



AAST

80th Annual
Meeting of AAST
and Clinical Congress
of Acute Care Surgery

exhibitor prospectus

atlanta • sept. 29 - oct. 2



A message from the Executive Director



80th ANNUAL MEETING of AAST Atlanta, Georgia

September 29 - October 2, 2021
Hybrid Meeting

Dear Exhibitors,

On behalf of the American Association for the Surgery of Trauma (AAST), I invite you to join us for the 80th Annual Meeting of AAST and Clinical Congress of Acute Care Surgery 2021 Meeting. This year's meeting is scheduled to be in-person, to be held at the Hilton Atlanta, with a virtual component. This is an exciting undertaking for AAST, and we look forward to your company's participation.

The opportunities to support a major scientific and education trauma organization are many, and I hope you will take a few minutes to review all the different options AAST will be offering this year. We have restructured the marketing partners packages for companies to customize packages to fit their individual needs, be it in-person in Atlanta, virtually, or both!

Without your support, AAST would not be able to provide the cutting-edge education sessions and courses, promote research, or support and provide critical information to its members and meeting attendees.

While reviewing this prospectus, if you cannot find a package or a la carte options that fit your needs, please contact AAST and we will work to create a custom package for you.

AAST is looking forward to your partnership and a successful 2021.

Sincerely,

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

AAST meeting demographics and tentative exhibit hall hours



Demographics

2020 Virtual Annual Meeting

Total Attendees: 1587

Medical Doctors: 1127

Other Health Professionals: 460

2019 Dallas, TX

Total Attendees: 1265

Medical Doctors: 965

Other Health Professionals: 66

2018 San Diego, CA

Total Attendees: 1666

Medical Doctors: 1141

Other Health Professionals: 230

2017 Baltimore, MD

Total Attendees: 1195

Medical Doctors: 981

Other Health Professionals: 67

Exhibit Hall Hours

(all time are tentative and subject to change)

Exhibit Set up:

Tuesday, September 28th:

8 am – 4 pm

Please contact Judy Hambrick at jhambrick@facs.org or (312) 202-5034 if you need a later set up time.

Exhibit Hours:

Wednesday, September 29th:

7:30 am – 7:30 pm

Thursday, September 30th:

7 am - 1 pm

Friday, October 1st:

7 am - 11 am

Exhibit Tear-down:

Friday, October 1st: 11 am - 2 pm

Physical Exhibitor Booth Packages



Basic Exhibit Package: \$4,500

Basic Exhibit Package includes:

- Single 8x10 booth space which includes one 6ft. skirted table, two chairs, wastebasket, and booth ID sign 7'x44"
- Two conference badges which provides access to all scientific sessions
- Company acknowledgement on signage during the meeting
- Complimentary breakfasts (Wednesday-Saturday)
- Complimentary Welcome Reception (Wednesday)
- Attendee/Exhibit lunch in the exhibit hall (Friday)
- Company listing in Exhibitor Directory (one copy provided to each company)
- Company listing in AAST Mobile App exhibitor section
- Virtual Booth in the online platform for online attendees

Total value of package: \$6,500

Non-profit Tabletop: \$2,300

(Proof of non-profit status required)

- Single 6 ft tabletop which includes one 6ft. skirted table, two chairs, wastebasket, and booth ID sign 7'x44"
- Two conference badges which provides access to all scientific sessions
- Company acknowledgement on signage during the meeting
- Complimentary breakfasts (Thursday-Saturday)
- Complimentary Welcome Reception
- Attendee/Exhibitor lunch in the exhibit hall (Friday)
- Company listing in Exhibitor Directory (one copy provided to each company)
- Company listing on AAST Mobile App exhibitor Section
- Virtual Booth in the online platform for online attendees

For Virtual Exhibit Booth Options see pages 15.

Physical Exhibitor Booth Packages



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)
- Half (1/2) page color ad in Exhibitor Directory
- Link to company's website in the AAST Mobile App
- Name on rotating slides prior to the opening session on Wednesday morning
- 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 (up to four times)
- 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 (May and November 2021)
- Logo in Cutting Edge (AAST's on-line newsletter) (at least two times if booth purchased prior to July 1)
- Logo in the Daily Annual Meeting digital newsletter (four days)
- Virtual Booth in the online platform for online attendees

Package value: \$13,000

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

- ☐ Logo on Passport-to-Prizes card
(select: Wednesday/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 half-page 2-color ad (excludes back cover)

Total value of package with add-ons: \$16,000

For Virtual Partner Options see pages 16.

Physical Exhibitor Booth Packages



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)
- Full page color ad in Exhibitor Directory
- Link to company's website in the AAST Mobile App
- Name on rotating slides prior to the opening session on Wednesday morning
- 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 (up to four times)
- 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 (May and November 2021)
- Logo in Cutting Edge (AAST's on-line newsletter) (at least two times if booth purchased by July 1)
- Logo in Daily Annual Meeting digital newsletter (four days)
- 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)
- Virtual Booth in the online platform for online attendees

Package value: \$18,000 - \$20,000

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 color ad (excludes front inside or back cover) (value \$800)
- ☐ Two banquet tickets (value \$400)
- ☐ Banner ad on AAST website in the Annual Meeting section (value \$850)
- ☐ Logo on Passport-to-Prizes card
(select Wednesday/Thursday _____ or Friday _____) (value \$500)
- ☐ Digital Ad on TV in/near exhibit area (value \$750)
- ☐ Digital Ad on TV in Donor Lounge (value \$750)

Total value of package with add-ons: \$24,000 - \$27,500

For Virtual Partner Options see pages 16.

