



2010 Sponsor and Exhibitor Prospectus
Florida Society of Anesthesiologists

FSA 2010 Annual Meeting

June 25-27, 2010 • The Breakers Resort & Spa • Palm Beach, FL



In Celebration of Patient Safety

Support the 2010 FSA annual meeting and find out why our 2009 event drew the highest number of registrants in our 50+ year history! • More traffic in exhibit hall • More time to mingle with attendees • Enhanced support opportunities • More CME for attendees

FSA 2010 Annual Meeting

June 25-27, 2010 • The Breakers Resort & Spa • Palm Beach, FL

If you market products or services to anesthesiologists practicing in the state of Florida, you cannot afford to miss the FSA 2010 Annual Meeting!

Exhibit Opportunities

The FSA Annual Meeting is the largest gathering of anesthesiologists in the southeastern United States, and it grows every year. The exhibit hall **WILL** sell out, so do not delay reserving your placement. Our 2009 Annual Meeting had the highest attendance on record since our first meeting in 1953!

This year FSA has structured the conference so as to allow maximum exposure for our exhibitors. Morning lectures are followed by breaks and a lunch buffet held in the exhibit hall. In addition, a Welcome Reception and other social functions will be held among our exhibitors.

Exhibit Fees:

Priority Booth **\$2,000***

*Booths located at entrance,
on corners, or adjacent to food stations*

Standard Booth **\$1,500***

**These early bird rates expire on 12/15/2009*

Exhibit Description:

Booth packages include:

- One 8' x 10' pipe-and-drape booth
- One 6' draped table
- Two chairs
- One wastebasket
- One Identification sign
- Two representative name badges
- Two representative parking passes
(additional passes will NOT be available)



Exhibit Hall Floorplan:

Visit the FSA website at www.fsahq.org or contact Kari Glisson, CAE at kari@fsahq.org with any questions.

Sponsorship Opportunities

The FSA staff welcomes the opportunity to create sponsorships that meet your individual needs and we are committed to making this conference a success for each vendor! **We look forward to seeing you at The Breakers!**



All Sponsorships Include:

- One Standard Exhibit Booth (includes 2 Exhibitor Badges)
This can be upgraded to a Priority Booth for an additional \$500
- Recognition on FSA Website
- Recognition in Event Publicity
- Recognition in On-site Program
- Recognition and Signage at Annual Meeting
- Recognition and Signage at Sponsored Event
- Link to your website from the FSA Annual Meeting Website

***Recognition begins the moment of your commitment.
So, commit early and receive maximum exposure for your organization!***

Sponsorship Opportunities: *All sponsorships include the benefits listed on the bottom of page 2.*

Family Dinner/Dance

\$6,500 Before/On 12/15/09 • \$8,000 After

Saturday, June 26th – The Sponsor of this family-friendly gala will have exclusive recognition during dinner.

- Standard Booth Upgraded to Priority Booth at no additional charge
- Special Signage at Family Dinner
- 1 table for 10 (includes 10 tickets and two drink tickets per person)
- Represent your organization with a role as an active host for this event
- The opportunity to interact with attendees and their families at a well attended social event

Name Badge Holders

\$6,500 Before/On 12/15/09 • \$8,000 After

With your support, these high quality name badge “neck wallets” will be given to ALL meeting registrants. These wallets will showcase your logo.

- Company logo on all Registration Name Badge Holders which are received by all attendees and their guests

Family Cabana – Three Available (Friday, Saturday, & Sunday)

\$6,000 Before/On 12/15/09 • \$7,500 After

This opportunity was new in 2009 and a huge success with our attendees. The Sponsor of the Cabana will have an opportunity to socialize with attendees and their guests in a relaxed and private atmosphere.

- Special Signage at Family Cabana
- The opportunity to socialize PRIVATELY with attendees and their families in a relaxed, personal setting

Registration Packets

\$5,500 Before/On 12/15/09 • \$7,000 After

Spotlight your logo on the Registration Packets which are provided to all Registrants.

