

# SURGICAL EDUCATION WEEK 2019

April 23-27, 2019

Fairmont Chicago, Chicago, Illinois



ASSOCIATION OF PROGRAM DIRECTORS IN SURGERY, April 23-25

ASSOCIATION FOR SURGICAL EDUCATION, April 25-27

EARLY BIRD EXHIBITOR DEADLINE, January 25, 2019

To apply to exhibit, please use the following link:

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



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WEEK-19

## Exhibitor Prospectus

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

[www.apds.org](http://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, APDS and ARAS leadership and members on Wednesday, April 24 – 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, in the foyer outside of the general session room
- ◇ Events are scheduled in the exhibit area to maximize traffic including breaks and a reception
- ◇ Acknowledgement of support in meeting app, 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: \$1,700 (ON OR BEFORE JANUARY 25, 2019)**

**\$1,850 (AFTER JANUARY 25, 2019)**

Complete payment must accompany the Application to Exhibit. Notice of cancellation of exhibit space must be made by the exhibitor prior to March 8, 2019. 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 8, 2019.

## 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](mailto: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.

## Meeting Location

### Fairmont Chicago

200 N. Columbus Drive  
Chicago, IL 60601  
PHONE: 312-565-8000  
WEB: [www.fairmont.com/chicago/](http://www.fairmont.com/chicago/)

### Hotel reservation link to be provided in the Exhibitor Confirmation Kit

### Association of Program Directors in Surgery

PRESIDENT: M. Timothy Nelson, MD  
PROGRAM CHAIR: Jennifer Choi, MD;

### Association For Surgical Education

PRESIDENT: Susan Steinemann, MD, FACS  
PROGRAM CHAIR: Michael Awad, MD, PhD, FACS

# EXHIBIT SCHEDULE

## Wednesday, April 24

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

## Thursday , April 25

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

## Friday, April 26

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



## EXHIBIT INSTALLATION & DISMANTLE

Set-Up Hours: **Tuesday, April 23 from 6:00 pm to 8:00 pm**

Teardown Hours: **Friday, April 26 from 12:00 pm to 3:00 pm**

## DEADLINES:

Early Bird Exhibit Application and Payment Due: **January 25, 2019**

Exhibitor Forms Due: **March 15, 2019**

Hotel Reservation Deadline: **March 25, 2019**

Badge Registration Deadline: **April 5, 2019**

# PREVIOUS EXHIBITORS

3-D Med  
Advanced Surgical  
3D Simbionix  
American College of Surgeons  
American Society of Transplant Surgeons  
Applied Medical  
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  
Evidence-Based Reviews in Surgery  
GME-Today  
Haptica, Inc.  
HCA  
Immersion Medical  
Information Science Associates  
Information Solutions of America  
Innervate/Data Harbor  
Intuitive  
JOMI Surgical Video Journal  
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.  
Medtrics Lab  
Mentice, Inc.  
Merck Sharp & Dohme  
MyEvaluations.com, Inc.  
New Innovations, Inc.  
Novartis Medical Education  
NYU WISE Programs  
Operative Experience  
Ortho Biotech  
Osler Institute  
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  
SurgiReal Products, Inc.  
SurgiTel/General Scientific Corp.  
Surgical Science  
Teton Data Systems  
thumbroll  
TrueLearn  
Veriform, Inc.  
W.B. Saunders  
W.L. Gore & Associates  
Wolters Kluwer  
WebMD Professional Publishing

# 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, APDS or ARAS. 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 Fairmont Chicago 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 to strictly comply with the applicable terms and conditions contained in the agreement between the Fairmont Chicago 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 Fairmont Chicago 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 Fairmont Chicago 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.