

# Surgical Education Week 2017



**April 18-22, 2017**

Hilton San Diego Bayfront, San Diego, California

ASSOCIATION OF PROGRAM DIRECTORS IN SURGERY, *April 18-20*

ASSOCIATION FOR SURGICAL EDUCATION, *April 21-22*



## Exhibitor Prospectus

[www.surgicaleducation.com](http://www.surgicaleducation.com)

# Over **900 attendees** representing medical schools and educational institutions throughout the United States and Canada.

## Why You Need To Attend

- Access to over 900 attendees including chiefs of surgery, directors of surgical residency and clerkship programs and surgical residents
- Showcase your products and services to these physicians who are instrumental in the decision-making process for surgical equipment, medications and educational materials
- Many of the attendees are responsible for and actively involved in surgical education programs with a dedicated interest in adult learning, performance evaluation, research design, curriculum development and teaching
- Meet these prominent leaders face-to-face in a relaxed, convenient location
- Exhibitor Reception with ASE leadership and membership on Wednesday, April 19 – **great networking opportunity!**
- **Exhibitor Passport Program** encourages attendees to visit each booth to qualify for a prize drawing

## What Are The Benefits To You

- Exhibits are located in a high-traffic area (foyer outside of general session room)
- Events scheduled in the exhibit area to maximize traffic include breaks and reception
- Cost effective exhibit display
- Acknowledgement of support in final program, meeting website, signage and break slides

## Exhibit Specifications

The tabletop rental fee includes:

- One 6' x 2' draped display table
- Two side chairs
- Exhibitor badges

## Fees, Payments & Cancellations

### EXHIBIT FEE: \$1,500

Complete payment must accompany the Application to Exhibit. Notice of cancellation of exhibit space must be made by the exhibitor prior to March 3, 2017. All cancellations received by this date will be refunded. However, a non-refundable processing fee of \$50 will be withheld. No refunds will be issued after March 3, 2017.

## Exhibit Space Assignments

Exhibit spaces will be reserved on a first-come, first-served basis as payments and applications are received. **NOTE - Space is limited** so you are encouraged to submit your application as soon as possible.

## To Reserve Exhibit Space

Complete the Application to Exhibit and return to:

### Association for Surgical Education

11300 W. Olympic Blvd., Suite 600, Los Angeles, CA 90064  
Fax: 310-437-0585

Questions:

### Jenay Root

Development Manager  
Phone: 310-215-1226, ext. 127  
Email: jenay@surgicaleducation.com

## Decoration And Shipping

Shipping instructions will be provided after application is processed. Information regarding extra furniture and additional services will be available upon request.

## Hotel Reservations

A block of rooms has been reserved at the Hilton San Diego Bayfront for exhibitors and attendees at the special rate of **\$269** single/double per night. Telephone reservations will be accepted; however, you must identify yourself with the ASE/APDS joint meeting in order to receive this rate.

Reservations can be made by calling the Hilton San Diego Bayfront at **800-445-8667**. The cut-off date is **March 24, 2017**. The rooms will be available to the general public after that date.

### Association of Program Directors in Surgery

PRESIDENT: Daniel L. Dent, MD

PROGRAM CHAIR: David Harrington, MD

### Association for Surgical Education

PRESIDENT: Christopher Brandt, MD

PROGRAM CHAIR: Dimitrios Stefanidis, MD, PhD

# Exhibit Schedule

## Wednesday, April 19

- **Exhibits Open:** 9:00 am to 5:00 pm
- **Morning and Afternoon Breaks in Exhibit Area**
- **Exhibitor Reception With ASE Leadership and Membership (separate room):** 6:30 pm to 7:30 pm

## Thursday, April 20

- **Exhibits Open:** 9:00 am to 5:00 pm
- **Morning and Afternoon Breaks in Exhibit Area**

## Friday, April 21

- **Exhibits Open:** 9:00 am to 5:00 pm
- **Morning and Afternoon Breaks in Exhibit Area**



## EXHIBIT INSTALLATION & DISMANTLE

Set-up Hours: **Tuesday, April 18 from 6:00 pm to 8:00 pm**

Teardown Hours: **Friday, April 21 from 3:30 pm to 6:30 pm**

Set-up must be completed by 8:00 pm on Tuesday, April 18. Exhibitors who have not checked in at registration and set-up by this time will be considered "no-shows" and may have their exhibit space dismantled. Dismantling may not begin until 3:30 pm on Friday, April 21, with boxes packed up and ready for pick-up by 6:30 pm.

