

79th Annual Meeting

**Exhibitor  
Prospectus**





# 79th Annual Meeting of AAST

September 8-18, 2020  
Virtual Meeting Only

## Dear Exhibitors:

On behalf of the American Association for the Surgery of Trauma (AAST) please join us virtually for the 79th Annual Meeting of AAST and Clinical Congress of Acute Care Surgery in 2020. The meeting will run September 8-18. Each day will include approximately 4-6 hours of programming.

AAST is inviting you to support a major scientific meeting with a virtual booth. The AAST Board of Managers and staff understand how important it is to connect with your customers, even during these unprecedented times. AAST has worked hard to find a company that meets both the needs of our attendees and our exhibitors. The exhibit hall will be interactive and AAST is planning to market the virtual exhibit hall.

Please take a few minutes to review the revised prospectus. If you cannot find what you are looking for, please contact us for a custom package.

AAST looks forward to your continued partnership and to a successful virtual meeting and exhibit hall.

Sincerely,

Sharon Gautschy  
Executive Director  
American Association for the Surgery of Trauma



## AAST MEETING DEMOGRAPHICS

**2019**

Dallas



**Total Attendees:  
1265**

Medical  
Doctors: 965

Other Health  
Professionals: 66

**2018**

San Diego



**Total Attendees:  
1666**

Medical  
Doctors: 1141

Other Health  
Professionals: 230

**2017**

Baltimore



**Total Attendees:  
1195**

Medical  
Doctors: 981

Other Health  
Professionals: 67

**2016**

Hawaii



**Total Attendees:  
1283**

Medical  
Doctors: 861

Other Health  
Professionals: 108

## Exhibit Hall Hours:

There are no set times for the exhibit hours, but the Virtual Exhibit hall will be open  
September 8 at 8:00 am - September 18 at 12:00 pm

*Subject to Change*

## Best of... Contest Information

*Attendees will have the opportunity to participate in the "Best of..." Contest.*

- Attendees must visit 10 exhibitors and click on their QR code at their booth
- When finished, attendee completes the contest information with name and email
- Attendee indicates favorite exhibitor and tell us why
- Attendees can enter the contest multiple times.
- All registered attendees eligible to play
- Exhibitors are not eligible to participate

Prize: Airfare (up to \$500 reimbursed), Four nights of hotel (room and tax only), Complimentary Registration (including a pre-session, and two lunch sessions), and guest registration.

**NOTE: 2019 Best of... Contest winners will be indicated by a "Star" on their profile page.**



# A NUMBER OF EXHIBIT PACKAGES ARE AVAILABLE



## **Virtual Exhibit Package: \$2,250**

### *Basic Exhibit Package includes:*

Virtual Booth includes:

- Several panels for booth information (company description, booth graphics, contact info, website URL)
- 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:

- Several panels for booth information (company description, booth graphics, contact info, website URL)
- 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 Bronze Partner: \$5,000**

### *Bronze Package includes:*

Virtual Booth includes:

- Several panels for booth information (company description, booth graphics, contact info, website URL)
- 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 2020
- 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 Silver Partner: \$10,000

### Silver Package Includes:

Virtual Booth includes:

- Several panels for booth information (company description, booth graphics, contact info, website URL)
- 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 2020
- 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 Gold Partner: \$17,000

### Gold Package Includes:

Virtual Booth includes:

- Several panels for booth information (company description, booth graphics, contact info, website URL)
- 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 2020
- 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 Platinum Partner: \$22,000

### Platinum Package Includes:

Virtual Booth includes:

- Several panels for booth information (company description, booth graphics, contact info, website URL)
- 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)

## Extra Fees:

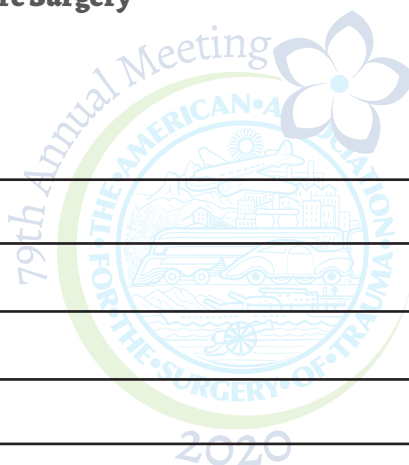
- |  |  |
|--|--|
| <input type="checkbox"/> Additional Registration         | \$500                                      |
| <input type="checkbox"/> Digital ad in exhibitor booklet | \$250 full page \$100 half page            |
| <input type="checkbox"/> Upload video on company profile | \$500 each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



## 78th Annual Meeting of the AAST and Clinical Congress of Acute Care Surgery

Virtual Meeting  
September 8-18, 2020

### EXHIBIT SPACE APPLICATION



Company	Contact
Company Website	
Phone	Email
Address	
City	State

#### EXHIBIT FEES

- |  |         |   |          |
|--|---------|---|----------|
| <input type="checkbox"/> Basic Exhibit Package | \$2,250 | <input type="checkbox"/> Silver Partner   | \$10,000 |
| <input type="checkbox"/> Non Profit Tabletop   | \$1,150 | <input type="checkbox"/> Gold Partner     | \$17,000 |
| <input type="checkbox"/> Bronze Partner        | \$5,000 | <input type="checkbox"/> Platinum Partner | \$22,000 |

