

The  
American  
Association  
for the  
Surgery of  
Trauma



# 2017 EXHIBITOR PROSPECTUS

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## BALTIMORE

MARYLAND

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### SEPTEMBER 13-16





## 76TH ANNUAL MEETING BALTIMORE SEPTEMBER 13 - 16, 2017

Dear Exhibitors,

On behalf of the American Association for the Surgery of Trauma (AAST), I invite you to join us for the 76th Annual Meeting of AAST and Clinical Congress of Acute Care Surgery. This year's meeting will be held September 13-16 at the Baltimore Marriott Waterfront Hotel in Baltimore, Maryland.

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. The AAST has restructured the marketing partner packages for companies to customize their packages to their needs. AAST will be interested in your feedback.

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 surgeons.

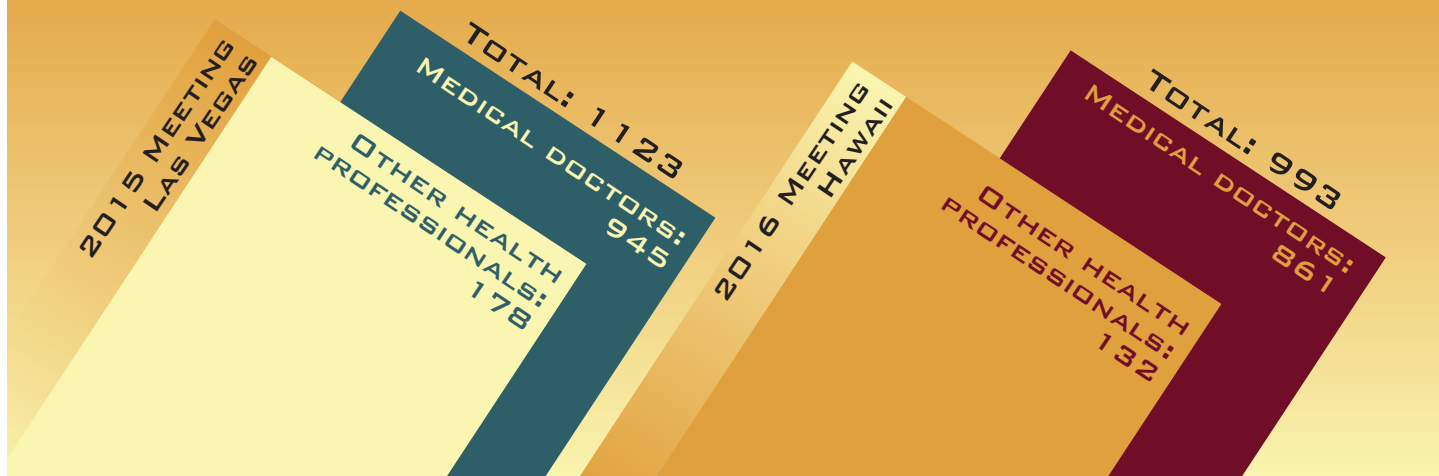
While reviewing the brochure, if you cannot find a package that fits your needs, please contact AAST as we will customize a package for you.

AAST is looking forward to your partnership and to a very successful 2017.

Sincerely,

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

## AAST ANNUAL MEETING DEMOGRAPHICS



## EXHIBIT SCHEDULE

### EXHIBITOR SET-UP

Wednesday, September 13  
12:00 pm (noon) – 5:00 pm

### EXHIBIT TEARDOWN

Friday, September 15  
1:30-5:00 pm

### EXHIBIT HOURS:

Wednesday, September 13	5:30-7:30 pm
Thursday, September 14	7:00 am – 3:00 pm
Continental Breakfast	7:00-9:00 am
AM Coffee Break	9:30-10:00 am
PM Coffee Break	1:30-2:00 pm
Friday, September 15	7:00 am – 2:00 pm
Continental Breakfast	7:00-9:00 am
AM Coffee Break	10:45-11:15 am
PM Coffee Break	1:00-1:30 pm

## AAST 76TH ANNUAL MEETING SCHEDULE

### TUESDAY, SEPTEMBER 12, 2017

3:00 - 7:00 pm Registration

### WEDNESDAY, SEPTEMBER 13, 2017

6:30 am - 5:00 pm Registration  
 7:00 am - 12:30 pm Pre-Sessions TBD  
 12:30 pm - 1:00 pm Welcome/Opening  
 1:00 pm - 5:25 pm Educational Sessions and Lectures  
 5:30 pm - 7:30 pm Exhibit Hall Opening Reception and Poster Session

### THURSDAY, SEPTEMBER 14, 2017

6:15 am - 7:30 am Committee Meetings  
 7:00 am - 4:00 pm Registration  
 7:00 am - 9:00 am Continental Breakfast  
 7:00 am - 3:00 pm Exhibits  
 7:30 am - 12:30 pm Educational Sessions and Lectures  
 12:30 pm - 1:45 pm Lunch Break/Lunch Sessions  
 2:00 pm - 5:00 pm Educational Sessions and Lectures