Physical Exhibitor Booth Packages



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 color ad in Exhibitor Directory (excludes covers)
- Name on rotating slides prior to the opening session on Wednesday
- Logo in President's Opening Slides
- Logo in Recorder/Program Chairman's Slides
- Link to company's website in the AAST Mobile App
- Company logo in AAST's printed quarterly newsletter (May and November 2021)
- Company name on Marketing Partners signage near exhibit hall
- Company name and logo in the Annual Meeting E-News (at least four times)
- 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 Cutting Edge, AAST's online newsletter (at least two times if package is purchased prior to July 1)
- A copy of the AAST Membership Directory (one copy)
- 30% discount on 2-hour symposium or 40% discount on 4-hour symposium (value \$1,500- \$4,000)
- Digital ad on two TV's (Choice of TV Locations :Donor Lounge, Info Desk or Social Media Area)
- Logo on Passport-to-Prizes card for both days
- Name and logo in rotating ads on Annual Meeting App
- Virtual Booth in the online platform for online attendees

Package value: \$23,000 - \$27,000

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)
- ☐ 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)
- ☐ Additional full-page 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: \$38,000-\$42,500

For Virtual Partner Options see pages 16.

Physical Exhibitor Booth Packages



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 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
- 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
- Digital Ad on all Tv's
- Company name and logo in Annual Meeting E-News (at least four times)
- 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 (May and November 2021)
- Company logo in The Cutting Edge, AAST's e-newsletter (at least two times)
- 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)
- 50% discount on a 2-hour symposium OR 50% discount on a 4-hour symposium (value \$2,500-\$5,000)
- Virtual Booth in the online platform for online attendees

Package Value: \$33,000-\$37,000

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)
- ☐ 4-hour symposium (value: \$10,000)

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

- ☐ One complimentary listing - pre-attendee list (value \$500)
- ☐ One complimentary listing - post-attendee list (value \$500)
- ☐ Two extra conference badges (value \$500)
- ☐ Full page 4-color ad (inside front cover or back cover) (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

For Virtual Partner Options see pages 16.

Specialty Sponsorship Packages



Product Theater - \$8,500

A unique opportunity for exhibitors during the AAST meeting. Exhibitors will be able to hold product theater presentations close to the general sessions.

The product theaters will be available for lunch presentations. The cost for the product theater includes:

AAST Responsibilities

- Seating for 30 (Max)
- Food/Beverage
- Riser w/Podium and Microphone
- Audio Visual (55" or larger 4K TV and VGA or HDMI cord)
- AAST will end out two blast emails to attendees prior to the meeting and will include the product lounge information in the Daily Newsletters. (Copy due to AAST by August 30, 2021)
- A blast email will go out the morning of the event to all registered attendees.
- Digital Ad in the AAST Donor Lounge and AAST Info Desk (copy due August 30)
- Pre or Post attendee list (addresses only) for marketing purposes only

Vendor Responsibilities

- Laptop
- Lead Retrieval

Available Days/Times

Wednesday, September 29

12:15-1:30pm

Lunch and Presentation

Thursday, September 30

1:00-2:15pm

Lunch and Presentation

Friday, October 1

11:25am – 12:40pm

Lunch and Presentation

CT THEATER



Product Theater Requirements

- Must be registered as an exhibitor to offer product theater
- Product Theater days/times are not flexible.
- Any literature and signage produced for the product theater must be approved by AAST and cannot say product theater is endorsed or sponsored by AAST. All literature and signage must include the following disclaimer: 'This commercially supported product theater presentation is independent of the AAST educational activities and is not accredited by ACS.'
- All food, beverages, AV, will be handled by AAST.
- Promotion of the product theater is the responsibility of the company and cannot be combined with any AAST meeting materials.
- All information distributed for the product theater must be submitted for approval by AAST prior to printing.

If you have questions, contact Judy Hambrick at jhambrick@facs.org or (312) 202-5034.

See the form at the end of the prospectus for Product Theater Application

Exclusive Exhibitor Packages



Donor Lounge

Announcing the 2021 AAST Donor Lounge at the 80th AAST Annual Meeting Opening on Wednesday at 8:00am, the AAST donor lounge will be available to any attendee that has contributed to the R&E Fund in the past year. The donor lounge will be in the exhibit area. This new lounge will feature a work area, charging stations, comfortable seating, TV, refreshments, and a place for networking. Sponsorship is available for the lounge with a max of two companies and must be registered as an exhibitor to sponsor the donor lounge. See below for more information. AAST is a 501 (C)3 organization, the donor lounge sponsorship is tax deductible as a donation to the AAST Research and Education Fund. Tax letters will be provided to sponsoring companies in January 2022. The AAST's Tax ID # 36-2985465

Donor Lounge Times:

Wednesday, September 29	8:00am – 7:30pm
Thursday, September 30	7:00am – 6:00pm
Friday, October 1	7:00am – 4:00pm

1-day Sponsorship: \$2300

(Company can choose Wednesday, Thursday or Friday only one company per-day)

1. One exhibiting company representative in the lounge one day
2. Ad located inside lounge (design approved by AAST. AAST designer will assist in creating the panel or dimensions will be sent to company designer.)
3. Display area for company materials (1 day)
4. Company video (to run every 2 hours, 1-day max time 30 seconds) on TV located in lounge
5. Signage outside of donor lounge
6. Acknowledgement of donation on exhibit hall entrance TV (thank you digital ad developed by AAST)
7. Complementary digital ad on exhibit hall entrance TV
8. Announcement of sponsorship in the opening session
9. Complimentary quarter page ad in the 2021 Exhibitor Booklet
10. Acknowledgement in the pre-meeting email blast to all donors announcing the donor lounge