#### EXTRA FEES

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Additional Registration         | \$500                                     |   |
| <input type="checkbox"/> Digital ad in exhibitor booklet | \$250 full page: <input type="checkbox"/> | \$100 half page: <input type="checkbox"/>   |
| <input type="checkbox"/> Upload video on company profile | \$500 each                                | # _____   |
| <input type="checkbox"/> Downloadable brochures          | \$500 (up to 3)                           | # _____   |
| <input type="checkbox"/> Additional Virtual Booth        | \$1,500                                   |   |
| <input type="checkbox"/> 30-second commercial            | \$750 /day: <input type="checkbox"/>      | \$1,500/4 days: <input type="checkbox"/> \$2,500/9 days: <input type="checkbox"/> |

TOTAL \$

- ☐ Checks - Make Checks Payable to AAST

#### CREDIT CARDS - INDICATE BELOW

- ☐ Visa ☐ Discover ☐ Mastercard ☐ American Express

Name on card
Card Number
Expiration date

**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 American College of Surgeons, Judy Hambrick**  
**633 N Saint Clair, Suite 2200**  
**Chicago, IL 60611**

As an authorized representative of the company named above, I have read and understand the rules and regulations outlined in the 2020 AAST Exhibit Prospectus. I understand and agree to accept and abide by those rules and regulations.

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

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



# Exhibit Rules & Regulations

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

**Booth Assignments**—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 payment of \$2,250 per Virtual booth, should be returned to the AAST Exhibit Coordinator. Subletting of space is not permitted. AAST reserves the right to modify the designated virtual 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, 2020 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 9, 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 7, 2020.

**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 Virtual Booth costs \$2,250. **Note:** All applications for space must be accompanied by a deposit of \$2,250 per virtual booth.

**Non-Profit Fees**—One (1) virtual Non-Profit booth costs \$1,150. **Note:** All applications for the non-profit rate must be accompanied by a full payment of \$1,150. Proof of non-profit status is required.

**Exhibits Design/Display**—All virtual booths include panels for company information and graphics.

**Failure to Occupy Space**—Any exhibitor failing to update virtual booth by designated deadline is not relieved of the obligation to pay full exhibit fees.

**Payment Terms**—A check in the amount of \$2,250 per virtual booth, 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 \$2,250 per each virtual booth requested.

All applications received after Wednesday, August 5, 2020, must include full payment. No application will be processed without full payment after this date. Full payment is due Friday, August 7, 2020. If payment is not received by this date, the space may be reassigned; a refund will not be issued.

## Booth Information and Services

**Badges and Booth Staffing**—Each exhibiting company is entitled to two (2) complimentary badges per virtual booth. Substitutions are not permitted and badges cannot be shared. Badges will provide access to the scientific sessions, and the posters reception. A \$250 per badge fee will be charged above and beyond your booth allotment. Exhibitor registration forms are due August 14, 2020 and will be sent via email to exhibitors. AAST requires that all representatives be registered for the meeting. Badge exchange between exhibitor representatives is not permitted.

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

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

**Exhibit Hours**—Tuesday, September 8 beginning at 8:00am through Noon on Friday, September 18, 2020. **Times are tentative and subject to change.**

**Exhibitor Events**—The opportunity to hold Virtual 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 2020.

**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 investigation 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 from their virtual booth 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.

**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.

**Raffles/Prize Drawing**—Exhibitors may conduct raffles or have individual prize drawings in their virtual booth. 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 things, conduct, printed matter, 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 virtual booth.

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

## 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.

**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 and AAST Management 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 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 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

All virtual booths must be completed by Monday, September 7. Virtual booths will go "live" at 8:00am on Tuesday, September 8, 2020. Virtual booths will remain available for one week after meeting.



# 2019 Exhibitors

- Acell, Inc.
- ACS Committee on Trauma
- Acute Innovations
- American Trauma Society
- Artegraft, Inc.
- AtriCure, Inc.
- Avanos
- B. Braun Interventional Systems, Inc.
- Beckman Coulter Life Sciences
- Boston Scientific
- Christus Health
- Coalition for National Trauma Research
- CSL Behring
- DePuy Synthes
- Designs for Vision, Inc.
- Envision Physician Services
- Gore and Associates
- Haemonetics
- Huntsville Hospital Health Systems
- Instrumentation Laboratory (IL)
- Journal of Trauma & Acute Care Surgery
- KCI, An Acelity Company
- KLS Martin
- Medtronic
- Mermaid Medical, Inc.
- Ossur
- Pediatric Trauma Society
- PolarityTE
- PolyNovo
- Portola Pharmaceuticals
- Prescient Surgical
- Professional Market Access
- Prytime Medical Devices, Inc.
- ShotSpotter
- Society of Trauma Nurses
- Solutions for Trauma and Surgery, LLC
- Starsurgical
- Synapse Biomedical
- T6 Health Systems
- Takeda
- Tela Bio, Inc.
- Trauma Center Association of America (TCAA)
- Trauma Surgery & Acute Care Open - BMJ
- United Regional Health Care System
- US Army Dallas Medical Recruiting
- Wolters Kluwer
- Z-Medica
- Zimmer Biomet

For more information, contact Judy Hambrick  
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