### FRIDAY, SEPTEMBER 15, 2017

6:15 am - 7:30 am Committee Meetings  
 7:00 am - 4:00 pm Registration  
 7:00 am - 9:00 am Continental Breakfast  
 7:00 am - 2:00 pm Exhibits  
 7:30 am - 12:30 pm Educational Sessions and Lectures  
 12:30 pm - 1:45 pm Lunch Break/Lunch Sessions  
 2:00 pm - 4:50 pm Educational Sessions and Lectures  
 4:50 pm - 5:00 pm Military Awards  
 5:00 pm - 6:30 pm AAST Annual Business Meeting (AAST Fellows Only)  
 7:30 pm - 10:00 pm AAST Banquet

### SATURDAY, SEPTEMBER 16, 2017

7:30 am - 10:00 am Registration  
 7:30 am - 9:00 am Continental Breakfast  
 8:00 am - 12:00 pm Educational Sessions

## A NUMBER OF EXHIBIT PACKAGES ARE AVAILABLE.

### BASIC EXHIBIT PACKAGE - \$4,250

Basic Exhibit Package includes:

- One 8x10 booth space which includes one 6ft. skirted table, two chairs and wastebasket
- Two conference badges which provides access to all scientific sessions
- Company acknowledge on signage during the meeting
- Complimentary breakfasts (Thursday-Saturday) and Welcome Reception (AAST Banquet tickets additional fee)
- Company listing in Exhibitor Booklet
- Company listing in AAST Mobile App exhibitor section

**Total value of package: \$6,000**

### NON-PROFIT TABLETOP: \$2,200

(proof of non-profit status required)

- Single 6 ft tabletop (2 chairs, draped 6ft table and waste basket)
- Two conference badges which provides access to all scientific sessions
- Company acknowledge on signage during the meeting
- Complimentary breakfasts (Thursday-Saturday) and Welcome Reception (AAST Banquet tickets additional fee)
- Company listing in Exhibitor Booklet
- Company listing on AAST Mobile App exhibitor section

### BRONZE PARTNER - \$10,000

Bronze Package includes:

- Basic Exhibit Package
- Flyer in AAST sponsored door drop – content must be approved by AAST (flyer quantity must be supplied to AAST by designated date)
- Quarter (1/4) page 2-color ad in Exhibitor Booklet
- Link to company's website in the AAST Mobile App
- Name on rotating slides prior to the opening session on Wednesday
- Logo in President's Opening Slides
- Logo in Recorder/Program Chairman Slides
- Company name on Marketing Partners signage near exhibit hall
- Company name and logo in Annual Meeting E-News. The newsletter is sent out two times prior to, and once after, the Annual Meeting
- Company description, Ad, and Hyperlink to website on corporate marketing partner page on AAST website for one year (August 1 – July 31)
- Logo in AAST's printed quarterly newsletter
- Logo in electronic newsletter

**Package value: \$11,000**

Plus choose any three (3) additional items listed below:

- ☐ Logo on Passport-to- Prizes card (select: Thursday\_\_\_\_ or Friday \_\_\_\_\_)
- ☐ AAST membership directory (one copy)
- ☐ One additional conference badge
- ☐ 50% discount on either (pre or post) attendee mailing list
- ☐ Full page B&W ad in exhibitor booklet instead of quarter (¼) page 2-color ad (excludes back cover)

**Total value of package with add-ons: \$12,500**



## SILVER PARTNER - \$20,000

Silver Package includes:

- Basic Exhibit Package
- Flyer in AAST sponsored door drop – content must be approved by AAST (flyer quantity must be supplied to AAST by designated date)
- Half (1/2) page 2-color ad in Exhibitor Booklet
- Name on rotating slides prior to the opening session on Wednesday
- Logo in President's Opening Slides
- Logo in Recorder/Program Chairman Slides
- Company name on Marketing Partners signage near exhibit hall
- Link to company's website in the AAST Mobile App
- Company name and logo in Annual Meeting E-News. The newsletter is sent out two times prior to, and once after, the Annual Meeting
- Company description, Ad, and Hyperlink to website on corporate marketing partner page on AAST website for one year (August 1 - July 31)
- Logo in AAST's printed quarterly newsletter
- Logo in electronic newsletter
- AAST Membership Directory (one copy)
- 20% discount on a 2-hour symposium OR 30% discount on a 4-hour symposium (value \$1,000-3,000)

### Package value: \$15,000 - \$17,000

Plus choose any one (1) high-value item from list below:

- ☐ One additional 8x10 booth space (value \$6,000)
- ☐ Advertising package (Journal of Trauma and Acute Care Surgery) (value \$7,500)
- ☐ Includes: One full page color ad in one issue of choice, 50,000 web impressions
- ☐ Advertising package (in AAST's open-access journal, Trauma Surgery and Acute Care Open – online only) (value \$6,000)

Plus choose any two (2) additional items listed below:

- ☐ Complimentary (pre or post) attendee list (value \$500)
- ☐ One extra conference badge (value \$250)
- ☐ Full page Black and White instead of 1/2 page 2-color ad (value \$200)
- ☐ Two banquet tickets (value \$400)
- ☐ Banner ad on AAST website in the Annual Meeting section (value \$850)
- ☐ Logo on Passport-to-Prizes card (select: Thursday \_\_\_\_\_ or Friday \_\_\_\_\_) (value \$500)

### Total value of package with add-ons: \$22,000 - \$24,000



## GOLD PARTNER - \$35,000

Gold Package includes:

- Basic Exhibit Package
- Flyer in AAST sponsored door drop – content must be approved by AAST (flyer quantity must be supplied to AAST by designated date)
- Full page (B&W) ad in the exhibitor booklet
- Logo on Passport-to-Prizes card (select: Thursday \_\_\_\_\_ or Friday \_\_\_\_\_)
- Name and logo in rotating ads on Annual Meeting App
- A link to company's website in the AAST Mobile App
- Company name displayed on rotating slides shown prior to the opening session on Wednesday
- Company logo on one of the President's Opening Slides
- Company logo one of the Recorder/Program Chairman's Welcome Slides
- Company logo in AAST's printed quarterly newsletter
- Company name on Marketing Partners signage near exhibit hall
- Company name and logo in the Annual Meeting E-News The newsletter is sent out two times prior to, and once after, the Annual Meeting
- Company description, company ad, and hyperlink to company website posted on the corporate marketing partner page on AAST website for one year (August 1 – July 31)
- Company logo in AAST's electronic newsletter
- A copy of the AAST Membership Directory (one copy)
- 20% discount on a 2-hour symposium OR 30% discount on a 4-hour symposium (value \$1,000-\$3,000)
- 30% discount on 2-hour symposium or 40% discount on 4-hour symposium

### Package value: \$20,000 - \$24,000

Plus choose any one (1) high-value item listed below:

- ☐ An additional 8'x10' booth space (value \$6,000)
- ☐ Advertising package (in the Journal of Trauma and Acute Care Surgery) (value \$13,385)  
Includes: One full-page color ad in one issue of choice, one cover iPad band, and 75,000 web impressions
- ☐ Advertising package (in AAST's open-access journal, Trauma Surgery and Acute Care Open - online only) (value \$10,000)
- ☐ Upgrade to a 2-hour symposium (value: \$3,500)

Plus choose any three (3) of the additional items listed below:

- ☐ Complimentary (pre or post) attendee list (value \$500)
- ☐ Two extra conference badges (value \$500)
- ☐ One full-page 2-color ad (value \$350)
- ☐ Two AAST banquet tickets (value \$400)
- ☐ Banner ad in the Annual Meeting Section of the AAST website (value \$850)
- ☐ One additional copy of the Membership Directory (value \$1,000)

### Total value of package with add-ons: \$36,000-\$38,000



## BECOME A GOLD PARTNER

## PLATINUM PARTNER - \$45,000

Platinum package includes:

- Basic Exhibit Package
- Flyer in AAST sponsored door drop – content must be approved by AAST (flyer quantity must be supplied to AAST by designated date)
- Name and logo in rotating ads on Annual Meeting App
- Full page 2-color ad in the exhibitor booklet
- A link to company's website in the AAST Mobile App
- Company name displayed on rotating slides shown prior to the opening session on Wednesday
- Company logo on Passport-to-Prizes cards for both Thursday and Friday
- Company logo on one of the President's Opening Slides
- Company logo on one of the Recorder/Program Chairman's welcome slides
- Company name on Marketing Partners signage near exhibit hall
- Company name and logo in Annual Meeting E-News. The newsletter is sent out two times prior to, and once after, the Annual Meeting
- Company description, company ad, and hyperlink to company website posted on the corporate marketing partner page on AAST website for one year (August 1 – July 30)
- Company logo in AAST's printed quarterly newsletter
- Company logo in AAST's electronic newsletter
- AAST Membership Directory (one copy)
- 20% discount on a 2-hour symposium OR 30% discount on a 4-hour symposium (value \$1,000-\$3,000)
- 30% discount on 2-hour symposium OR 40% discount on 4-hour symposium
- 50% discount on a 2-hour symposium OR 50% discount on a 4-hour symposium

Package Value: \$30,000-\$34,000

Plus choose any two (2) of the high-value items listed below:

- ☐ One additional 8x10 booth space (value \$6,000)
- ☐ Advertising package (in the Journal of Trauma and Acute Care Surgery) (value \$23,000)  
Includes: Two full-page color ads in one issue of choice, two cover iPad bands, and 100,000 web impressions
- ☐ Advertising package (in AAST's open-access journal, Trauma Surgery and Acute Care Open – online only) (value \$15,000)
- ☐ Upgrade to a 4-hour symposium (value: \$5,000)

Plus choose any three (3) of the additional items listed below:

- ☐ One complimentary listing in the pre-attendee list (value \$500)
- ☐ One complimentary listing in the post-attendee list (value \$500)
- ☐ Two extra conference badges (value \$500)
- ☐ Full page 4-color ad (inside front cover or back cover) instead of full page 2-color ad (value \$1,000)
- ☐ Two AAST banquet tickets (value \$400)
- ☐ Banner ad in the Annual Meeting Section of the AAST website (value \$850)
- ☐ Two additional copies of the Membership Directory (value \$2,000)

**Total value of package with add-ons: \$47,000-\$76,000**



**BECOME A PLATINUM PARTNER**





## À LA CARTE MARKETING OPPORTUNITIES

The following a la carte marketing opportunities are available to exhibitors only.

- Ads on the AAST website (\$825)
- Hotel Channel Video (\$2,000)
- Hotel Door Drop (\$3,000/day)
- Hotel Key Cards (\$3,000 plus set-up fees, cards and shipping)
- Pre or Post Mailing List (\$500/list)
- And many more! Contact Judy Hambrick ([jhambrick@facs.org](mailto:jhambrick@facs.org) or 312-202-5034) for more information.

