

Surgical Education Week 2018



May 1-5, 2018

JW Marriott Hotel, Austin, Texas

ASSOCIATION OF SURGICAL EDUCATION, *May 1-3*

ASSOCIATION OF PROGRAM DIRECTORS IN SURGERY, *May 3-5*

EARLY BIRD EXHIBITOR DEADLINE: *February 2, 2018*

To apply to exhibit, please use the following link:

<https://surgicaleducation.com/surgical-education-week-exhibitor-form/>



Exhibitor Prospectus

www.surgicaleducation.com

www.apds.org

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, May 2 – **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

**FEE: \$1500 (ON OR BEFORE FEBRUARY 2, 2018)
\$1700 (AFTER FEBRUARY 2, 2018)**

Complete payment must accompany the Application to Exhibit. Notice of cancellation of exhibit space must be made by the exhibitor prior to March 16, 2018. 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 16, 2018.

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

To apply to exhibit please use the following link:
<https://surgicaleducation.com/surgical-education-week-exhibitor-form/>

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 JW Marriott Hotel for exhibitors and attendees at the special rate of **\$254** 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 JW Marriott Hotel at **855-249-7533** or using the following link:
<https://aws.passkey.com/go/APDSEducationWeek>.
The cut-off date is **April 2, 2018**. The rooms will be available to the general public after that date.

Association for Surgical Education

PRESIDENT: Amalia Cochran, MD
PROGRAM CHAIR: Adnan Alseidi, MD

Association of Program Directors in Surgery

PRESIDENT: Paul J. Schenarts, MD
PROGRAM CHAIR: John Green, MD

Exhibit Schedule

Wednesday, May 2

- **Exhibits Open:** 9:00 am to 5:00 pm
- **Morning and Afternoon Breaks in Exhibit Area**
- **Exhibitor Reception With ASE, APDS and ARCS Leaders & Members in Exhibit Area:** 6:00 pm to 7:00 pm

Thursday, May 3

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

Friday, May 4

- **Exhibits Open:** 9:00 am to 12:00 pm (Morning Break)



EXHIBIT INSTALLATION & DISMANTLE

Set-up Hours: **Tuesday, May 1 from 6:00 pm to 8:00 pm**

Teardown Hours: **Friday, May 4 from 7:00 pm to 9:00 pm**

DEADLINES

Early Bird Exhibit Application and Payment Due: **February 2, 2018**

Exhibitor Forms Due: **March 23, 2018**

Hotel Reservation Deadline: **April 2, 2018**

Badge Registration Deadline: **April 11, 2018**

Previous Exhibitors

3-D Med
3D Symbionix
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
Journal of Graduate Medical Education (JGME)
Journal of Surgical Education (JSE)
Keck School of Medicine of USC - Master of Academic Medicine Program
Limbs & Things, Ltd.
Lippincott Williams & Wilkins
McGraw Hill
Medical Education Technologies, Inc.
Medical Video Production
Medical-X
Mednav.com, Inc.
Mentice, Inc.
Merck Sharp & Dohme
MyEvaluations.com, Inc.
New Innovations, Inc.
Novartis Medical Education
NYU WISE Programs
Operative Experience
Ortho Biotech
Quality Medical Publishing
Reality Surgery, Ltd.
Sandoz Nutrition Corp.
SCORE - Surgical Council on Resident Education
SensOR Medical
SimSurgery
Simulab Corporation
Sim*VIVO Surgical Simulation
Smith Kline & French Laboratories
SAGES
SonoSim
Spring-Verlag
SurgiTel/General Scientific Corp.
Surgical Science
SurgiReal Products, Inc.
Teton Data Systems
TrueLearn
Veriform, Inc.
W.B. Saunders
W.L. Gore & Associates
WebMD Professional Publishing
Wolters Kluwer

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 JW Marriott Hotel 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 JW Marriott Hotel 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 JW Marriott Hotel 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 JW Marriot Hotel 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.