkbox"/> \$750 half page ad	<input type="checkbox"/> \$500 ¼ page ad	\$
TOTAL:			\$
Booth Locations: Space will not be considered until full payment is received :			
Choice 1: _____ Choice 2: _____ Choice 3: _____ Please indicate companies you do not want to be place near: _____			
Send forms & payment to: Judy Hambrick Exhibits Coordinator American College of Surgeons Attn: AAST 633 N. Saint Clair St. Chicago, IL 60611 Fax: (312) 267-1783 Application & payment must be received by August 1, 2015		<input type="checkbox"/> Credit Card Payment <input type="checkbox"/> Check, payable to AAST (US Dollars) <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Discover Name on Credit Card: _____ Credit Card #: _____ Signature: _____ Expiration Date: _____	
Cancellation Policy: Written notice of cancellation by June 1, 2015 will result in a charge equal to 50% of the total cost of the space assigned. If the space is resold, the remaining 50 percent will be refunded minus a \$150 administration fee. There will be no refunds for cancellations of space after August 1, 2015, no exceptions. Any questions regarding this policy should be directed to the AAST Exhibits Coordinator Judy Hambrick at (312) 202-5034 or jhambrick@facs.org			
I have read and understand the attached AAST Rules, Regulations, Cancellation and Solicitation Policies.			
Signature: _____		Date: _____	



Exhibitor Contact: Judy Hambrick
Phone: 312-202-5034
Fax: 312-267-1783
Email: jhambrick@facs.org

American Association for the Surgery of Trauma (AAST)
633 N. Saint Clair Street
Suite 2600
Chicago, IL 60611
Website: www.aast.org