### **Exhibitor Book Advertising**

If you are a marketing partner, your ad in the exhibitor booklet is included, please see your package for details. Only companies that are exhibiting can purchase an ad in the exhibitor booklet. Ads start at \$500 and go up to \$1,500. See the payment form for more information or contact Judy Hambrick at [jhambrick@facs.org](mailto:jhambrick@facs.org) or 312-202-5034.

### **Satellite Symposiums**

AAST allows satellite symposiums at our meeting. Slots are available from two hours up to a full day.

For more information and to secure your time slot, please contact Judy Hambrick at [jhambrick@facs.org](mailto:jhambrick@facs.org) or 312-202-5034. Prices start at \$5,000 for a two-hour time slot. If you have selected a marketing partner package, please note that many of the packages either include a symposium, or the costs for the symposium(s) are deeply discounted.

### **Unrestricted Educational Grants Available Opportunities**

There are a number of other opportunities for your company to be visible to not only attendees, but also to members and non-members of the AAST. For more information on any of the following, please contact Sharon Gautschy at [sgautschy@aast.org](mailto:sgautschy@aast.org) or 312-202-5252

- Unrestricted Annual Meeting Educational Grants
- Unrestricted Educational Grants for monthly live webinars
- Unrestricted Educational Grants for archived Grand Rounds, journal articles, and webinars on the AAST website
- Annual Meeting Grants

### **Solicitation Policy for Exhibiting Companies**

AAST strictly prohibits the solicitation and distribution of products and equipment in all of the educational sessions at the AAST Annual Meeting as well as in the main foyer near educational sessions between 7:30 a.m. - 5:30 p.m. Wednesday – Friday, and between 8:00 a.m. – 12:00 p.m. 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

## 76th Annual Meeting of AAST and Clinical Congress of Acute Care Surgery

September 13-16, 2017

Baltimore Marriott Waterfront

Baltimore, MD



Company

Contact

Phone

Email

Address

City

State

ZIP

### EXHIBIT FEES

<input type="checkbox"/> Basic Exhibit Package	\$ 4,250	<input type="checkbox"/> Silver Partner	\$ 20,000
<input type="checkbox"/> Non Profit Tabletop	\$ 2,200	<input type="checkbox"/> Gold Partner	\$ 35,000
<input type="checkbox"/> Bronze Partner	\$ 10,000	<input type="checkbox"/> Platinum Partner	\$ 45,000

\$

### À LA CARTE MARKETING AND PROMOTIONAL OPPORTUNITIES

Exhibit booklet advertising		<input type="checkbox"/> Half Page - 2 color	\$800
<input type="checkbox"/> Back Page Cover - 4 color	\$1,500	<input type="checkbox"/> Half Page - Black & White	\$750
<input type="checkbox"/> Full Page - 2 color	\$1,100	<input type="checkbox"/> 1/4 Page - 2 color	\$550
<input type="checkbox"/> Full Page - Black & White	\$1,000	<input type="checkbox"/> 1/4 Page - Black & White	\$500

\$

<input type="checkbox"/> Ad on AAST website	\$825	<input type="checkbox"/> Hotel Key Cards	\$3,000
<input type="checkbox"/> Hotel Channel Video	\$2,000	plus set-up fees, cards and shipping	
<input type="checkbox"/> Hotel Door Drop	\$3,000/day	<input type="checkbox"/> Pre or Post Mailing List	\$500

\$

### BOOTH LOCATIONS:

PLEASE INDICATE BOOTH SELECTIONS

CHOICE 1: \_\_\_\_\_

CHOICE 2: \_\_\_\_\_

CHOICE 3: \_\_\_\_\_

CHOICE 4: \_\_\_\_\_

PLEASE INDICATE COMPANIES YOU  
DO NOT WISH TO BE PLACED NEAR:

### TOTAL

☐ Check payable to AAST

☐ Visa

☐ Discover

☐ Mastercard

☐ American Express

\_\_\_\_\_  
Name on card

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

\_\_\_\_\_  
Expiration date

Send application and payment to: Judy Hambrick, email: [jhambrick@fac.org](mailto:jhambrick@fac.org) • phone: 312-202-5034

As an authorized representative of the company named above, I have read and understand the rules and regulations outlined in the 2017 AAST Exhibit Prospectus. I understand and agree to accept and abide by those rules and regulations.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## EXHIBIT RULES & REGULATIONS

The following rules and regulations governing the exhibit of the American Association for the Surgery of Trauma (AAST) are part of the application for space and constitute a contract between the exhibitor and AAST. They have been formulated in the best interest of the exhibitor, and we respectfully ask for the full cooperation of the exhibitor in their observance. Any detail not specified is subject to decision by AAST.

**Booth Assignments**—Booth space is assigned based on the date application received and number of booths requested.

**Booth Selections**—The exhibitor agrees to accept the space assigned. The application, along with a deposit of \$2,125 per 80-square-foot booth, should be returned to the AAST Exhibit Coordinator. Subletting of space is not permitted. AAST reserves the right to modify the designated exhibit space and make changes to space assignments should it be necessary.

**CANCELLATIONS, REDUCTION, AND REFUNDS**—Written notification of a reduction or cancellation of exhibit space must be received by AAST on or before June 2, 2017, and will result in a charge equal to 50 percent of the total cost of the space. Space not claimed or occupied on-site after 5:00 p.m., Wednesday, September 13, for which no special arrangements have been made with AAST, may be resold or reassigned by AAST without obligation to refund exhibit fees or reassign the exhibitor. No refunds will be granted for space after August 1, 2017.

