

# AAST

## Exhibitors Booklet



### 81st annual meeting

AAST and Clinical Congress  
of Acute Care Surgery

### September 21-24, 2022

# A MESSAGE FROM THE EXECUTIVE DIRECTOR



## 81st ANNUAL MEETING of AAST Chicago, Illinois

September 21 - 23

Dear Exhibitors,

First, I want to thank the many exhibitors that have supported AAST in the last two years. These last two years have been trying times for all. So thank you for sticking with AAST!

As AAST will be holding an in-person meeting in September 2022, and we are exploring new ways to work with our corporate partners and exhibitors.

In 2021, AAST changed its meeting pattern to start on Wednesday morning and end on Saturday afternoon. With this change, is a free afternoon for attendees and exhibitors.

In 2019, AAST instituted two exhibit hall only events: Welcome Reception on day 1, Wednesday night, and a lunch with exhibits.

New for 2022: AAST has instituted spending levels for Bronze, Silver, Gold and Platinum levels that allows our corporate partners to customize their packages. Each level is awarded a spending level at least equal to the partner level.

AAST is committed to driving traffic to the exhibit hall and for you, the exhibiting company, to find value in exhibiting at AAST.

I look forward to seeing you in Chicago in September 2022.

Sincerely,

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

# EXHIBIT AT THE LARGEST EVENT FOR TRAUMA SURGEONS



## EXHIBIT HALL HOURS

(all time are tentative and subject to change)

### Exhibit Set up:

Tuesday, September 20th:

8 am – 4 pm

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

Wednesday, September 21st:

7:30 am – 9 am

### Exhibit Hours:

Wednesday, September 21st:

10 am – 7 pm

\*\* Welcome reception 6-7 pm

Thursday, September 22nd:

7 am - 1 pm

\*\* All attendee lunch 12-1 pm

Friday, September 23rd:

7 am - 11 am

### Exhibit Tear-down:

Friday, September 23rd: 11 am - 2 pm

## DEMOGRAPHICS

### 2021 In-Person and Virtual Annual Meeting Atlanta, GA

Total Attendees: 1569

In-Person Attendees: 912

Medical Doctors (both): 1200

Other Health Professionals (both): 104

### 2020 Virtual Annual Meeting

Total Attendees: 1587

Medical Doctors: 1236

Other Health Professionals: 249

### 2019 Annual Meeting Dallas, TX

Total Attendees: 1265

Medical Doctors: 965

Other Health Professionals: 66

### 2018 Annual Meeting San Diego, CA

Total Attendees: 1666

Medical Doctors: 1141

Other Health Professionals: 230

### 2017 Annual Meeting Baltimore, MD

Total Attendees: 1195

Medical Doctors: 981

Other Health Professionals: 67

# EXHIBITOR PROSPECTUS



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## **BASIC EXHIBIT PACKAGE: \$4,800**

### **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 conference book (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***

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## **NON-PROFIT TABLETOP: \$2,400**

(Proof of non-profit status required)

### **Package includes:**

- 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 conference book (one copy provided to each company)
- Company listing on AAST Mobile App exhibitor section
- Virtual Booth in the online platform for online attendees

***Total value of package: \$6,500***



# EXHIBITOR BOOTH PACKAGES



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## BRONZE PARTNER - \$10,000

Basic Exhibit Package plus:

Additional Benefits:

- Flyer in AAST Door Drop
- Logo in President's & Program Chairman slides
- Listed on AAST Partner flyer in AAST Conference bag
- Listed on Partner signage near exhibit area

**Spending Level: \$10,000** (see page 6)

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## SILVER PARTNER - \$20,000

Basic Exhibit Package plus:

Additional Benefits:

- Flyer in AAST Door Drop
- Logo in President's & Program Chairman slides
- Listed on AAST Partner flyer in AAST Conference bag
- Listed on Partner signage near exhibit area

**Spending Level: \$20,000** (see page 6)

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## GOLD PARTNER - \$35,000

Basic Exhibit Package plus:

Additional Benefits:

- Flyer in AAST Door Drop
- Logo in President's & Program Chairman slides
- Listed on AAST Partner flyer in AAST Conference bag
- Listed on Partner signage near exhibit area

**Spending Level: \$35,000** (see page 6)

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## PLATINUM PARTNER - \$47,500

Basic Exhibit Package plus:

Additional Benefits:

- Flyer in AAST Door Drop
- Logo in President's & Program Chairman slides
- Listed on AAST Partner flyer in AAST Conference bag
- Listed on Partner signage near exhibit area

**Spending Level: Call to discuss** (see page 6)

# SPENDING LEVELS/ A LA CARTE ITEMS

Please use your spending levels on any items in this section.