- Company logo on all Registration packets which are received by all attendees and their guests
- Opportunity for one letter size insert provided by your company and approved by FSA into every packet

Registration Bags

\$5,000 Before/On 12/15/09 • \$6,500 After

Your support provides these high quality carry bags which are given to all meeting registrants. These bags will showcase your company logo.

- Company logo on all Registration bags which are received by all attendees and their guests

Resident Happy Hour

\$5,000 Before/On 12/15/09 • \$6,500 After

Saturday, June 26th – After a long day of review sessions, your support will provide refreshments to anesthesiology residents located at the fabulous Ocean Terrace.

- Hosted in a Premier Oceanside location
- 20 drink tickets to be distributed at your choosing
- The opportunity to interact PRIVATELY with Residents at a well attended resident event

Welcome Reception

\$5,000 Before/On 12/15/09 • \$6,500 After

Friday, June 25th – The Sponsor of this event hosts the first official event of the annual meeting in a very social setting.

- 20 drink tickets to be distributed at your choosing
- Premier Placement for Exhibit Booth to highlight event sponsorship
- The opportunity to “Kick Off” the Annual Meeting in a social setting

Family Breakfast

\$5,000 Before/On 12/15/09 • \$6,000 After

Sunday, June 27th – Served al fresco with the Breakers’ style and class, this hearty buffet allows attendees to network with colleagues and chat with families before traveling home.

- The opportunity to socialize PRIVATELY with attendees and their families in a relaxed, personal setting
- 4 Breakfast tickets to be distributed at your discretion

Lunch in Exhibit Hall – Two Available (Friday & Saturday)

\$4,500 Before/On 12/15/09 • \$6,000 After

Spotlight your company front and center during the luncheons on Friday or Saturday. These events will feature a buffet lunch in the exhibit hall.

- The opportunity to interact with attendees and their families
- Premier Placement for Exhibit Booth to highlight event sponsorship
- Be the only Exhibitor who can offer an Exhibit Booth Drawing to be held during the posted lunch hours

Continental Breakfast – Two Available (Friday & Saturday)

\$4,000 Before/On 12/15/09 • \$5,500 After

Start the day right and provide attendees with breakfast with in the exhibit hall.

- Special Signage at Breakfast
- The opportunity to interact with attendees and their families

Anesthesia Jeopardy

\$3,500 Before/On 12/15/09 • \$5,000 After

Saturday, June 26th – This annual competition draws a large crowd, providing YOU with high exposure.

- Represent your organization with a role as an active host for this event
- The opportunity to interact with residents at a fun filled, popular resident event

Family Entertainment

\$2,500 Before/On 12/15/09 • \$4,000 After

Saturday, June 26th – Looking for a fun and casual opportunity to mingle with our attendees? Hosting the musical entertainment at our annual Family Dinner is a superb option.

- Represent your organization with a role as an active host for this event
- 4 Tickets to Family Entertainment to be distributed at your discretion
- The opportunity to socialize with attendees and their families at a well attended social event

Children’s Entertainment

\$2,500 Before/On 12/15/09 • \$4,000 After

Saturday, June 26th – Our Kids’ Hospitality Suite was a huge hit in 2009! Be the host of a customized “fun zone” for our younger guests, conveniently located immediately adjacent to the Saturday dinner ballroom. Parents are welcome too - don’t miss this opportunity to network with our members while they spend time with their family.

- Represent your organization with a role as an active host for this event
- 4 Tickets to Children’s Entertainment to be distributed at your discretion
- The opportunity to socialize with attendees and their families at a well attended social event

Customization

\$2,500++ Before/On 12/15/09 • \$3,000++ After

Have your own idea or looking for a tailored fit for your organization, contact Kari at FSA to create your own unique sponsorship opportunity.

- Work closely with FSA to design a sponsorship opportunity that will showcase your organization while providing custom fit exposure
- Additional benefits and recognition based upon final sponsorship

Sponsors and Exhibitors Tentative Schedule

— Subject to change



Thursday, June 24

3:00 – 5:00 p.m. Exhibitor Set-up

Friday, June 25

Exhibits Open: 7:30 a.m. – 9:00 p.m.