**Contract for Space**—The acceptance of the official AAST Exhibit Space Application and deposit of rental charges constitute a contract for the rights to use allotted space. A completed application for space with deposit and all requested information must be received by mail. However, facsimile applications can be accepted if sent with complete credit card information and signature. Telephone requests will not be honored.

**Eligibility for Exhibiting**—The exhibits are an extension of the continuing education program of AAST. For an application to be accepted by AAST, the products and services must be related to the practice of surgery or medicine.

Exhibitors may only display products and services that they manufacture or distribute.

All exhibiting companies' products and services must be approved by the American Association for the Surgery of Trauma's (AAST) Exhibit Manager. AAST reserves the right, even after an application has been approved, to refuse exhibits, curtail activities, or to close exhibits or parts of exhibits that do not, in AAST's determination, comply with its rules and regulations.

**Exhibit Fees**—One 8' x 10' booth costs \$4,250. Note: All applications for space must be accompanied by a deposit of \$2,125 per 8' x 10' booth.

**Non-Profit Fees**—One (1) single 6 ft. tabletop costs \$2,200. Note: All applications for the non-profit rate must be accompanied by a full payment of \$2,200. Proof of non-profit status is required.

**Exhibits Design/Display**—Exhibit booths are 8' x 10'. The height of any exhibit shall not exceed 8' and the side rails must not be higher than 42". All back walls and side rails must remain as set by the official contractor. Please note that all display material must be fire retardant.

Exhibits may not span an aisle by ceiling or floor. Solid ceilings of wood, fabric, or other material over exhibits are not permitted if they come under the fire sprinkler heads. Exhibitors with covered exhibits must submit plans to the official contractor who will present said plans to the AAST for review and approval. Exhibits must be arranged so as not to obstruct the sightline or otherwise interfere with the displays of the other exhibitors.

**ANIMAL TISSUE DEMONSTRATIONS**—Under no circumstances may human tissue of any kind be used for demonstration purposes. Animal tissue may be used if a request is submitted in writing to AAST with a detailed description of the proposed method of waste disposal.

**Failure to Occupy Space**—Any exhibitor failing to occupy space is not relieved of the obligation to pay full rental price for space. The AAST reserves the right to use an exhibit space as it sees fit, provided the space is not occupied one hour prior to the scheduled exhibit hall opening.

**Payment Terms**—A check for the deposit, in the amount of \$2,125 per 80 square feet, must accompany the application for space. No applications will be processed without remittance of the deposit. AAST Exhibit Management will charge credit cards the full amount of \$4,250 per each 8' x 10' space requested.

**All applications received after Tuesday, August 1, 2017, must include full payment.** No application will be processed without full payment after this date.

Full payment is due Friday, August 4, 2017. If payment is not received by this date, the space may be reassigned; a refund will not be issued.

Services ordered through the official decorator will only be fulfilled upon receipt of final payment for your booth space.

### BOOTH INFORMATION AND SERVICES

**Badges and Booth Staffing**—Each exhibiting company is entitled to two (2) complimentary badges per 80 sq. ft. (8' x 10') of space. Substitutions are not permitted and

badges cannot be shared. Badges will provide access to the continental breakfast (Thursday - Saturday), the scientific sessions, and the posters reception.

A \$250 per badge fee will be charged above and beyond your booth allotment. Lost or forgotten badges may be reprinted on site at a fee of \$250 per badge. No badges will be issued without proof of company affiliation.

Exhibitor registration forms are due August 31, 2017, and will be available in the service manual. Exhibitor badges can be picked up at the AAST registration desk located at the Baltimore Marriott Waterfront Hotel.

AAST requires that all representatives be registered for the meeting. Badge exchange between exhibitor representatives is not permitted.

All exhibitor personnel are required to wear their registration badges at all times while on the exhibit floor. Booths must be staffed at all times. Please note: you will be in violation of regulations if the booth is not staffed.

**Advertising & Marketing Opportunities**—AAST is excited to offer marketing and advertising opportunities. Details will be sent automatically when available.

**Cleaning Service/Aisle Carpet**—Each exhibitor is responsible for ordering cleaning service for the upkeep of its booth during the show. A form will be provided in the online exhibitor service manual. AAST will assume responsibility for aisle cleaning in the exhibit hall.

**Company Description**—Company descriptions will be printed in Exhibitor Booklet and uploaded to mobile app. More details will be included in the exhibit space confirmation.

### Exhibit Hours (tentative)

Wednesday, September 13	5:30 p.m. – 7:30 p.m.
Thursday, September 14	7:00 a.m. – 3:00 p.m.
Friday, September 15	7:00 a.m. – 2:00 p.m.

**Exhibitor Events**—The opportunity to hold Exhibitor Events will be offered at AAST Annual Meeting. Exhibitors will want to take advantage of the opportunity to gain additional exposure to this influential group of trauma surgeons. More information regarding exhibitor events will be available in 2017.

**Food and Beverages**—Nonalcoholic beverages and food products are permitted in your booth only if ordered or approved through the hotel's food and beverage departments. No popcorn, peanuts, or jelly beans will be allowed.

**Food and Drug Administration (FDA)**—All medical devices or pharmaceuticals exhibited must have fulfilled all applicable FDA regulations.