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## EXHIBIT BOOTH/CONFERENCE

- Additional Exhibit Booth - \$6,000
- Additional Badges - \$275 each
- Banquet/Auction ticket - \$200/each

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## CONFERENCE BOOK ADVERTISING:

- Half Page Black & White ad - \$650
- Half page Color ad - \$1,000
- Full page Black and White ad - \$1,000
- Full page Color ad - \$1,500
- Full page Color ad on back cover (one available)-\$3,500
- Full page Color ad on back inside cover (one available)- \$3,500
- Full page Color ad on inside front cover (one available)- \$3,500

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## AAST WEBSITE ADVERTISING:

- Banner ad on AAST website in the Annual Meeting Section - \$1,500
- Run of website ad (see AAST home page to the right): \$6,000

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## TV ADVERTISING:

- 30 second ad on TV (locations may include Donor Lounge, Information Desk, Social Media Desk and Exhibit Area) - \$1,000
- 60 second ad on TV (locations may include Donor Lounge, Information Desk \$1,500
- Logo on scrolling banner \$500 per logo, one logo per company

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## JOURNAL OF TRAUMA AND ACUTE CARE SURGERY ADVERTISING:

- **Package 1:** one-full color page ad in one issue of choice, 50,000 we impressions - \$7,500 (actual value: \$8,320)
- **Package 2:** one-full color page ad in one issue of choice, Exclusive Interstitial web banner and \$75,000 web impressions - \$12,200 (actual value: \$14,320)
- **Package 3:** Two full-page color ads in one issue of choice, Exclusive Interstitial web banner and 100,000 web impressions - \$17,500 (actual value: \$20,640)
- Exclusive eTOC banner – \$2,000 (actual cost \$2,500)

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## TRAUMA SURGERY AND ACUTE CARE OPEN ADVERTISING:

(AAST's open access journal)

- **Package 1:** \$3,000
- **Package 2:** \$5,000

These are custom to company

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## SATELLITE/INDUSTRY SPONSORED WEBINARS SYMPOSIUMS

- Two-hour symposium – \$5,000
- Four-hour symposium – \$10,000

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## OTHER:

- **AAST Membership Directory - \$1,000 each (up to two)**
- **Logo square on passport to prizes - \$500/day (up to two)**
- Digital Ad on TV near AAST information - \$750/day (up to four days)
- A link to company's website in the AAST mobile app - \$500
- Donor Lounge Sponsorship - \$3,000/day (three days available)
- **Logo and Booth Number on Door Drop Bags (\$1,500 (one available))**
- Pre or Post Mailing List addresses only (\$750/list)

*Items bolded are only available at Partner Levels*



# A LA CARTE MARKETING OPPORTUNITIES

(only available as a la carte and not included in spending level)

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

- Hotel Channel Video (\$2,000)
- Hotel Door Drop (\$4,500)
- Hotel Key Cards (\$8,000 includes set-up fees, cards, and shipping)
- Sponsorship of Student/Resident/In-Training Breakfast - \$5,000
- Product Lounge – three available, Wednesday, Thursday, or Friday at lunch time. \$8,500
- Industry sponsored products webinars (four available) - \$10,000
- Mobile App sponsorship - \$10,000
- WiFi sponsorship - \$10,000
- Column Wraps in registration area \$5,000 (2 wraps per column)
- Escalator banner to/from exhibit hall - \$10,000
- Exhibit Hall Carpet Logo (5'x10' carpet decal) \$5,000 (maximum 2 logos, 1 logo per company)

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## SATELLITE SYMPOSIUMS

Review Satellite Symposium Requirements for additional guidelines.