7:30 – 8:00 a.m. Continental Breakfast with Exhibitors*

9:45 – 10:15 a.m. Break with Exhibitors

12:30 – 1:30 p.m. Lunch with Exhibitors*

3:30 – 4:00 p.m. Break with Exhibitors

6:00 – 9:00 p.m. Welcome Reception in Exhibit Hall*

Saturday, June 26

Exhibits Open: 7:30 a.m. – 4:00 p.m.

7:30 – 8:00 a.m. Continental Breakfast with Exhibitors*

9:45 – 10:15 a.m. Break with Exhibitors

12:30 – 1:30 p.m. Lunch with Exhibitors*

3:30 – 4:00 p.m. Break with Exhibitors

4:00 – 7:00 p.m. Exhibitor Tear Down

4:00 – 5:30 p.m. Anesthesia Jeopardy *

5:30 – 6:00 p.m. Resident Happy Hour *

6:30 – 7:00 p.m. Children's Entertainment*

6:30 – 7:15 p.m. Family Entertainment*

7:15 – 9:30 p.m. Family Dinner and Dance*

Sunday, June 27

8:00 – 9:30 a.m. Family Breakfast*

* This Event is offered as a Sponsorship Opportunity

Questions?

Contact: Kari Glisson, CAE • FSA Headquarters, P. O. Box 13978, Tallahassee, FL 32317 • 850/656-8848 • Fax 850/656-3038 • kari@fsahq.org

Hotel Information



The Breakers • Palm Beach, Florida

Tel: 888/273-2537

Room rate is \$199 single/double

Refer to "Florida Society of Anesthesiologists" room block.

As a courtesy to attendees, exhibitors, and sponsors, the FSA has negotiated a block of rooms to be offered at the special rate of \$199 single/double per night. Reservations at this rate are on a first-come, first-serve basis. They are **available until June 1, 2010 or until the block is full**, whichever applies first.



Exhibitor Agreement

Company Name _____
Please print EXACTLY as name should appear in program, for representative name badges, and on all signage

Contact Name _____ Title _____

Address _____
(All additional information will be mailed to this address.)

City _____ State _____ Zip _____

Phone _____ FAX _____ E-mail _____

Please indicate the products or services you will display. _____

Please indicate any companies next to which you prefer not to be placed. FSA will attempt to recognize this request in booth placement, but cannot provide any guarantees. _____

Booth Assignment:

Booths will be assigned at the sole discretion of show management and will be based on the date of request and consideration of competition. There are a limited number of priority booths available. **Discounted rates expire December 15, 2009.**

Booth Fees:

_____ (number) **Priority Booths** at \$2,000 (before 12/15/09)* _____ (number) **Priority Booths** at \$2,250 (after 12/15/09)
_____ (number) **Standard Booths** at \$1,500 (before 12/15/09)** _____ (number) **Standard Booths** at \$1,750 (after 12/15/09)

*\$1,700 if advertising in the FSA Today (4 issues), **\$1,350 if advertising in the FSA Today (4 issues)

Saturday's Family Dinner and Dance:

Join FSA Saturday evening at the Family Dinner and Dance. This is a unique opportunity to socialize with attendees and their families during the dinner and the dance, as well as enjoy a fantastic meal and a good time. Not included in the Exhibit Booth fee. Tickets may be purchased at a discounted ticket fee applicable to paid exhibitors.