## DEADLINES

Early Bird Exhibit Application and Payment Due: **January 13, 2017**

Exhibitor Forms Due: **March 17, 2017**

Hotel Reservation Deadline: **March 17, 2017**

Badge Registration Deadline: **March 31, 2017**

# Previous Exhibitors

3-D Med

Advanced Surgical

American College of Surgeons

American Society of Transplant Surgeons

Archie MD, Inc.

Association for Academic Surgery

Association of Women Surgeons

BeST Resident

CAE Healthcare

Chamberlain Group

Cine-Med, Inc.

Cook Surgical

Covidien

Davis & Geck

Decker Intellectual Properties

Discourse, LLC

Elsevier Science, Inc.

Ethicon Surgical Care

Ethicon Endo-Surgery, Inc.

Evidence-Based Reviews in Surgery

GME-Today

Haptica, Inc.

Immersion Medical

Information Science Associates

Information Solutions of America

Innervate/Data Harbor

Limbs & Things, Ltd.

Lippincott Williams & Wilkins

McGraw Hill

Medical Education Technologies, Inc.

Medical Video Production

Mednav.com, Inc.

Mentice, Inc.

Merck Sharp & Dohme

MyEvaluations.com, Inc.

New Innovations, Inc.

Novartis Medical Education

Operative Experience

Ortho Biotech

Quality Medical Publishing

Reality Surgery, Ltd.

Sandoz Nutrition Corp.

SCORE

Simbionix

SimSurgery

Simulab Corporation

Sim\*VIVO Surgical Simulation

Smith Kline & French Laboratories

SAGES

Spring-Verlag

SurgiTel/General Scientific Corp.

Surgical Science

Teton Data Systems

Veriform, Inc.

W.B. Saunders

W.L. Gore & Associates

WebMD Professional Publishing

WISE-MD

# Rules & Regulations

## Exhibitor Staff Conduct

Exhibitors must set-up, occupy and staff their exhibits during all hours exhibits are open. Failure to do so may result in ineligibility for future meetings. Names of all participants affiliated with exhibits must appear on the corresponding company staff list sent to ASE Management.

Interviews, demonstrations and the distribution of literature must be conducted within the exhibit area assigned to the exhibitor. Canvassing or distributing advertising materials beyond the perimeters of the exhibitor's own space will not be allowed. Additionally, exhibitors are not allowed to post signs relating to exhibits or any company activity outside the perimeters of the exhibitor's own space.

When food and beverage are served in the exhibit area during breaks and receptions, exhibit personnel may participate but are expected to allow attendees to participate first.

## Subletting of Space

Exhibitors may not assign or apportion to others the whole or any part of the space allocated and may not display goods or services other than those manufactured or regularly distributed by applicants.

## Direct Sales in the Exhibit Area

No direct sales are permitted to take place in the exhibit area excluding book sales. Orders may be taken and processed for delivery elsewhere but product may not be conveyed in the exhibit area.

## Display of Investigational Products

All exhibitors must comply with FDA rules regarding display of investigational products. Display of any investigational products is not an endorsement by the ASE. To comply with the Food and Drug Administration's Guidelines on Notices of Availability, any investigational product exhibited or graphically depicted should:

- Contain only objective statements about the product.
- Contain no claims of safety effectiveness or reliability.
- Contain no comparative claims to other marketed products.
- Be displayed solely for the purpose of obtaining investigator responsibilities.
- Display a statement: "Caution – Investigational Device - Limited to Investigational Use" (or similar statement) in prominent size and placement.