**In Person Symposium per event** **\$5,000**

Fee includes:

- All food and beverage costs are at the expense of the exhibiting company.
- Breakfast or cocktail reception/dinner.
- Pre or Post attendee list (mailing addresses only).
- Two additional exhibitor badges.
- Digital Ad in the AAST Donor Lounge and at the AAST Info Desk.
- Company name and logo highlighted on the AAST website
- AAST will send out three blast emails prior to the meeting with your symposium information (two for registration, one the day prior to the event)

Available Days/Times

- |                          |                               |
|--------------------------|-------------------------------|
| • Tuesday, September 20  | 12:00 – 1:00 pm               |
| • Tuesday, September 20  | 5:00 – 7:00 pm                |
| • Thursday, September 21 | 6:15 – 7:15am                 |
| • Thursday, September 21 | 2:30 – 6:00pm                 |
| • Saturday, September 24 | 6:15 am – 7:15 am (breakfast) |

Companies can place symposium signage (no larger than 22x28) in the AAST registration area with Symposium details including room and location. **All signs must be approved by AAST.**

Any questions regarding the above requirements should be directed to AAST Exhibits Coordinator, Judy Hambrick at [jhambrick@facs.org](mailto:jhambrick@facs.org) or (312) 202-5034.

## AAST Satellite Symposia Requirements

1. Must be registered as an exhibitor.
2. The symposia may not occur during any AAST educational programming (see available dates and times).
3. Any literature and signage produced for the symposia must be approved by AAST and cannot say symposia is endorsed or sponsored by AAST and must include the following disclaimer: **'This commercially supported satellite symposia are independent of the AAST educational activities and is not accredited by ACS.**
4. The company must go through the AAST meeting planner for meeting space (in person) and not directly through the hotel.
5. All food, beverages, AV, and meeting room rental (if applicable) is the responsibility of the company and will be directly billed to the company.
6. Posting of signs in the hotel is the responsibility of the company. Placement is subject to AAST approval.
7. Promotion of the symposia is the responsibility of the company and cannot be combined with any AAST meeting materials.
8. All information distributed for the symposia must be submitted for approval by AAST prior to printing.
9. Any symposia tied to an abstract accepted for presentation at the meeting (either oral or podium presentation) must be held after the presentation has been made. The following apply to such sponsored symposia:
  - a. For the purpose of promoting the event, the abstract of the presentation can be reproduced and mailed or handed out to meeting attendees only with the expressed permission of the author, AAST, and AAST\* (\*may include additional fees or requirements and rate is subject to change).
  - b. Charts, pictures, and diagrams can be projected during the presentation and discussion at the symposia but cannot be printed for distribution prior to the presentation or at any other time prior to publication.
  - c. The final manuscript must be submitted to the Journal of Trauma and Acute Care Surgery for either acceptance or first right of refusal of publication.



# A LA CARTE MARKETING OPPORTUNITIES - CONTINUED

(only available as a la carte and not included in spending level)

## PRODUCT THEATER

**Product Theater Cost: \$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 (85" 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)
- 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 21

- 12:30-1:30pm Lunch and Presentation

Thursday, September 22

- 1:00-2:15pm Lunch and Presentation

Friday, September 23

- 11:45am - 1:00pm Lunch and Presentation

### 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](mailto:jhambrick@facs.org) or (312) 202-5034. See the application at the end of the prospectus for Product Theater Application.





# A LA CARTE MARKETING OPPORTUNITIES - CONTINUED

(only available as a la carte and not included in spending level)

## DONOR LOUNGE

The 2022 AAST Donor Lounge at the 81st AAST Annual Meeting is 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 foyer of the ballroom level. This 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 2023. The AAST's Tax ID # 36-2985465

### Donor Lounge Cost: \$2,300 – \$4,750

#### Donor Lounge Times:

- Wednesday, September 21 8:00am – 5:30pm
- Thursday, September 22 7:00am – 1:00pm
- Friday, September 23 7:00am – 3:00pm