_____ (number) **Advance Tickets** at \$80/each (before 4/15/10)* _____ (number) **On-site Tickets** at \$95/each (after 4/15/10)

On-Site Representatives:

Booth fees include full registration and all food functions for two representatives. Additional representatives may register for \$200 each. Allowance for Exhibitor Representative Parking passes is limited to two (2) passes per Exhibit Booth. Additional parking passes are not available. Additional representatives are responsible for payment of parking directly with the host hotel. Please list all attending representatives below. *A fee of \$25 per change will be assessed for all name changes or additions submitted to FSA after June 1, 2010.*

1. _____ 2. _____

3. (+ \$200 fee) _____ 4. (+ \$200 fee) _____

Method of Payment:

Total Amount Enclosed: _____

Check (payable to FSA) Visa MasterCard AmExp

Card # _____ Exp. Date _____ CVV _____

Billing Address _____

Name on Card _____ Signature _____

Mail this agreement with payment to FSAHQ, PO Box 13978, Tallahassee, FL 32317 or Fax to 850-656-3038.

For FSA Use Only:

Amount Paid \$ _____ Check # _____ CC _____

Date _____ Confirmation Mailed: _____

Booth # _____ Initialed: _____

2010 FSA Annual Meeting • June 25-27, 2010 • The Breakers • Palm Beach, FL

Sponsorship Agreement

Company Name _____
 Please print EXACTLY as name should appear in program, for representative name badges, and on all signage

Contact Name _____ Title _____

Address _____
 (All additional information will be mailed to this address.)

City _____ State _____ Zip _____

Phone _____ FAX _____ E-mail _____

Website Address (for sponsor link) _____

Sponsorship Opportunities:

Sponsorship includes 1 Standard Booth which may be upgraded to a Priority Booth for an additional \$500

	Before/On 12/15/09	After 12/15/09		Before/On 12/15/09	After 12/15/09
<input type="checkbox"/> Family Dinner/Dance	\$6,500	\$8,000	<input type="checkbox"/> Family Breakfast	\$5,000	\$6,000
<input type="checkbox"/> Name Badges	\$6,500	\$8,000	<input type="checkbox"/> Lunch in Exhibit Hall	\$4,500	\$6,000
<input type="checkbox"/> Family Cabana	\$6,000	\$7,500	<input type="checkbox"/> Continental Breakfast	\$4,000	\$5,500
<input type="checkbox"/> Registration Packets	\$5,500	\$7,000	<input type="checkbox"/> Anesthesia Jeopardy	\$3,500	\$5,000
<input type="checkbox"/> Registration Bags	\$5,000	\$6,500	<input type="checkbox"/> Family Entertainment	\$2,500	\$4,000
<input type="checkbox"/> Resident Happy Hour	\$5,000	\$6,500	<input type="checkbox"/> Children's Entertainment	\$2,500	\$4,000
<input type="checkbox"/> Welcome Reception	\$5,000	\$6,500	<input type="checkbox"/> Customization starting at	\$2,500++	\$3,000++

Selected Sponsorship: \$ _____

Upgrade Sponsorship from Standard Booth to Priority Booth for an additional \$500. **Upgraded Booth: \$** _____

Please indicate the products or services you will display. _____

Please indicate any companies next to which you prefer not to be placed. FSA will attempt to recognize this request in booth placement, but cannot provide any guarantees. _____

Booth Assignment: Booths will be assigned at the sole discretion of show management and will be based on the date of request and consideration of competition. There are a limited number of priority booths available.

Saturday's Family Dinner and Dance:

Join FSA Saturday evening at the Family Dinner and Dance. This is a unique opportunity to socialize with attendees and their families during the dinner and the dance, as well as enjoy a fantastic meal and a good time. Not included in the Sponsorship fee (except for Family Dinner/Dance Sponsor). Tickets may be purchased at a discounted ticket fee applicable to paid sponsors.

_____ (number) **Advance Tickets** at \$80/each (before 4/15/10)* _____ (number) **On-site Tickets** at \$95/each (after 4/15/10)

On-Site Representatives:

Sponsorship fees include full registration and all food functions for two representatives. Additional representatives may register for \$200 each. Please list all attending representatives below. A fee of \$25 per change will be assessed for all name changes or additions submitted to FSA after June 1, 2010.