## Exhibitor Presentations

Exhibitor presentations may take place during any hours that the exhibit area is open to registrants. Exhibitor programs or presentations must be confined to the exhibitor's assigned exhibit space. The sound intensity of such activities as determined by ASE Management must not interfere with the activities of neighboring exhibitors. ASE Management reserves the right to determine at what point sound constitutes interference with others and whether it must be discontinued.

Programs or presentations are to be straightforward in nature and must avoid the use of sideshow or theatrical gimmicks.

## Insurance and Liability

The exhibitor assumes entire responsibility and liability for losses, damages, and claims arising out of injury to any person, or loss of, or damage to property when such loss, damage or injury is in any way connected to the exhibitor's participation in the exhibition. Exhibitors shall indemnify and hold harmless the Association for Surgical Education (ASE) Management, its officers, directors, agents, members and employees, and the designated meeting facilities, their agents, and employees from any and all such losses, damages and claims. Exhibitors agree to protect, save and keep ASE Management and the Hilton San Diego Bayfront forever harmless from any damage or charges imposed for violation of any law or ordinance whether occasioned by the negligence of the exhibitor or its agents as well as strictly to comply with the applicable terms and conditions contained in the agreement between the Hilton San Diego Bayfront and the ASE regarding the exhibit premises and further an exhibitor shall at all times protect, indemnify, save and keep harmless the ASE and the Hilton San Diego Bayfront against any and all loss cost damage liability or expense arising from, or out of or by reason of said exhibitor's occupancy and use of exhibit premises or part thereof.

While ASE Management will provide security, furnishing of such security shall not be deemed to affect the non-liability of ASE Management, its members, officers, representatives or official services contractors, or the Hilton San Diego Bayfront to modify in any way the assumptions or risk provided herein.

If any part of the exhibit area is damaged or destroyed in such a way as to prevent ASE Management from allowing an exhibitor to occupy its assigned space during any portion of the exhibition or if same is prevented by strikes, acts of God, national emergency, or other causes beyond the control of ASE Management, exhibitors will be charged for space during the time it was, or could have been occupied and exhibitors hereby waive any claim against ASE Management, its members, directors, agents, or employees, for losses or damages that may occur due to such inability to occupy assigned space.

## Photography

An exhibitor or its products may not be photographed or videotaped without the permission of the legitimate occupants of that exhibit space. ASE Management reserves the right to photograph exhibits for society purposes.

# Application for Exhibit Space



We the undersigned, apply for technical exhibit space at **Surgical Education Week 2017** to be held **April 18-22, 2017** at the **Hilton San Diego Bayfront**. By signing below, you agree to accept the conditions, rules, regulations, terms and policies printed in the Exhibitor Prospectus which form part of this agreement.

## Exhibitor Information

Please indicate company information exactly as it should appear in all official publications.

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Website: \_\_\_\_\_

## Contact Information

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Exhibit Reservation

Included in your exhibit fee are one 2' x 6' draped table, two chairs, one wastebasket and one exhibitor identification tabletop sign.

### Cost of Exhibit Space: \$1,500

Yes, please reserve \_\_\_\_\_ tabletop display spaces.

We prefer not to be in the proximity of the following exhibitors (Please list no more than two):

\_\_\_\_\_

Principle products I will exhibit are:

\_\_\_\_\_

Exhibit spaces will be assigned at the sole discretion of ASE Management and will be based on the date that the exhibit application is received and consideration of competition. A floor plan will be provided. No specific space guarantees will be made until payment is received.

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

Your signature on this application indicates that you understand and agree to comply with all the policies, rules, regulations, terms and conditions contained in the ASE Exhibitor Prospectus and have read the rules and agree to distribute them to those involved with your exhibit.

## Payment

Please make check payable to Association For Surgical Education. Credit cards accepted are Visa, Mastercard and American Express.

Check Enclosed     Credit Card Payment

CC#: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Card Holder's Name: \_\_\_\_\_

Card Holder's Signature: \_\_\_\_\_

Please complete and return this application, with payment, to:

**Jenay Root, Association for Surgical Education**  
11300 W. Olympic Blvd., Suite 600, Los Angeles, CA 90064  
Fax: 310-437-0585, Email: [jenay@surgicaleducation.com](mailto:jenay@surgicaleducation.com)