Donor Lounge continued

2-day Sponsorship: \$4750

(Wednesday, Thursday or Friday – exhibiting company selects days)

1. One exhibiting company representative in the lounge both days
2. Ad or information in a highly visible location inside lounge (design approved by AAST. AAST designer will assist in creating the ad or dimensions will be sent to company designer.)
3. Display area for company materials (both days)
4. Company video (to run every 2 hours on both days max time 60 seconds) on TV located in lounge
5. Signage outside of donor lounge
6. Acknowledgement of donation on exhibit hall entrance TV (thank you digital ad developed by AAST)
7. Complementary digital ad on exhibit hall entrance TV
8. Announcement of sponsorship in the opening session
9. Give-a-way item with company logo (Provided by company)
10. Complimentary two-color half page ad in the 2021 Exhibitor Booklet
11. Ad in the pre-meeting email blast to all donors announcing the donor lounge
12. 50% off symposium held in/near donor lounge on Wednesday after the opening reception

The NIGMS YoB (GM078931) award with matching funding provided by the Clowes ACS/AAST Research scholarship was a great opportunity for me to begin my academic career. The potential of this initial funding is limitless. The continued success of my basic science research led to a NIH NIGMS Ro1 (GM058933) that studied anemia and the chronic hyperadrenergic state following major trauma. This continued NIH funding has allowed me to grow from a junior surgeon-scientist to a senior surgeon-scientist.

- Alicia Mohr, MD
Member AAST Acute Care Surgery Committee and
ACS Program Director



The AAST/Shearn Dorn & Fish scholarship was pivotal in my career. Work funded by this scholarship led directly to my receiving funding from the DOD and VA Merit Review program, as well as receiving the Cawthon award from the AAST. Our ability to support investigators early in their careers is among the most important things we do as an organization.

- David A. Spivey, MD
2014-2017 AAST Research/Program Chairman



I received the Research and Education Scholarship from the AAST in 2002 to study coagulation changes in patients with TBI. The findings obtained as a result of this funding served as the preliminary data for a K-award. As a result of the K-award, I was able to secure R01 funding from NIAH, as well as funding from the NIH and DoD to perform a large, North American Randomized Clinical Trial randomizing patients with TBI in the postoperative environment to TXA vs. placebo. I will always be indebted to the AAST. The funding I received as part of the Research & Education Scholarship had a major impact on my entire career, and I am so thankful to have received it.

- Susan Russell, MD
Member of the AAST Educational
Development/NOCC Committee

Additional Marketing Packages

ANNUAL MEETING

of the American Association for the Surgery of Trauma and the American Congress of Obstetricians and Gynecologists

SUNRISE SESSIONS

SESSION
DECEMBER 20

GENERAL SURGERY TIPS

Care Surgery

Shaw, MD;
S, MD
m, MD;
Savage, MD

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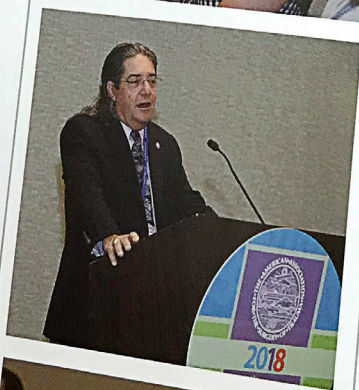
DO MILITARY INNOVATION
AND CAN THEY BE
CIVILIAN WORLD

Speakers: Donald J.
Jonathan
David Kin
Joseph Du
Charles F.

Moderator: Todd Ras

Data on the causes of death in wars has compelled militaries to develop new approaches to hemorrhage control, and research in Public Law and federal policy the FDA accommodating to lifesaving products development. As new methods and products from the military R&D program are unproven and often controversial trauma practices. However, the collaboration with civilian centers to improve, and integrate new approaches may improve wartime injury recovery. This session will present approaches and technologies from DoD trauma research programs to the question "do military innovations can they be studied in the civilian world?" The session will also lead discussion on how civilian centers can collaborate in a manner that is open to new ideas but does not disrupt practice or put patients at risk.

* Session agenda can be found on



a 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)
- Logo and Booth Number on Door Drop Bags (\$1,500)
- Hotel Key Cards (\$3,000 plus set-up fees, cards and shipping)
- Pre or Post Mailing List (\$500/list)
- Digital Ad on AAST TV (\$750 per ad)
- Back Cover of the Exhibitor Directory (4-color) (\$1,500)
- Inside Front or Inside Back Cover of the Exhibitor Directory (4-color) (\$1,250)
- Static Ad on TV (locations may include Donor Lounge, Information Desk, Social Media Desk and Exhibit Area) (\$500 per ad)
- 30 second ad on TV (locations may include Donor Lounge, Information Desk, Social Media Desk and Exhibit Area) (\$750)
- 60 second ad on TV (locations may include Donor Lounge, Information Desk, Social Media Desk and Exhibit Area) (\$1,000)
- Donor Lounge Sponsorships (\$2,300 one day, \$4,750 two days, \$6,000 Full exclusive sponsorship)
- Contact Judy Hambrick (jhambrick@facs.org or 312-202-5034) for more information

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 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.

AAST will send out a blast email prior to the meeting to announce the symposium. The exhibiting company will provide copy and select day that the blast email will be sent.