**Non-Food and Drug Administration (FDA) Approved Drugs and Devices**—Exhibitors are reminded that the FDA generally prohibits the advertising or other promotion of investigational or unapproved drugs and devices. The FDA also forbids the promotion of approved drugs or devices for unapproved uses. Unapproved Class III devices may be displayed only if they are the subject of an effective investigational device exemption (IDE). Class I or II devices that have not been approved by the FDA may be displayed only if they are the subject of a pending 510(k) premarket notification application. Any investigational product (including any product subject to a pending 510(k)) that is displayed or graphically depicted within the exhibit must: contain only objective statements about the product; contain no claims of safety, effectiveness, or reliability; contain no comparative claims to other marketed products; display the statement, "Caution: Investigational Devices. Limited to Investigational Use," in prominent size and placement; and not be sold or be the subject of order taking or name gathering until approved. Signage that is easily visible is to be placed near the devices themselves and on any graphics depicting the device stating, "This device is not cleared by the FDA for distribution in the United States," or "This device is limited by Federal Law for investigational use only."

**Gifts/Promotional Items**—Exhibitors are permitted to give gifts and promotional items in their assigned booths, but items must be approved by AAST Management. Individual gifts in the general range of \$100 are acceptable. No gifts over \$100 are permitted. Exhibitors must follow the AMA Guidelines on Gifts to Physicians from Industry. Any gifts accepted by physicians individually should primarily entail a benefit to patients. Accordingly, textbooks, modest meals, and other gifts are appropriate if they serve a genuine educational function. Cash payments may not be offered.

**Hotel Information**—The AAST meeting will be held at the Baltimore Marriott Waterfront Hotel in Baltimore, Maryland. The exhibits will be located in the Harborside Ballroom at the Baltimore Marriott Waterfront. To verify that all hotel rooms within the AAST block are properly allocated, AAST will actively monitor the housing process. Exhibitors who require the use of ten (10) sleeping rooms (or more) at the Baltimore Marriott Waterfront per night must contact Karla Stuecker at [kstuecker@facs.org](mailto:kstuecker@facs.org). For exhibitors who require the use of fewer than ten rooms, hotel information will be available on the AAST website at [www.aast.org](http://www.aast.org).

The reservation cutoff date at the Baltimore Marriott Waterfront is August 14, 2017. Reservations made after the deadline date, or when room block fills, are subject to rate and space availability.

**Unauthorized Solicitations from Hotels**—ALL hotel reservations for AAST must be made via the AAST website.

Be aware of hotel resellers who may contact you offering accommodations they are not endorsed by or affiliated with AAST. Beware, entering into financial agreements with non-endorsed companies can have costly consequences.

**Laser Policy**—Exhibiting companies planning to demonstrate laser equipment and other potentially hazardous light sources must request laser information from AAST management.

**Lead Retrieval**—Lead retrieval information will be included in the Exhibitor Service Manual.

**List Rental**—Exhibitors will have the opportunity to purchase the preregistration attendee list before the meeting and the final attendee list after the close of the meeting. Additional Information, including pricing and guidelines, will be available in the Service Manual.

**Non-contracted Exhibit Space**—Any person, firm, or organization not having contracted with the AAST for the occupancy of space in the exhibit hall will not be permitted to display or demonstrate any products, processes or services; solicit orders, or distribute advertising materials at the Baltimore Marriott Waterfront, or in any hotel used by AAST to house registrants. Any noncompliance with this regulation will result in the prompt removal of the offending person(s) and property from the area. No exhibit will be permitted in a hotel room.

**Photographers**—All exhibiting companies hiring a photographer during the AAST Annual Meeting must submit in writing the name of the photographic firm to the AAST Exhibit Management office. Unauthorized photographers or camera equipment will not be allowed into the exhibit hall.

**Raffles/Prize Drawing**—Exhibitors may conduct raffles or have individual prize drawings in their assigned booths. All raffle prizes must be approved by AAST Management.

**Restrictions in Operation of Exhibits**—The AAST reserves the right to restrict exhibits that because of sound, method of operations, materials, content, or are for any reason objectionable. AAST also reserves the right to prohibit or evict any exhibit that, in the opinion of AAST Management, may detract from the general character of the exhibit as a whole. This reservation includes persons, things, conduct, printed matter, food and beverages, or anything of a character that AAST Management determines is objectionable to the exhibit.

In addition, all demonstrations, interviews, or instructional activities must be confined to the limits of the exhibit booth. Any person canvassing in any part of Baltimore Marriott Waterfront will be required to leave the building. In the event of such restriction or eviction, AAST and AAST Exhibit Management are not liable for any refunds of rentals or other exhibit expense.

**Sales and Order Taking**—Exhibitors are free to solicit sales and take orders within the exhibit hall only.

**Security**—Security officers will be stationed in the exhibit hall continuously from 5:00 p.m. Wednesday, September 13, through 2:00 p.m. on Friday, September 15. Children under the age of 16 are not permitted in the hall at any time.

**Signs**—One 7" × 44" ID sign will be furnished to each exhibitor by AAST. Forms for ordering additional signs will be provided in the online Exhibitor Service Manual. Only professionally printed signs are permissible.

**Sound**—Sound/audiovisual devices, effects, and demonstrations will be permitted only in those locations and at such sound intensity (maximum 80 decibels or "dB") as, in the opinion of AAST, do not interfere with the activities of neighboring exhibitors. Sound levels exceeding 80 dB are deemed inappropriate and must be discontinued.

