



THE FLORIDA SOCIETY OF ANESTHESIOLOGISTS

ANNUAL MEETING & WORKSHOPS

June 9-11, 2017 | The Breakers | Palm Beach, Florida

PRESIDENT: **Steven Gayer, MD**

PROGRAM CHAIR: **Christopher Giordano, MD**

CO-CHAIR: **Leopoldo Rodriguez, MD, FAAP**

EARLY BIRD
DEADLINE
**MARCH 10,
2017**



2017 EXHIBITOR PROSPECTUS
AND MARKETING & VISIBILITY OPPORTUNITIES



2017 ANNUAL MEETING

June 9-11, 2017
The Breakers Resort & Spa
Palm Beach, Florida



If you market products or services to anesthesiologists practicing in the state of Florida, you cannot afford to miss the FSA 2017 Annual Meeting!



FLORIDA SOCIETY OF ANESTHESIOLOGISTS
701 Brickell Avenue, Suite 1550
Miami, FL 33131

PHONE: 786-300-3183
FAX: 310-437-0585
EMAIL: executiveoffice@fsahq.org
WEB SITE: www.fsahq.org

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. Each year our Annual Meeting grows in attendance and breaks new records!

FSA has structured the conference 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

Reserve your booth by the March 10, 2017 Early Bird Deadline to receive discounted fee!

PRIORITY BOOTH

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

\$2,500 (on or before March 10, 2017, Early Bird Deadline)

\$2,650 (after March 10, 2017)

STANDARD BOOTH

\$2,000 (on or before March 10, 2017, Early Bird Deadline)

\$2,150 (after March 10, 2017)

EXHIBIT DESCRIPTION

Booth packages include:

- > One 8' x 10' pipe-and-drape booth
- > One 6 ft. draped table
- > Two chairs
- > One waste basket
- > One identification sign
- > Four representative name badges

NOTE: Exhibit floor is carpeted.

MARKETING & VISIBILITY OPPORTUNITIES

The FSA staff welcomes the opportunity to create marketing and visibility opportunities 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 Marketing & Visibility Opportunities include:

- > One standard exhibit booth (includes 4 exhibitor badges)
- > 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!

MARKETING & VISIBILITY OPPORTUNITIES

All sponsorships include the benefits listed on the bottom of page 2.

REGISTRATION PACKETS – \$7,000

Spotlight your logo on the Registration Packets which are provided to all meeting 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 – \$6,500

Your support provides these high-quality 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 – \$7,000

Saturday, June 10th – 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

LEADERSHIP RECEPTION – \$5,000

Thursday, June 8th – The sponsor of this re-designed, outdoor reception hosts the first official event of the Annual Meeting. You'll mingle with the society leadership, invited "VIPs", faculty members, early-arrival attendees, and other participants in a very casual 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

WELCOME RECEPTION – \$4,000

Friday, June 9th – This relaxed and fun-filled event is held in the exhibit hall, and all meeting participants are invited to mingle for food and beverages.

- > 20 drink tickets to be distributed at your choosing
- > Premier Placement for Exhibit Booth to highlight event sponsorship

LUNCH IN EXHIBIT HALL – \$3,500

(Two Available, Friday & Saturday)

Spotlight your company front and center during the luncheons on **Friday, June 9th** or **Saturday, June 10th**. 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

ANESTHESIA JEOPARDY – \$5,500

Saturday, June 10th – 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

MAIN EVENT – \$2,500

Saturday, June 10th – Looking for a fun and casual opportunity to mingle with our attendees? Hosting the main event (Family Dinner) is a superb option.

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

KEY CARDS – \$2,500 (+ production)

Get everyone's attention by sponsoring the hotel room key cards for the FSA meeting. You will be the only name on the key cards, sure to stay in guests' minds as they enter their rooms at the end of the day. Company is responsible for the production of the cards.