AAST will send out a blast email the morning of the symposium to all registered attendees.



Exhibitor Booklet 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 or 312-202-5034.

Unrestricted Educational Grants Available Opportunities

There are several 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 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 educational sessions at the AAST Annual Meeting as well as in the main foyer near educational sessions between 7:00 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. Nonexhibiting 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.

Virtual Exhibit Space Packages



Virtual Exhibit Packages:

Basic Exhibit Package: \$2,250

Virtual Booth includes:


- Company profile and logo, pdf documents, web links, brochure, etc.
- 2 complimentary registration to AAST virtual meeting
- Company listed on AAST Website Exhibitor Page
- Company acknowledgment on AAST website before, during and 3 months after virtual meeting

Virtual Non-profit Tabletop: \$1,150

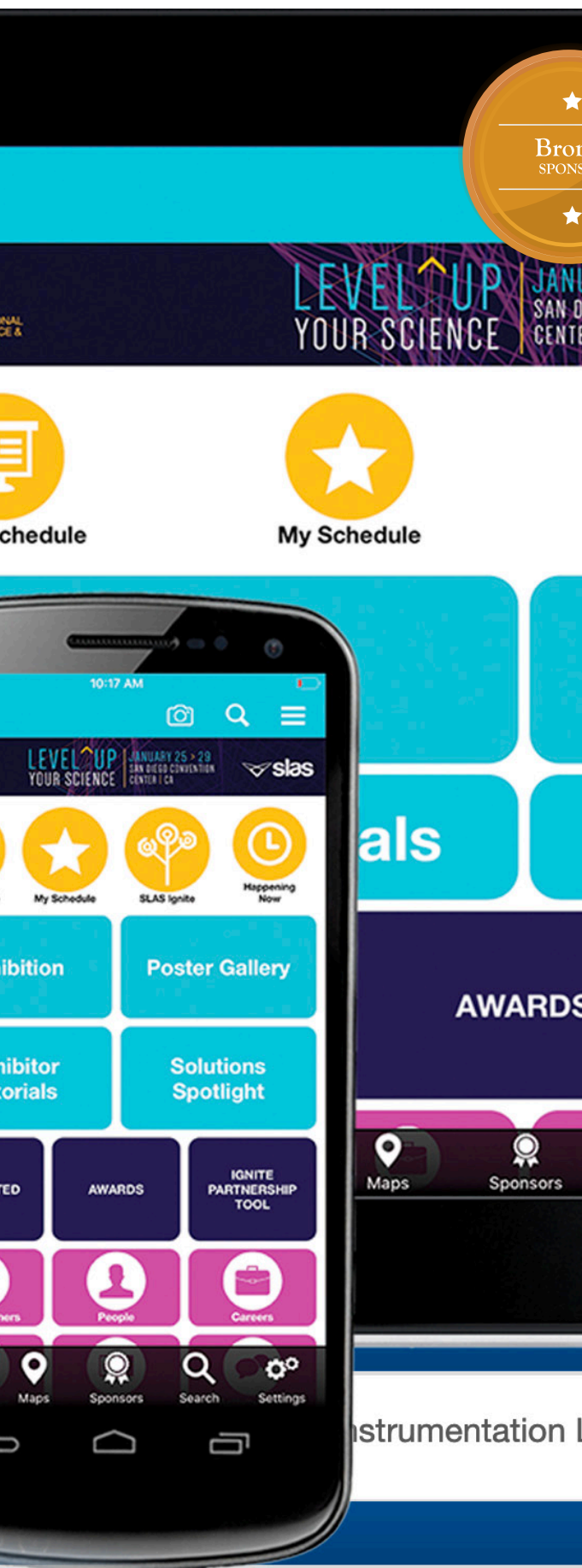
(Proof of non-profit status required)

Virtual Booth includes:

- Company profile and logo, pdf documents, web links, brochure, etc.
- 2 complimentary registration to AAST virtual meeting
- Company listed on AAST Website Exhibitor Page
- Company acknowledgment on AAST website before, during and 3 months after virtual meeting

Resources 

Virtual Exhibit Space Packages



Virtual Bronze Partner: \$5,000

Bronze Virtual Booth includes:

- Company profile and logo, pdf documents, web links, brochure, etc.
- 2 complimentary registration to AAST virtual meeting
- Company listed on AAST Website Exhibitor Page
- Company acknowledgment on AAST website before, during and 3 months after virtual meeting
- Half (1/2) page color ad in Virtual Advertisers Section (content must be approved by AAST)
- Half (1/2) page color ad in Exhibitor Booklet posted on AAST website
- Name on rotating slides prior to virtual opening session
- Logo in President's Opening Slides
- Logo in Recorder/Program Chair Slides
- Company name and logo in Annual Meeting e-News.
- Company description, ad, and hyperlink to website on corporate marketing partner page on AAST website for calendar year 2021
- Logo in AAST's printed quarterly newsletter
- Logo in Cutting Edge
- Logo in the Daily Annual Meeting digital newsletter (4x)

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

- ☐ One additional registration (Value \$500)
- ☐ AAST membership directory (one copy)
- ☐ 50% discount on either (pre or post) attendee mailing list
- ☐ Upgrade to one full page color ad in Virtual Advertisers Section instead of Half (1/2) page ad (excludes back cover)

Virtual Exhibit Space Packages



Virtual Silver Partner: \$10,000

Virtual Booth includes:

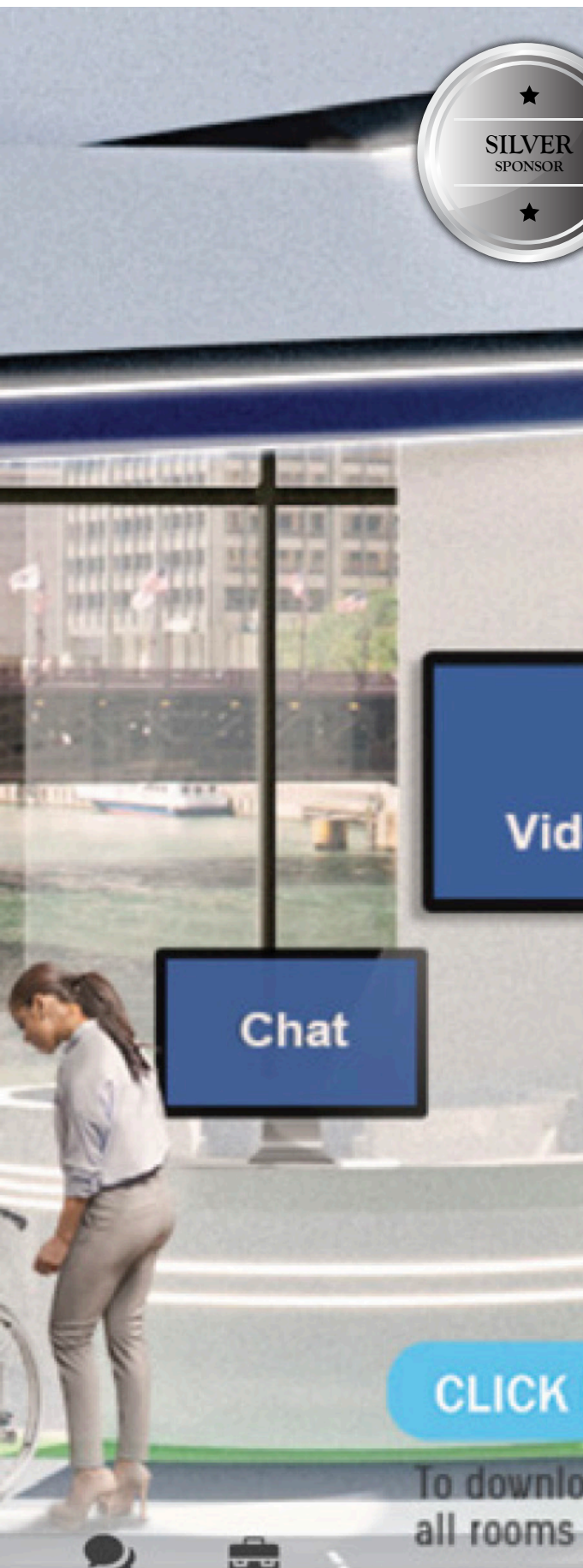
- Company profile and logo, pdf documents, web links, brochure, etc.
- 2 complimentary registration to AAST virtual meeting
- Company listed on AAST Website Exhibitor Page
- Company acknowledgment on AAST website before, during and 3 months after virtual meeting
- Full page color ad in Virtual Advertisers Section (content must be approved by AAST)
- Full page color ad in Exhibitor Booklet posted on AAST website
- Name on rotating slides prior to the opening session
- Logo in President's Opening Slides
- Logo in Recorder/Program Chair Slides
- Company name and logo in Annual Meeting e-News
- Company description, ad, and hyperlink to website on corporate marketing partner page on AAST website for calendar year 2021
- Logo in AAST's printed quarterly newsletter
- Logo in Cutting Edge
- Logo in Daily Annual Meeting digital newsletter (4x)
- AAST Membership Directory (one copy)
- One 10-minute product demo (attendance not guaranteed), and will be archived in the meeting information

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

- ☐ One additional Virtual booth
- ☐ Advertising package (Journal of Trauma and Acute Care Surgery) 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)
- ☐ 10% discount on same partner package for 2021 Annual Meeting in Atlanta

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

- ☐ One additional registration (Value \$500)
- ☐ Complimentary (pre or post) attendee list
- ☐ Banner ad on AAST website in the Annual Meeting section
- ☐ AAST Membership Directory (one copy)



Virtual Exhibit Space Packages

2021 ANNUAL MEETING VIRTUAL CONGRESS



19	American Trauma Soc
2	Arcos, Inc.
C (2)	
4	Coalition for National
18	CSL Behring
D (1)	
12	DePuy Synthes part Companies
I (1)	
5	Haemonetics Corpor
(1)	
13	Instrumentation Labo
(1)	
20	Journal of Trauma and

Virtual Gold Partner: \$17,000

Virtual Booth includes:

- Company profile and logo, pdf documents, web links, brochure, etc.
- 2 complimentary registration to AAST virtual meeting
- Company listed on AAST Website Exhibitor Page
- Company acknowledgment on AAST website before, during and 3 months after virtual meeting
- Full Page color ad in Virtual Advertisers Section (content must be approved by AAST)
- Full page color ad in Exhibitor Booklet posted on AAST website
- Name on rotating slides prior to the opening session
- Logo in President's Opening Slides
- Logo in Recorder/Program Chairman's Slides
- Company name and logo in the Annual Meeting E-News
- Company description, ad, and hyperlink to website on corporate marketing partner page on AAST website for calendar year 2021
- Logo in AAST's printed quarterly newsletter
- Company logo in AAST's Cutting Edge
- Logo in Daily Annual Meeting digital newsletter
- AAST Membership Directory (one copy)
- One 10-minute product demo (attendance not guaranteed), and will be archived in the meeting information