## **CONTRACTUAL CONSIDERATIONS**

**Insurance**—Insurance on all exhibits is the responsibility of the exhibitor. AAST or AAST Management will not assume any responsibility for property loss or damage to personal property, as stated in the section on limitation of liability.

Each exhibitor shall, at their own cost and expense, provide general liability insurance in an amount not less than \$1,000,000. This insurance should recognize AAST and the American College of Surgeons as an additional insured.

Service orders will only be fulfilled by the official exhibit hall decorator when booth space is paid for in full and a certificate of insurance has been submitted.

**Limitation of Liability**—It is mutually agreed by and among AAST, AAST Management, and the exhibitor that AAST and AAST Management shall have no liability whatsoever to an exhibitor, its employees, or its business invitees; or have any liability for loss or damage to the property of the exhibitor, its employees, or its business invitees resulting from any cause. It is further understood and agreed that all claims against AAST and AAST Management for any damage, loss, or injury are expressly waived by the exhibitor and assumed by the exhibitor as its responsibility. Space is leased with the understanding that AAST, AAST Management, the official Decorator, and the Baltimore Marriott Waterfront assume no liability whatsoever for damages for any act of omission in connection with the said agency, and the exhibitor and its representative(s) hereby keep forever harmless AAST, AAST Management, the official Decorator and the Baltimore Marriott Waterfront from any and all liabilities for loss ensuing from any cause.

It is further understood and agreed that the AAST and AAST Management shall in no event be liable to an exhibitor for any lost profits, sales, or business opportunities or any other type of direct or consequential damages alleged to be due from a breach of this contract. It is understood and agreed that the sole liability of AAST and AAST Management to the exhibitor for any breach of the contract shall be for the refund of all amounts paid by the exhibitor pursuant to this contract, as an exclusive remedy. The exhibitor agrees to abide by all applicable laws, ordinances, and rules and regulations, including but not limited to those of the State of Maryland, the City of Baltimore, and the Baltimore Marriott Waterfront, as may be amended from time to time.

**Catastrophe**—In the event of fire, strikes, or other unavoidable occurrence(s) rendering the exhibit space unfit for use, provisions will be made for the exhibit elsewhere or a proper financial adjustment will be made to the exhibitor.

## **INSTALLATION AND DISMANTLING**

Exhibitor Installation may begin on Wednesday, September 13. Setup must be completed by 5:00 p.m. on Wednesday, September 13. All display material, packages, crates, etc., not attended to by 5:00 p.m. on Wednesday, September 13, will be removed by the official Decorator on a time and material basis, and will be done so at the exhibiting company's expense.

Dismantling may begin promptly at 2:00 p.m. on Friday, September 15. Dismantling exhibits before the official closing without just cause and/or permission from AAST Management will result in not receiving an invitation to exhibit the following year.

**Service Contractors**—The service desk will be open during installation, dismantling, and show hours for your convenience.

**Installation and Dismantling Badges**—These passes are necessary for all unregistered installation and dismantling personnel who want access to the exhibit hall. Setup badges must be presented to the security officers for entrance. Passes may be obtained at the AAST exhibitor registration desk located at the Baltimore Marriott Waterfront.

**Setup by Non-Official Contractor**—The unpacking, setup, assembling, dismantling, and packing of displays and equipment must be done by the correct type of labor. The official service contractor will have skilled craftsmen available to assist exhibitors. Arrangements for labor should be made through the decorating company in advance whenever possible. Official labor forms will be included in the online Exhibitor Service Manual.

**Exhibitor-Appointed Contractors (EACs)**—Exhibitor-appointed contractors (EACs, non-official, or independent contractors) are allowed to install and dismantle at the AAST Annual Meeting as long as compliance is made with the following rules:

AAST Management must be notified in writing by Friday, August 4, 2017. The EAC approval request form will be in the online Exhibitor Service Manual. Notification by the EAC is not acceptable.

The EAC must furnish AAST Management with a certificate of liability insurance no later than August 4, 2017. The liability insurance must have a limit of not less than \$1,000,000.

The EAC must have current contracts with appropriate unions and provide stewards in the required ratio.

The EAC may not solicit or accept new business for future AAST shows on the show floor.

The EAC must have all appropriate federal, state, and local license, permits, etc. (if any).

An EAC will not be permitted on the show floor unless the above rules are observed. No exceptions!