DOOR DROP – \$5,000 (+ production)

Be one of the first companies visible to attendees when you partner with FSA to exclusively sponsor the Hotel Door Drop. This is your chance to include announcements, invitations, samples and sales literature that will be hand-delivered to the hotel room of every registered FSA attendee. As the *exclusive* supporter, you can design the door drop bag to include your company name and logo.

EXHIBIT SCHEDULE

Tentative, subject to change

REGISTRATION

Friday, June 9, 2017, 7:00 am

Saturday, June 10, 2017, 7:00 am

EXHIBITOR SET-UP

Thursday, June 8, 2017, 1:00 pm – 6:00 pm

EXHIBIT HOURS

Friday, June 9, 2017

EXHIBITS OPEN: 9:30 am – 5:00 pm

9:30 am – 10:00 am Break with Exhibitors
 12:00 pm – 1:00 pm Lunch with Exhibitors
 3:30 pm – 5:00 pm Welcome Reception

Saturday, June 10, 2017

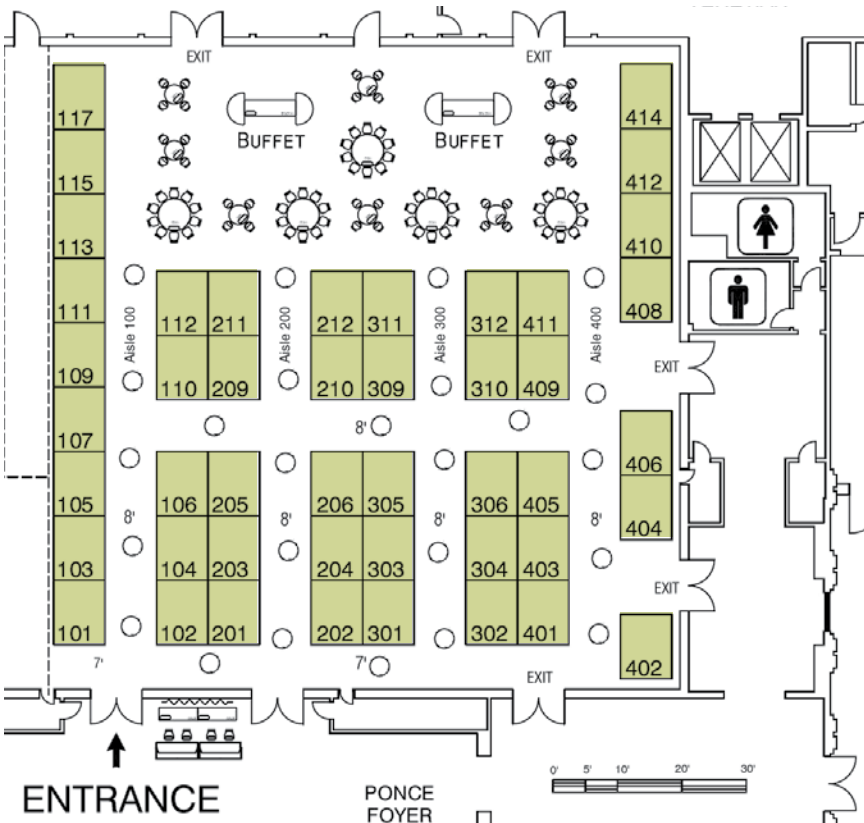
EXHIBITS OPEN: 10:00 am – 2:00 pm

10:00 am – 10:30 am Break with Exhibitors
 1:00 pm – 2:00 pm Lunch with Exhibitors

DISMANTLING & REMOVAL OF EXHIBITS

Saturday, June 10, 2017, 2:00 pm - 6:00 pm

EXHIBIT HALL FLOORPLAN



HOTEL INFORMATION

The Breakers Resort & Spa

Palm Beach, Florida

PHONE: **888-273-2537**

ROOM RATE:

\$255 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 \$255 single/double per night. Reservations at this rate are on a first-come, first-serve basis. They are **available until May 11, 2017 or until the block is full**, whichever applies first.

Online reservation link is available at <https://aws.passkey.com/go/FLANS17>.