1. _____ 2. _____

3. (+ \$200 fee) _____ 4. (+ \$200 fee) _____

Method of Payment:

Total Amount Enclosed: _____

Check (payable to **FSA**) Visa MasterCard AmExp

Card # _____ Exp. Date _____ CVV _____

Billing Address _____

Name on Card _____ Signature _____

Mail this agreement with payment to FSAHQ, PO Box 13978, Tallahassee, FL 32317 or Fax to 850-656-3038.

For FSA Use Only:

Amount Paid \$ _____ Check # _____ CC _____ Date _____ Confirmation Mailed: _____ Booth # _____ Initialed: _____

Rules and Regulations

1. Contract

The following rules and regulations become binding upon acceptance of this contract between the applicant and his/her employees, and the Florida Society of Anesthesiologists (FSA), the show sponsor.

2. Space Assignment

Booth locations will be assigned at the sole discretion of show management. Placement will be made based on date of reservation and separation of competitive products.

3. Booth Package Description

Booth packages include one 8' x 10' pipe-and-drape booth, one 6' draped table, two chairs, one wastebasket, one identification sign, and two representative name badges. Total individual exhibit floor space is limited to 8' x 10' unless requested and approved in writing. No walls, partitions, signs or decorations may be erected which will interfere with the general view "down the aisle," or with other exhibits.

4. Delivery and Removal During Show

Under no circumstances will the addition to or removal of any portion of an exhibit be permitted during show hours. All booths must remain in tact until the close of the show. Installation may occur only during the installation times designated. All booths must be properly installed no later than 5:00 pm on Thursday, June 24, 2010 for the final inspection of the exhibit hall by show management. Tear down may not begin until after 4:00 pm on Saturday, June 26, 2010 and must be completed by 6:00 pm. Early dismantle and/or removal of an exhibit may result in the financial penalty of \$500 and/or loss of exhibit privileges for future shows. It is the responsibility of the Exhibitor Personnel to ensure Delivery and Removal of all materials, products, and machinery utilized at the Exhibit Booth.

Move-in

Thursday – June 24, 2010 3:00 p.m. – 5:00 p.m.

Move-out

Saturday – June 26, 2010 4:00 p.m. – 6:00 p.m.

Note: No exhibitor will be allowed to break down their booth until the close of the show at 4:00 p.m. on Saturday, June 26, 2010.

5. Exhibitor Hours (Tentative)

Friday – June 25, 2010 7:30 a.m. – 9:00 p.m.
Saturday – June 26, 2010 7:30 a.m. – 4:00 p.m.

6. Failure to Occupy Space

Space not occupied by 5:00 pm on Thursday, June 24, 2010 will be forfeited and the space may be resold, reassigned or used by exhibit management without refund.

7. Payments & Refunds

The total amount for exhibit space is due upon the reserving of space and signing of the contract. In the event an exhibitor cancels a contract, FSA must be notified in writing and approve all refund requests. A cancellation fee of \$900.00 per booth will be assessed on all approved refunds. **No refunds will be issued for written cancellation requests received on or after March 1, 2010. No exceptions.**

8. Food Service

FSA reserves the right to provide food and beverage service during certain hours in the exhibit area.

9. Noisy & Obnoxious Equipment

The operation of whistles or any objectionable device will not be allowed. After the show opens, noisy and unsightly work will not be permitted.

10. Security

Providing security for exhibits, exhibitor property and for exhibitors themselves, as well as for their employees, agents, representatives and guests, shall be the sole responsibility of the exhibitor and the exhibitor only.

11. Fire and Safety Regulations

All local regulations will be strictly enforced and the exhibitor assumes all responsibility for compliance with such regulations. Fire hose cabinets and fire exits must be left accessible and in full view at all times. All display materials and decorations must be flameproof and subject to inspection. No flammable substances may be used or shown in booths.

12. Liability and Insurance

The hotel management and FSA will take all reasonable precautions to avoid loss of exhibitors' property by theft or fire, but under no circumstances shall the hotel Management or FSA be responsible for such losses, and it is recommended that exhibitors cover their property with suitable insurance. In the enforcement and interpretation of these rules and regulation, the decision of the association is final.