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

- ☐ One additional Virtual Booths
- ☐ 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)
- ☐ Add four additional days 30-second commercial run (for a total of 8 days)
- ☐ 20% discount on same partner package for 2021 Annual Meeting in Atlanta

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

- ☐ One additional registration (Value \$500)
- ☐ Complimentary (pre or post) attendee list (value \$500)
- ☐ One full page color ad (inside front cover or inside back cover) instead of full page ad in exhibitor booklet
- ☐ Banner ad in the Annual Meeting Section of the AAST website (value \$850)
- ☐ One additional copy of the Membership Directory (value \$1,000)

Virtual Exhibit Space Packages



Search for... See



**MEETING OF AAST
CARE SURGERY!**



sources



Exhibit Ha

EDUCATION DONORS!
for donating this year.

Virtual Platinum Partner: \$22,000

Virtual Booth includes:

- Company profile and logo, pdf documents, web links, brochure, etc.
- 2 complimentary registration to AAST virtual meeting
- Company listed on AAST Website Exhibitor Page
- Company acknowledgment on AAST website before, during and 3 months after virtual meeting
- Two (2) full page ads in Virtual Advertisers Section on AAST website
- Full page color ad in Exhibitor Booklet posted on AAST website
- Name on rotating slides prior to the opening session
- Logo in President's Opening Slides
- Logo in Recorder/Program Chairman's Slides
- Company logo on one of the Recorder/Program Chair's welcome slides
- Company name and logo in the Annual Meeting E-News
- Company description, ad, and hyperlink to website on corporate marketing partner page on AAST website for until February 1, 2021
- Logo in AAST's printed quarterly newsletter
- Company logo in AAST's Cutting Edge (electronic newsletter)
- Logo in Daily Annual Meeting digital newsletter
- AAST Membership Directory (one copy)
- Two 10-minute product demo (attendance not guaranteed), and will be archived in the meeting information

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

- ☐ One additional Virtual Booths
- ☐ Advertising package (in the Journal of Trauma and Acute Care Surgery)
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)
- ☐ 30% discount on same partner package for 2021 meeting in Atlanta

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

- ☐ One additional registration (Value \$500)
- ☐ Complimentary (pre or post) attendee list (value \$500)
- ☐ One full page color ad (inside front cover or inside back cover) instead of one full page ad in exhibitor booklet
- ☐ Banner ad in the Annual Meeting Section of the AAST website
- ☐ Two additional copies of the Membership Directory (value \$2,000)

A La Carte Virtual Options:

- ☐ Additional Registration \$500
- ☐ Digital ad in exhibitor booklet \$250 full page \$100 half page
- ☐ Upload video on company profile \$500 each
- ☐ Downloadable brochures \$500 (up to 3)
- ☐ Additional Virtual Booth \$1,500
- ☐ 30-second commercial \$750 /day; \$1,500/4 days; \$2,500/9 days

EXHIBIT SPACE APPLICATION

79th Annual Meeting of the AAST and Clinical Congress of Acute Care Surgery • September 29 - October 2, 2020 • Atlanta, Georgia

Company _____ Contact _____

Company Website _____

Phone _____ Email _____

Address _____

City _____ State _____ Zip Code _____

EXHIBIT FEES

Physical Booth		Virtual Booth		\$
<input type="checkbox"/>	Basic Exhibit Package	\$4,500	<input type="checkbox"/>	
<input type="checkbox"/>	Non Profit Tabletop	\$2,300	<input type="checkbox"/>	
<input type="checkbox"/>	Bronze Partner	\$10,000	<input type="checkbox"/>	
<input type="checkbox"/>	Silver Partner	\$20,000	<input type="checkbox"/>	
<input type="checkbox"/>	Gold Partner	\$35,000	<input type="checkbox"/>	
<input type="checkbox"/>	Platinum Partner	\$45,000	<input type="checkbox"/>	

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"/>	Ads on the AAST website	\$825	<input type="checkbox"/>	Hotel Key Cards	\$4,000
<input type="checkbox"/>	Digital Ad on AAST TV	\$750/day	(plus set-up fees, cards and shipping)		\$
<input type="checkbox"/>	Hotel Channel Video	\$2,000/day	<input type="checkbox"/>	30 second ad on TV	\$500
<input type="checkbox"/>	Back Cover of the Exhibitor Directory	\$1500	(locations may include Donor Lounge, Information Desk, Social Media Desk and Exhibit Area)		
<input type="checkbox"/>	Inside Cover of the Exhibitor Directory	\$1250 each	<input type="checkbox"/>	Pre or Post Mailing List	\$500/list
<input type="checkbox"/>	Hotel Door Drop	\$4,000	<input type="checkbox"/>	60 second ad on TV	\$1000
<input type="checkbox"/>	Logo and Booth Number	\$1500	(locations may include Donor Lounge, Information Desk, Social Media Desk and Exhibit Area)		
<input type="checkbox"/>	on Door Drop Bags		<input type="checkbox"/>	Donor Lounge Sponsorships	\$2300 One day
<input type="checkbox"/>	Static Ad on TV	\$500			\$4750 Two days
(locations may include Donor Lounge, Information Desk, Social Media Desk and Exhibit Area)					\$6000 Full exclusive Sponsorship

TOTAL \$

BOOTH LOCATIONS:

PLEASE INDICATE BOOTH SELECTIONS

CHOICE 1: _____ CHOICE 3: _____

CHOICE 2: _____ CHOICE 4: _____

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

Floor plan will be sent once the application is received.