MARKETING & VISIBILITY OPPORTUNITIES AGREEMENT

2017 FSA Annual Meeting | June 9-11, 2017 | The Breaker Resort & Spa | Palm Beach, FL

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): _____

MARKETING & VISIBILITY OPPORTUNITIES

SPONSORSHIP INCLUDES: 1 Standard Booth which may be upgraded to a Priority Booth for an additional \$500.

- | | | |
|---|--|---|
| <input type="checkbox"/> Registration Packets – \$7,000 | <input type="checkbox"/> Welcome Reception – \$4,000 | <input type="checkbox"/> Main Event – \$2,500 |
| <input type="checkbox"/> Registration Bags – \$6,500 | <input type="checkbox"/> Lunch in Exhibit Hall – \$3,500 | <input type="checkbox"/> Key Cards – \$2,500 + production |
| <input type="checkbox"/> Resident Happy Hour – \$7,000 | <input type="checkbox"/> Anesthesia Jeopardy – \$5,500 | <input type="checkbox"/> Door Drop – \$5,000 + production |
| <input type="checkbox"/> Leadership Reception – \$5,000 | | |

Selected Opportunity: \$ _____

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

Please indicate the products or services you will display: _____

Please indicate which companies should not be placed in close proximity to your booth location. 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.** No specific booth guarantees will be made until payment is received.

ON-SITE REPRESENTATIVES: Marketing & Visibility Opportunity fees include full registration and all food functions for four 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 2, 2017.**

1. _____ 2. _____
3. _____ 4. _____

SIGNATURE: _____

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 Exhibitor Prospectus for the Florida Society of Anesthesiologists (FSA) and have read the rules and agree to distribute them to those involved with your tabletop.

METHOD OF PAYMENT

Booths will not be assigned until payment is made in full. Payment not made in full 30 days prior to Annual Meeting forfeits your participation.

Total Amount Enclosed: _____ Check (payable to **FSA**) Visa MasterCard AmExp

CARD #

EXP. DATE

CVV

BILLING ADDRESS

BILLING ZIP

NAME ON CARD

SIGNATURE

 **Please complete and return this agreement with payment to:** FSAHQ, Attn: Evelyn Klass-Rodewald
MAIL: 11300 W Olympic Blvd., Suite 600, Los Angeles, CA 90064 | FAX: 310-437-0585 | EMAIL: evelyn@fsahq.org

RULES & 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, 8 ft. high back wall, 3 ft. high side walls, one 6 ft. draped table, two chairs, one waste basket, one identification sign, and four representative 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 & 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 intact until the close of the show. Installation may occur only during the installation times designated. All booths must be properly installed no later than 6:00 pm on Thursday, June 8, 2017 for the final inspection of the exhibit hall by show management. Tear down may not begin until after 2:00 pm on Saturday, June 10, 2017 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 8, 2017, 1:00 pm – 6:00 pm

Move-out: Saturday, June 10, 2017, 2:00 pm – 6:00 pm

NOTE: No exhibitor will be allowed to break down their booth until the close of the show at 2:00 p.m. on Saturday, June 10, 2017.

5. EXHIBITOR HOURS (Tentative)

Friday, June 9, 2017, 9:30 am – 5:15 pm

Saturday, June 10, 2017, 9:30 am – 2:00 pm

6. FAILURE TO OCCUPY SPACE

Space not occupied by 5:00 pm on Thursday, June 8, 2017 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 10, 2017. No exceptions.** Failure to submit full payment 30 days prior to the start of the meeting (deadline: May 12, 2017) will result in forfeiture of your booth assignment.

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 & 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 & 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 regulations, the decision of the association is final.

RULES & REGULATIONS

13. DAMAGE TO PROPERTY

Exhibitors are liable for any damage caused by the exhibitor 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?

Jenay Root

FSA Headquarters
MAIL: 11300 W Olympic Blvd., Suite 600, Los Angeles, CA 90064
PHONE: 786-300-3183, ext. 127
EMAIL: jenay@fsahq.org

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