13. Damage to Property

Exhibitors are liable for any damage caused to the building, floor, walls, columns, or to standard booth equipment, or to other exhibitors' property. Exhibitors must not apply paint, lacquer, adhesive or any other coating to building, columns, floors or the standard booth equipment.

14. Public Policy

Exhibitors are charged with knowledge of all ordinances and regulations pertaining to taxes, health, fire prevention, customs and public safety while participating in this show. Compliance with such laws is mandatory for exhibitors and the responsibility of the exhibitor.

15. Eligible Exhibits & Restrictions

FSA reserves the right to determine the eligibility of any company or its products for inclusion in the show, and reserves the right to reject, evict or prohibit any exhibit, in whole or in part, or any exhibitor and his representatives, with or without giving cause. FSA reserves the right to deny the exhibition of inappropriate items and products. Drugs, chemicals, or other therapeutic agents listed in AMA's *New and Non-Official Remedies, National Formulator or U.S. Pharmacopoeia* may be displayed. Proprietary drugs, mixtures and special formulas may be displayed if documentary evidence of their acceptance by ethical medical organizations is on file with FSA headquarters. New, unlisted and/or Initial display items must be submitted for clearance prior to opening of the meeting. Clinical and laboratory tests and evaluation on such items must be submitted at least three months prior to the opening date of the show. The same restrictions apply to all medical journal advertisements or other displayed publications and all promotional literature.

16. Exhibit Floor Access

FSA reserves the right to limit access to the exhibit floor to anyone during times the show is not officially open.

17. Use of Booth Space

Exhibitors shall reflect their company's highest standards of professionalism while maintaining their booths during show hours. No exhibitor shall assign, sublet or share booth space without the permission of the Society.

18. Exhibition Sales Policy

Exhibitors may not accept payments in cash or checks or deliver merchandise in the exhibit hall.

19. Irregular Canvassing & Advertising Distribution

Solicitation of business or meetings in the interest of business except that of exhibiting firms is prohibited. Exhibitors are urged to report to FSA any violations of this rule. Canvassing by exhibitors outside their booths is also forbidden, except by hosts of specially-hosted events.

Questions?

Kari Glisson, CAE | Headquarters, P. O. Box 13978, Tallahassee, FL 32317
850/656-8848 | Fax 850/656-3038 | kari@fsahq.org

Please complete the form that applies to your level of participation and send it in today! Sponsors need only to complete the Sponsorship Agreement (Standard exhibit booth is included). Exhibitors need only to complete the Exhibitor Agreement.



**FLORIDA
SOCIETY OF
ANESTHESIOLOGISTS, INC.**

PO Box 13978 • Tallahassee, Florida 32317
850/ 656-8848 • FAX 850/ 656-3038

PRESORTED
FIRST CLASS MAIL
US POSTAGE
PAID
TALLAHASSEE, FL
MODERN MAILERS

June 25-27, 2010!

**FSA 2010 Annual Conference
The Breakers • Palm Beach, FL**

**In Celebration
of Patient Safety**

**FSA 2010 Annual Conference
The Breakers • Palm Beach, FL**



**Extend Your Exposure —
Advertise in *FSA Today***

Decision Makers and Buyers see your ad!

The Florida Society of Anesthesiologists newsletter, *FSA Today*, reaches more than 1,900 anesthesiologists throughout Florida, four times a year, via regularly scheduled quarterly issues. Our coverage provides medical professionals and decision makers with a comprehensive source of information that affects their industry. Our readers make key decisions about products, services, investments, personnel, and more.

Why is *FSA Today* so important?

Anesthesiologists want information. Our coverage provides physicians with a single source for information that affects their practices. Our readers express commitment to the profession by joining the Florida Society of Anesthesiologists. The *FSA Today* is their primary means of communication.

The *FSA Today* provides comprehensive coverage — issue after issue.

Every issue furnishes news and information that parallel our member's interests, including analysis on industry and public policy trends. Relative cost of reaching a Florida Anesthesiologist — as little as 10 cents per reader! Our readers are ready to hear from you TODAY!