Name on card

Card Number

Expiration date

- ☐ Check Payable to AAST
- ☐ Visa
- ☐ Mastercard
- ☐ Discover
- ☐ American Express

CSC

Make checks payable to: The American Association for the Surgery of Trauma
Send application and payment to: The American Association for the Surgery of Trauma
c/o Judy Hambrick, American College of Surgeons, Judy Hambrick
633 N Saint Clair, Suite 2600
Chicago, IL 60611

As an authorized representative of the company named above, I have read and understand the rules and regulations outlined in the 2021 AAST Exhibit Prospectus. I understand and agree to accept and abide by those rules and regulations.

Signature: _____

Date: _____

PRODUCT THEATER APPLICATION

Please provide information below and email Application to jhambrick@fac.org. All applications should be returned by Friday, August 6, 2021. Applications received after Friday, August 6, 2021 can only be confirmed on a space available basis.

Company	Contact
Phone	Email
Address	
Product Theater Presentation Title	Product Theater Speaker Name

Product Theater includes:

- Seating for 30 (Max)
- Head Table for two
- Food/Beverage
- Riser w/Podium and Microphone
- Audio Visual (55" or larger 4K TV and VGA or HDMI cord)
- AAST will send out two blast emails to attendees prior to the meeting and will include the product lounge information in the Daily Newsletters. (Copy due to AAST by August 30, 2021)
- A blast email will go out the morning of the event to all registered attendees.
- Digital Ad in the AAST Donor Lounge and AAST Info Desk (copy due August 30, 2021)
- Pre or Post attendee list (addresses only) for marketing purposes only

NOTE: Vendor responsible for laptop and lead retrieval

PRODUCT THEATER

Date	Time	Select	Cost
Wednesday, September 29	12:30 - 1:00pm (1 only)		\$8,500
Thursday, September 30	1:00 - 2:15pm (1 only)		\$8,500
Friday, October 1	11:25am - 12:40pm (1 only)		\$8,500
		Total Due	

Make checks payable to:
The American Association for the
Surgery of Trauma
Send application and payment to:
The American Association for the
Surgery of Trauma c/o Judy Hambrick,
American College of Surgeons,
633 N Saint Clair, Suite 2600
Chicago, IL 60611

- | | |
|--|---|
| <input type="checkbox"/> Check Payable to AAST | <input type="checkbox"/> Discover |
| <input type="checkbox"/> Visa | <input type="checkbox"/> American Express |
| <input type="checkbox"/> Mastercard | |

Name on card	
Card Number	
Expiration date	CSC
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, physical and virtual exhibit, 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/virtual exhibit 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 \$2,250 per 80-square-foot booth or virtual exhibit space, 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 3, 2021 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 29, 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 2, 2021.

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 \$4,500. One virtual exhibit space costs \$2,250. Note: All applications for space must be accompanied by a deposit of \$2,250 per 8' x 10' booth or per virtual exhibit space. **Non-Profit Fees**—One (1) single 6 ft. tabletop costs \$2,300. One (1) virtual exhibit space costs \$1,150. Note: All applications for the non-profit rate must be accompanied by a full payment of \$2,300 per 6 ft. table or \$1,150 per virtual exhibit space. Proof of nonprofit status is required.

EXHIBIT BOOTH 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.

VIRTUAL EXHIBITS DESIGN/DISPLAY—All virtual exhibit spaces include company description and logo, pdf documents, web links, brochure, etc.

FAILURE TO OCCUPY SPACE—Any exhibitor failing to occupy booth or failing to update virtual exhibit 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 \$2,250 per 80 square feet or virtual exhibit space, 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 \$4,500 per each 8' x 10' space requested or the full amount of \$2,250 per each virtual exhibit space requested. All applications received after Wednesday, August 4, 2021, must include full payment. No application will be processed without full payment after this date. Full payment is due Friday, August 6, 2021. 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 & Services

COMPLIMENTARY REGISTRATIONS—Each exhibiting company is entitled to two (2) complimentary badges per 80 sq. ft. (8' x 10') of space or virtual exhibit space. Substitutions are not permitted, and badges cannot be shared. Badges will provide access to the continental breakfast (Wednesday - 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 16, 2021. Details will be sent under separate cover. Exhibitor badges can be picked up at the AAST registration desk located at the Atlanta Hilton Hotel. AAST requires that all representatives be registered for the meeting. Badge exchange between exhibitor representatives is not permitted. All exhibitor personnel are always required to wear their registration badges while on the exhibit floor. Booths must always be staffed. 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 DESCRIPTIONS—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—All days/times are tentative; Wednesday, September 29, 6:30am - 7:30pm, Thursday, September 30, 7:00am - 1:00pm, Friday, October 1, 7:00am - 11:00am. Virtual exhibit space hours are Tuesday, September 28 beginning at 8:00am through Noon on Friday, October 1, 2021. Times are tentative and subject to change.

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 2021.

FOOD AND BEVERAGE—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 or virtual exhibit space, 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 Atlanta Hilton in Atlanta, GA. 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 Atlanta Hilton Hotel per night must contact Kathy Madyk at kmadyk@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. The reservation cutoff date at the Atlanta Hilton Hotel is August 27, 2021. 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 Atlanta Hilton Hotel, 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 or virtual exhibit space. 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 or virtual exhibit space. Any person canvassing in any part of Atlanta Hilton Hotel 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 4:00 p.m. Tuesday, September 28, through 11:00am on Friday, October 1st. Children under the age of 16 are not permitted in the hall at any time.

