



Forward thinking...

forward moving.

An Invitation to Exhibit

- Gain exposure to anesthesiologists from throughout Florida.
- Support the anesthesiology professionals that support your business.
- Bring your family! Seize the opportunity to combine business and leisure activities in the height of luxury.

FSA 2008 Annual Meeting

June 26-29, 2008 • The Breakers Resort & Spa • Palm Beach, FL

Forward thinking...

forward moving.

Tentative Meeting Schedule*

Friday, June 27

10:00 – 1:00 p.m.	FSA Board Meeting
1:00 – 5:00 p.m.	Exhibitor Set-up
2:00 – 3:00 p.m.	Problem Based Learning Discussion
3:00 – 4:00 p.m.	Problem Based Learning Discussion
4:00 – 5:00 p.m.	Problem Based Learning Discussion
5:00 – 6:00 p.m.	Problem Based Learning Discussion
6:30 – 8:00 p.m.	Welcome Reception in Exhibit Hall

Saturday – June 28

7:30 – 8:00 a.m.	Breakfast with Exhibitors
8:00 – 11:30 a.m.	Concurrent Sessions
9:30 - 10:00 a.m.	Break with Exhibitors
11:30 – 12:30 p.m.	J. Gerard Converse, MD Memorial Lecture
12:30 – 1:30 p.m.	Lunch with Exhibitors
1:30 – 3:30 p.m.	TEE Workshop
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.	Family Dinner and Dance – “Kids’ happy hour with animals”
7:00 – 9.30 p.m.	Family Dinner and Dance **– exhibitors encouraged to attend at reduced ticket rate

Saturday – June 29

8:00 – 9:30 a.m.	Breakfast
9:30 – 12:30 p.m.	Oral Board Prep course

* Schedule & events subject to change without notice.

** Exhibitors & Sponsors are welcome and encouraged to attend this family-friendly event. See Commerical Support Opportunities for more information on this event.

June 26-29, 2008

**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 2008 Annual Meeting!

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.

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.

The FSA staff welcomes the opportunity to create sponsorship packages 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!**



Commercial Support Opportunities

You can gain a higher profile for your company through commercial support. The following options are available:

General Commercial Support Grants

Providing general commercial support for the meeting offers your company additional exposure at a variety of levels:

Family Dinner/Dance — \$6,000

Saturday, June 28 - The Sponsor of this family-friendly gala will have exclusive recognition during the dinner. Your sponsorship will help to procure new entertainment options this year for children and the young at heart! In addition, you will receive:

- One Exhibit booth (includes 2 exhibitor name badges)
- Recognition in event publicity
- Recognition in on-site program
- Recognition and signage at event
- Four tickets to event

FSA invites and encourages all sponsors and exhibitors to attend this event with their families. (RSVP required. Extra charge of \$100/adult and \$40/child over 12. Adult fee includes two free drinks.)

Luncheon in Exhibit Hall — \$4,500

Saturday, June 28 – Host the primary luncheon during the annual meeting and highlight your company! This event will feature a hearty buffet lunch in the exhibit hall. In addition, you will receive:

- Recognition in event publicity
- Recognition in on-site program
- Recognition in signage at event

Welcome Reception — \$3,500

Friday, June 27 – Sponsor the first evening social event of the annual meeting and greet attendees in the exhibit hall. In addition, you will receive:

- Recognition in event publicity
- Recognition in on-site program
- Recognition and signage at event
- Two tickets to event

Registration Bag — \$3,500

With your support, these high quality carry bags will be given to all meeting registrants. The bags will show your company logo and also include the association logo and event information. In addition, you will receive:

- Recognition in event publicity
- Recognition in on-site program and signage

Name Badge Holders — \$3,500

With your support, these high quality name badge “neckwallets” will be given to all meeting registrants. The wallets will showcase your logo on the front above the name badge insert. In addition, you will receive:

- Recognition in event publicity
- Recognition in on-site program and signage

Family Breakfast — \$4,500

Sunday, June 29 – Served al fresco with the Breakers' style and class, this hearty buffet allows attendees to network with colleagues and chat with their families before traveling home. In addition, you will receive:

- Recognition in event publicity
- Recognition in on-site program
- Recognition and signage at event
- Four (4) tickets to breakfast

Resident Happy Hour — \$2,250

Saturday, June 28 – After a long day of Board review sessions, your support will provide refreshments to anesthesiology residents on the Ocean Lawn. In addition, you will receive:

- Recognition in event publicity
- Recognition in on-site program
- Recognition and signage at event

Continental Breakfast — \$3,500

Saturday, June 28 – Start the day right and provide attendees with breakfast with in the exhibit hall. In addition, you will receive:

- Recognition in event publicity
- Recognition in on-site program
- Recognition and signage at event

Anesthesia Jeopardy — \$2,250

Saturday, June 28 – New this year is the opportunity to sponsor the Anesthesia Jeopardy session! This CME session draws a large crowd, providing YOU with high exposure.

- Recognition in event publicity
- Recognition in on-site program
- Recognition and signage at event

Exhibit Hours

(subject to change)

Friday – June 27, 2008

Move-In 3:00 p.m. - 5:00 p.m.
Exhibits Open 6:30 p.m. - 8:00 p.m.

Saturday – June 28, 2008

Exhibits Open 7:30 a.m. – 4:00 p.m.
Move-Out 4:15 p.m. – 6:00 p.m.
Family Dinner w/ attendees 7:00 p.m. – 10:00 p.m.



Exhibit Fees

Priority Booth \$2,000

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

Standard Booth \$1,500

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

Exhibit Hall Floorplan

will be distributed closer to the meeting to registered exhibitors. Please contact sandy.stevens@fsahq.org with any questions or to request the floorplan (available in late April 2008).

Hotel Information

The 2008 FSA Annual Meeting will be held at *The Breakers in Palm Beach*.

Rooms are available for the meeting participants at the special rate of \$190.00 per night, single or double.

Reservations may be made by calling The Breakers at 888/273-2537, and remember to mention FSA to receive the reduced rate. Reservations should be made **before June 1, 2008** to guarantee rate and availability.



Exhibitor Agreement

Company Name: _____
(Please print exactly as name should appear in program and on signage.)

Contact Name _____ Title _____

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

City _____

State _____ Zip _____

Phone _____ FAX _____

E-mail Address _____ @ _____

Please indicate the products or services you will display. _____

Please indicate any companies next to which you do not wish to be placed. We will try to recognize this in booth placement, but we cannot make any guarantees. _____

Booth 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.

Booth Fee:

Priority — \$2,000 Each Standard — \$1,500 Each

Total Number of Booths Requested: _____ Priority _____ Standard _____

Tickets to Saturday's Family Dinner and Dance:

_____ x \$65 each = \$_____ This discounted ticket fee applies only to paid exhibitors

On-Site Representatives:

Booth fees include full registration and all food functions for **two representatives**. Additional representatives may register for \$200 each. Please list all attending representatives below. FSA must be notified by June 1, 2008 of all name changes or additions to ensure availability of badges.

Included: 1) _____ 2) _____

Extra*: 3) _____ 4) _____

*Please enclose \$200 per additional representative with booth payment.

Method of Payment: Check (payable to FSA) Visa MasterCard AmExp

Card # _____ Exp. Date _____

Name on Card _____ Signature _____

For FSA Use Only:

Amount Paid \$ _____ Check # _____ Date _____

Confirmation Mailed: _____ Booth # _____ Initialed: _____

Commercial Support Opportunities

Increase your company's exposure at the Annual Meeting by providing commercial support. All supporters will receive:

- Recognition in event publicity
- Appropriate signage at the meeting

Commercial support opportunities are listed below. Refer to page 2 for complete details on each support level or event. Please check the box next to your commercial support commitment:

<input type="checkbox"/> Family Dinner/Dance	\$6,000	<input type="checkbox"/> Family Breakfast	\$4,500
<input type="checkbox"/> Lunch in Exhibit Hall	\$4,500	<input type="checkbox"/> Resident Happy Hour	\$2,250
<input type="checkbox"/> Welcome Reception	\$3,500	<input type="checkbox"/> Continental Breakfast	\$3,500
<input type="checkbox"/> Registration Bag	SOLD	<input type="checkbox"/> Anesthesia Jeopardy	\$2,250
<input type="checkbox"/> Name Badge Holders	SOLD		

Commercial support is offered on a first come, first served basis. Complete the information below and return with payment to: **FSA**, P.O. Box 13978, Tallahassee, FL 32317; or FAX to: 850/656-3038

Company _____
(Please print **exactly** as name should appear in program and on signage.)

Representative #1 _____

Representative #2 _____

Address _____

City _____

State _____ Zip _____

Phone _____ FAX _____

E-mail Address _____ @ _____

Total Commercial Support Commitment: \$ _____

Method of Payment:

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

Card # _____ Exp. Date _____

Name on Card _____ Signature _____

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. Show Move-In & Move-Out (Tentative)

Move-In

Friday – June 27, 2008 4:00 p.m. – 5:00 p.m.

Move-Out

Saturday – June 28, 2008 4:15 p.m. – 6:00 p.m.

Note: No exhibitor will be allowed to break down their booth until the close of the show at 3:00 p.m. on Saturday, June 28, 2008.

5. Exhibitor Hours (Tentative)

Friday – June 27, 2008 6:30 p.m. – 8:00 p.m.

Saturday – June 28, 2008 7:30 a.m. – 4:00 p.m.

6. Unoccupied Space

FSA reserves the right, should any rented space remain unoccupied after the first hour of the show's opening, to rent or occupy said space.

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 for refunds to be made. A cancellation fee of \$300.00 will be deducted from any refund made. No refunds will be made for cancellations within two weeks of the show. 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?

Sandy Stevens, CMP, FSA Headquarters, P. O. Box 13978
Tallahassee, FL 32317 | 850/656-8848 | Fax 850/656-3038 |
sandy.stevens@fsahq.org

Please complete each form that applies to your level of participation and send them in today!



**FLORIDA
SOCIETY OF
ANESTHESIOLOGISTS, INC.**

PO Box 13978 • Tallahassee, Florida 32317
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June 26-29, 2008!

FSA Annual Conference

The Breakers Resort & Spa • Palm Beach, FL

What to do Around the Breakers

American Orchid Society Visitors Center and Botanical Garden

— Featuring a worldclass botanical garden, spectacular greenhouse, incredible water features and thousands of orchids. 561/ 404-2000

Boca Raton Historical Society

— On the National Register of Historic Places, Town Hall houses archival information, exhibitions on Boca's history and a gift shop. Free admission. 561/ 395-6766

Lion Country Safari

— Four-mile drive-through safari with a thousand animals roaming free PLUS walk-through park with Animal Theater, petting zoo, Lory bird feeding exhibit, boat tour, paddle boats, miniature golf, restaurant, gift shops and picnic area. 561/ 793-1084

Loxahatchee Everglades Tours, Inc.

— Airboat tours and rides. See Florida the way it used to be! It's fun, exciting and educational. Enjoy our "Everglades Eco-awareness Tour." Call for schedules. 800/ 683-5873

Palm Beach Princess

— Five-hour vacation cruise sailing twice daily from the Port of Palm Beach. Features secure on-site parking, a 15,000-square-foot casino, lavish buffet, high-energy revue show, five lounges, pool, mini-spa, skeet shooting, gift boutique and more. 800/ 841-7447

Rampage Dive Charters, Inc.

— Drift dive Palm Beach. Courteous crew, two and three tank dives, rental equipment. Underwater video and instruction available. 800/ 525-0876