### 1-day Sponsorship: \$2,300

- Company can choose Wednesday, Thursday, or Friday only one company per-day
- One exhibiting company representative in the lounge one day
- Ad located inside lounge (design approved by AAST. AAST designer will assist in creating the panel or dimensions will be sent to company designer.)
- Display area for company materials (1 day)
- Company video (to run every 2 hours, 1-day max time 30 seconds) on TV located in lounge
- Signage outside of donor lounge
- Acknowledgement of donation on exhibit hall entrance TV (digital ad developed by AAST)
- Complementary digital ad on exhibit hall entrance TV
- Announcement of sponsorship in the opening session
- Complimentary half page ad in the 2022 Conference Book
- Acknowledgement in the pre-meeting email blast to all donors announcing the donor lounge

### 2-day Sponsorship: \$4,750

- Wednesday, Thursday or Friday – exhibiting company selects days
- One exhibiting company representative in the lounge both days
- 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.)
- Display area for company materials (both days)
- Company video (to run every 2 hours on both days max time 60 seconds) on TV in lounge
- Signage outside of donor lounge
- Acknowledgement of donation on exhibit hall entrance TV (digital ad developed by AAST)
- Complementary digital ad on exhibit hall entrance TV
- Announcement of sponsorship in the opening session
- Give-a-way item with company logo (Provided by company)
- Complimentary two-color half page ad in the 2022 Conference Booklet
- Ad in the pre-meeting email blast to all donors announcing the donor lounge
- 50% of symposium on Wednesday after the opening reception

# A LA CARTE MARKETING OPPORTUNITIES - CONTINUED

(only available as a la carte and not included in spending level)

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## CONFERENCE BOOK ADVERTISING

New in 2022, a conference book will be provided to all attendees. The book will include a listing of the exhibiting companies, program schedule, information on AAST and ads.

Only companies that are exhibiting can purchase an ad in the conference book. Ads start at \$650 and go up to \$3,500. See payment form for more information.

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## UNRESTRICTED EDUCATIONAL GRANT 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, please contact Sharon Gautschy at [sgautschy@aast.org](mailto:sgautschy@aast.org).

- 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
- Unrestricted Educational Grants for the NEW Tools for Acute Care Surgery app

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## INDUSTRY SPONSORED PRODUCT WEBINARS

AAST is offering opportunities to host product webinars to AAST members. Webinars will be offered in March, May, August, and November 2022 (months subject to change).

Requirements:

- Companies must sign AAST Promotional Services Agreement
- Company must have exhibited at a past AAST meeting to host a webinar
- Company will utilize their platform for webinar
- Company must provide link and webinar information to AAST for eblast
- Literature produced for the webinar must be approved by AAST

AAST Responsibilities:

- AAST does not guarantee attendance.
- AAST will send out all promotional materials at least three times for the webinar to AASTD members, registered attendees from past AAST meetings, and non-members in the AAST system.
- AAST will provide one complimentary attendee list (from AAST Annual Meeting) for a one-time use. (List does not include phone or email addresses)

Disclaimer: Webinar promotional materials can not say webinar is endorsed or sponsored by AAST. All materials must include the following disclaimer: This commercially supported webinar is independent of any AAST educational activities and is not accredited by ACS.

**Cost: \$10,000.**

## 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 am – 5:30 pm Wednesday-Friday and between 8:00 am – 12:00 pm 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.

# EXHIBIT SPACE SIGN-UP

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## SIGN UP AND PAYMENT FORM:

For AAST 2022, all exhibit space applications must be submitted online. Payments can be made via credit cards or checks. All checks should be payable to: American Association for the Surgery of Trauma

**SELECT TO SUBMIT ONLINE  
EXHIBIT SPACE APPLICATION**

After the online application has been submitted, you will receive an email confirming receipt of application. Receipts will be sent shortly after application have been submitted.

Exhibit Space Assignments will be sent in early June 2022.

If you have any questions, please contact Judy Hambrick, AAST Exhibit Coordinator, [jhambrick@facs.org](mailto:jhambrick@facs.org) or 312.202.5034.