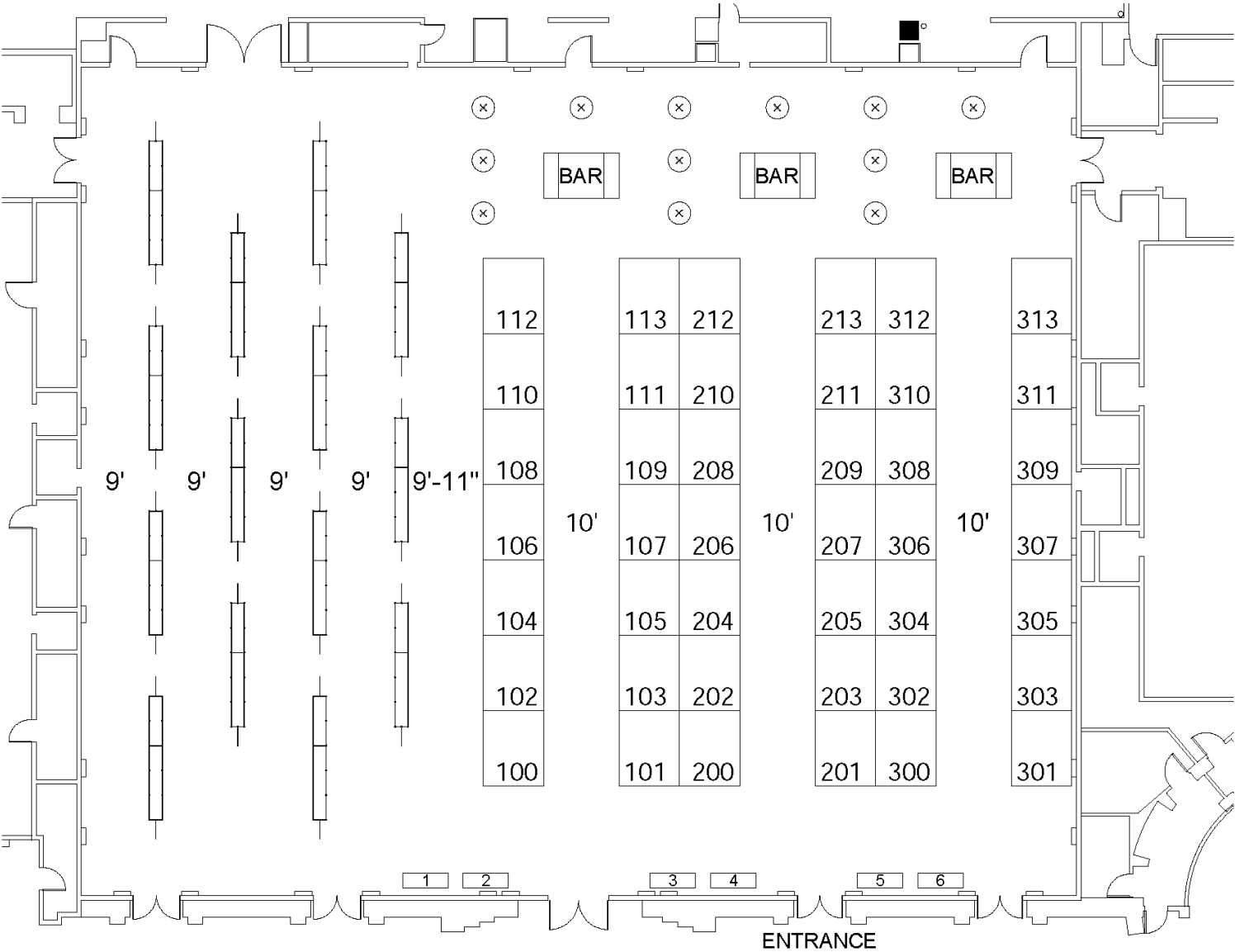
Please note: The exhibiting company is fully responsible for the coordination of its contractors. In the interest of clear communication, AAST Management will not work directly with any non-official contractors including decorators, contractors, public relations agencies, or advertising agencies.

For services such as electrical, plumbing, telephone, drayage, rigging, booth cleaning, and millwright work, no exception will be made and the contractor designated by AAST Management must be used.

**Shipping Information**—All exhibitors are required to send their freight through the official drayage contractor. It is imperative that all exhibitors coordinate their deliveries with the official drayage contractor, inasmuch as AAST Management has given the drayage contractor control of the loading dock, which is necessitated by limited accessibility and time. Shipping directly to the hotel is prohibited.

# EXHIBITOR FLOOR PLAN

MARRIOTT WATERFRONT - HARBORSIDE BALLROOM - BALTIMORE, MD





# 2016 EXHIBITORS

Acelity (KCI and LifeCell)  
 Acute Innovations  
 American College of Surgeons –  
 Committee on Trauma  
 American Trauma Society  
 AMSUS - The Society of Federal  
 Health Professionals  
 Applied Medical Technology, Inc.  
 (AMT)  
 Bard Davol  
 Belmont Instrument Corporation  
 Bio2 Medical, Inc.  
 BMJ  
 Boehringer Ingelheim  
 Pharmaceuticals, Inc.  
 Cerus Corporation  
 Coalition for National Trauma  
 Research (CNTR)

CSL Behring  
 Daxor Corporation  
 Decisio Health  
 DePuy Synthes  
 Elsevier  
 EmCare Surgical Services  
 EPI-SOAR Consulting, Inc.  
 Ethicon US, LLC  
 Geisinger Health System  
 Haemonetics  
 Hospital Corporation of America  
 (HCA)  
 Hutchinson Technology, Inc.  
 KLS Martin  
 Lutheran Health Network  
 Mallinckrodt Pharmaceuticals, Inc.  
 MedXpert North American, Inc.

Novadaq  
 Nuance Communications, Inc.  
 OptiScan Biomedical  
 Pfizer, Inc.  
 Pryor Medical Devices, Inc.  
 Prytime Medical Devices, Inc.  
 Siemens Healthcare  
 Starsurgical, Inc.  
 Synapse Biomedical, Inc.  
 Synergy Surgicalists  
 T6 Health Systems  
 TEM Systems, Inc.  
 Trauma Center Association  
 of America  
 Wolters Kluwer  
 Z-Medica  
 Zimmer Biomet



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*See you in Baltimore.*