SIGNS—One 7" x 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 \$2,000,000. 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 Atlanta Hilton Hotel 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 Atlanta Hilton Hotel 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 Georgia, the city of Atlanta and the Atlanta Hilton Hotel, 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 Tuesday, September 28. Setup must be completed by 4:00 p.m. on Tuesday, September 28th. All display material, packages, crates, etc., not attended to by 4:00 p.m. on Tuesday, September 28, 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 11:00am. on Friday, October 1. 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. All virtual booths must be completed by Friday, September 24. Virtual booths will go "live" at 8:00am on Tuesday, September 28, 2021. Virtual booths will remain available for one week after meeting.

SERVICE CONTRACTOR—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 Atlanta Hilton Hotel.

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.

CONFIDENTIALITY — AAST and Exhibitor, on behalf of themselves and their respective agents and employees, agree not to use or disclose at any time any confidential information of the other party or its affiliated groups, unless expressly authorized in writing and/or required by law. Both parties acknowledge that the obligations undertaken in this Section will survive the termination or expiration of this Agreement.

REGISTRATION AND ACCESS TO SCIENTIFIC SESSIONS — All exhibitors must register to participate in AAST 2021 Meeting. Exhibitors receive full access to the meeting, including scientific sessions, with registration. CME is not available to those registered solely as exhibitors, however. Details for exhibitor registration will be available later.

FORCE MAJEURE —The performance of this Agreement by either party is subject to acts of God, war, government regulation, disaster, fire, epidemic, threatened or imminent strikes, civil disorder, curtailment of transportation facilities, threats or terrorist attacks, or other similar occurrence beyond the control of the parties, making it illegal, impossible, or commercially impractical to carry on the Exhibits or fully perform the terms of this Agreement. This Agreement may be terminated, or performance may be excused without penalty, for any one or more of such reasons by written notice from one party to the other.

INDEMNIFICATION AND INSURANCE —Each party agrees to indemnify and hold harmless the other, its agents, and employees from and against all claims, liabilities, and expenses, including reasonable attorneys' fees, arising from acts, omissions, or breach of this Agreement by the party or its agents or employees. The parties shall each maintain appropriate and sufficient insurance to cover their obligations under this Agreement.

LICENSE OF INTELLECTUAL PROPERTY — AAST and the Exhibitor are each the sole owner of all right, title, and interest to AAST and the Exhibitor's respective information, including such party's logo, trademarks, trade names, and copyrighted information, unless otherwise provided (collectively, "Intellectual Property"). AAST and the Exhibitor hereby each grant to the other a limited, non-exclusive license to use certain of the granting party's Intellectual Property, including names, trademarks, and copyrights, in connection with promotion of the Exhibit Program.

LIMITS IN LIABILITY — In no event shall AAST be liable to the Exhibitor for more than the amount paid under the Agreement.

RELATIONSHIP OF THE PARTIES — AAST and Exhibitor agree that this Agreement is not intended to create any partnership, agency, joint venture, or employer/employee relationship of any kind; both parties agree not to contract any obligations in the name of the other or to use each other's credit in conducting any activities under this Agreement. The parties agree that exhibiting as part of the Exhibits does not constitute AAST official endorsement, guarantee, acceptance, or approval of Exhibitor, its services, products, programs, or activities.

TERM AND TERMINATION — This Agreement is effective as of the date of last signature and will terminate (i) upon conclusion of the post promotion of the Exhibits, or (ii) upon the occurrence of a material breach (including failure to make timely payments) by either party if such breach is not cured within thirty (30) days after written notice of such breach is received, or (iii) upon thirty (30) days' notice by AAST to Exhibitor, with or without cause. In the event of termination for material breach by AAST, or termination without cause by AAST, AAST will refund payments made by Exhibitor. Upon any termination of this Agreement, all rights and privileges for use of the other party's Intellectual Property shall expire, and each party shall discontinue the use of the other party's Intellectual Property.

MISCELLANEOUS - This Agreement supersedes all prior writings or oral agreements and constitutes the entire agreement between the parties on the subject hereof; it may be amended only by a writing clearly setting forth the amendments and signed by both parties. This Agreement is binding on the parties, their successors, and assigns, provided that no party may assign this Agreement without the prior written consent of the other party. Either party's waiver of or failure to exercise any right provided for in this Agreement shall not be deemed a waiver of any further or future right under this Agreement. All notices required or permitted hereunder shall be in writing, sent to the parties at the addresses provided by the parties. This Agreement shall be governed by and interpreted in accordance with the laws of the State of Illinois.

INTERPRETATION AND APPLICATION OF RULES AND REGULATIONS

— All matters and questions not specifically covered by these Rules and Regulations, are subject to the decision of Jacqueline Mitchell, Associate Director of Convention and Meetings, American College of Surgeons, and Judy Hambrick, Exhibits Coordinator, American College of Surgeons.



2020 Virtual Exhibitors

- 3M+KCI
- AAST - R&E Fund
- American Association for the Surgery of Trauma
- American Trauma Society
- Arcos, Inc.
- Coalition for National Trauma Research
- CSL-Behring
- DePuy Synthes
- Haemonetics
- Instrumentation Laboratory
- Journal of Trauma and Acute Care
- Medela LLC
- Pediatric Trauma Society
- Portola Pharmaceuticals
- Prytime Medical Devices, Inc.
- Thompson Surgical Instruments, Inc.
- TSACO, BMJ
- Trauma Center Association of America
- Wolters Kluwer
- Z-Medica
- Zimmer Biomet