# ANNUAL MEETING CONTACTS

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## QUESTIONS AND INFORMATION:

Exhibit Information: Judy Hambrick, [jhambrick@facs.org](mailto:jhambrick@facs.org)

Meeting Program: Rachel Sass, [rsass@aast.org](mailto:rsass@aast.org)

Housing Questions: Deidra Eberle, [deberle@facs.org](mailto:deberle@facs.org)

Housing Link: <https://www.aast.org/annual-meeting/hotel>

**THANK YOU! WE LOOK FORWARD TO SEEING YOU IN CHICAGO IN SEPTEMBER.**

## 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**—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 Online Exhibit Space Application, along with a deposit of \$2,400 per 80-square-foot booth exhibit space, should be submitted online. 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 July 15, 2022 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 21, 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 5, 2022.

**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 submitted online.

**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 \$4,800. Note: All online exhibit space applications must be accompanied by a deposit of \$2,400 per 8' x 10' booth. **Non-Profit Fees**—One (1) single 6 ft. tabletop costs \$2,400. Note: All online exhibit space applications for the non-profit rate must be accompanied by a full payment of \$2,400 per 6 ft. table. 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.

**EXHIBIT FEES INCLUDES** – All exhibit fees include: 1) one single 8x10 booth space with one 6 ft. skirted table, two chairs, wastebasket and booth ID (7x44) sign; 2) Two conference badges; 3) company listing in conference program book includes: description, logo, pdf documents, web links, etc.; 4) complimentary acknowledgement on signage during meeting; 5) complimentary breakfast on Wednesday through Saturday; 6) Complimentary Welcome Reception; 7) Lunch in exhibit hall on Friday; 8) Company listing in AAST Mobile App exhibitor section; 9) Virtual Booth on online platform.

**VIRTUAL PLATFORM** – All exhibit fees include one complimentary virtual booth on the virtual platform.

**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.

**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. The exhibit hall at the Hyatt Regency Chicago Hotel is carpeted. 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 having covered exhibits must submit plans to the official contractor who will present said plans to AAST Management for review and approval. Exhibits must be arranged so as not to obstruct the sight line or otherwise interfere with the displays of other exhibitors.

**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 \$2,400 per 80 square feet, must accompany the online exhibit space application. No applications will be processed without remittance of the deposit. Exhibitors will be able to process 50% or full payment via online application. All online applications received after Wednesday, August 3, 2022, must be paid in full. No application will be processed without full



payment after this date. Full payment is due Friday, August 19, 2022. 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. 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 \$275 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 \$275 per badge. No badges will be issued without proof of company affiliation. Exhibitor registration forms are due August 12, 2022. Details will be sent under separate cover. Exhibitor badges can be picked up at the AAST registration desk located at the Hyatt Regency 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 included in this exhibit prospectus.

**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 Conference Program Book and uploaded to mobile app. More details will be included in the exhibit space confirmation.

**EXHIBIT HOURS**—All days/times are tentative; Wednesday, September 21, 10:00am - 7:00pm (Welcome Reception in exhibit hall from 6:00-7:00pm), Thursday, September 22, 7:00am - 1:00pm, Friday, September 23, 7:00am - 11:00am. 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. See details on page?

**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 Hyatt Regency Chicago in Chicago, IL. 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 Hyatt Regency Chicago Hotel per night must contact Kathy Madryk at [kmadryk@fac.org](mailto:kmadryk@fac.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). Visit AAST website at <https://www.aast.org/annual-meeting/hotel> for more details. The reservation cutoff date at the Hyatt Regency Chicago Hotel is August 1, 2022. 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 Hyatt Regency Chicago 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 Hyatt Regency Chicago 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 20, through 11:00am on Friday, September 23. 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 \$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 Hyatt Regency Chicago 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 Hyatt Regency Chicago 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 Illinois, the city of Chicago and the Hyatt Regency Chicago 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 20. Setup must be completed by 4:00 p.m. on Tuesday, September 20th. All display material, packages, crates, etc., not attended to by 4:00 p.m. on Tuesday, September 20, 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, September 23. 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 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 Hyatt Regency Chicago Hotel.

**SETUP BY NON-OFFICIAL CONTRACTOR**—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 2022 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.