

THE FLORIDA SOCIETY OF ANESTHESIOLOGISTS

# ANNUAL MEETING 2020

**June 12-14, 2020** | The Breakers | Palm Beach, Florida

PRESIDENT: **Christian Diez, MD, MBA**

PROGRAM CHAIRS: **Christopher Giordano, MD, Luis Rodriguez, MD and Steven Porter, MD**

EARLY BIRD  
DEADLINE:

**March 13,  
2020**



To apply to exhibit, please use the following link: [www.fsahq.org/exhibitor-application-form](http://www.fsahq.org/exhibitor-application-form)

## 2020 EXHIBITOR PROSPECTUS

### AND MARKETING & VISIBILITY OPPORTUNITIES



# 2020 ANNUAL MEETING

June 12-14, 2020  
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 2020 Annual Meeting!



FLORIDA SOCIETY OF  
ANESTHESIOLOGISTS  
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Los Angeles, CA 90064

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## EXHIBIT OPPORTUNITIES

The FSA Annual Meeting is the largest gathering of anesthesiologists in the southeastern United States. FSA has structured the conference to allow maximum exposure for our exhibitors. Morning and afternoon breaks and a lunch buffet are held in the exhibit hall each day. In addition, a Welcome Reception is held in the exhibit hall and is always well attended.

### EXHIBIT FEES

*Reserve your booth by the March 13, 2020 Early Bird Deadline to receive a discounted fee!*

#### PRIORITY BOOTH

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

**\$2,500** (on or before March 13, 2020, Early Bird Deadline)

**\$2,650** (after March 13, 2020)

#### STANDARD BOOTH

**\$2,000** (on or before March 13, 2020, Early Bird Deadline)

**\$2,150** (after March 13, 2020)

### EXHIBIT DESCRIPTION

Booth packages include:

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

NOTE: Exhibit floor is carpeted.



To apply to exhibit, please use the following link:

**[www.fsahq.org/exhibitor-application-form](http://www.fsahq.org/exhibitor-application-form)**

## 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 two.*

## **RESIDENT HAPPY HOUR — \$7,500**

Saturday, June 13 – After a long day of review sessions, your support will provide refreshments to anesthesiology residents.

- » Hosted in a premier location
- » 20 drink tickets to be distributed at your choosing
- » The opportunity to interact PRIVATELY with residents at a well-attended resident event
- » Premier placement for exhibit booth to highlight event sponsorship

## **LEADERSHIP RECEPTION — \$5,000**

Thursday, June 11 - 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
- » The opportunity to "Kick Off" the Annual Meeting in a social setting

## **WELCOME RECEPTION — \$4,500**

Friday, June 12 - This relaxed and fun-filled event is held in the exhibit hall, and all meeting participants are invited to mingle and enjoy 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 12 or Saturday, June 13. These events will feature a buffet lunch in the exhibit hall.

- » The opportunity to interact with attendees for a full hour
- » Premier Placement for Exhibit Booth to highlight event sponsorship

## **ANESTHESIA JEOPARDY — \$5,500**

Saturday, June 13 – 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 event
- » Premier placement for exhibit booth to highlight event sponsorship

## **CHARGING STATION — \$2,500 (+ production)**

Gain extra visibility by sponsoring the charging station for mobile devices. The station will be located in the registration area, making it highly visible to attendees as they take advantage of the opportunity to charge up their devices throughout the meeting.

## **KEY CARDS — \$3,000 (+ 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.

To apply for a marketing and visibility opportunity, please use the following link:  
**[www.fsahq.org/marketing-agreement](http://www.fsahq.org/marketing-agreement)**



# EXHIBIT SCHEDULE

*Tentative, subject to change*

## REGISTRATION

**Friday, June 12, 2020, 7:00 am – 5:00 pm**

**Saturday, June 13, 2020, 7:00 am – 5:00 pm**

## EXHIBITOR SET-UP

**Thursday, June 11, 2020, 1:00 pm – 6:00 pm**

## EXHIBIT HOURS

**Friday, June 12, 2020**

**EXHIBITS OPEN: 9:30 am - 2:00 pm and 5:00 pm - 6:30 pm**

10:00 am - 10:30 am Break with Exhibitors

12:30 pm - 1:30 pm Lunch with Exhibitors

5:00 pm - 6:30 pm Welcome Reception

**Saturday, June 13, 2020**

**EXHIBITS OPEN: 9:30 am - 2:00 pm**

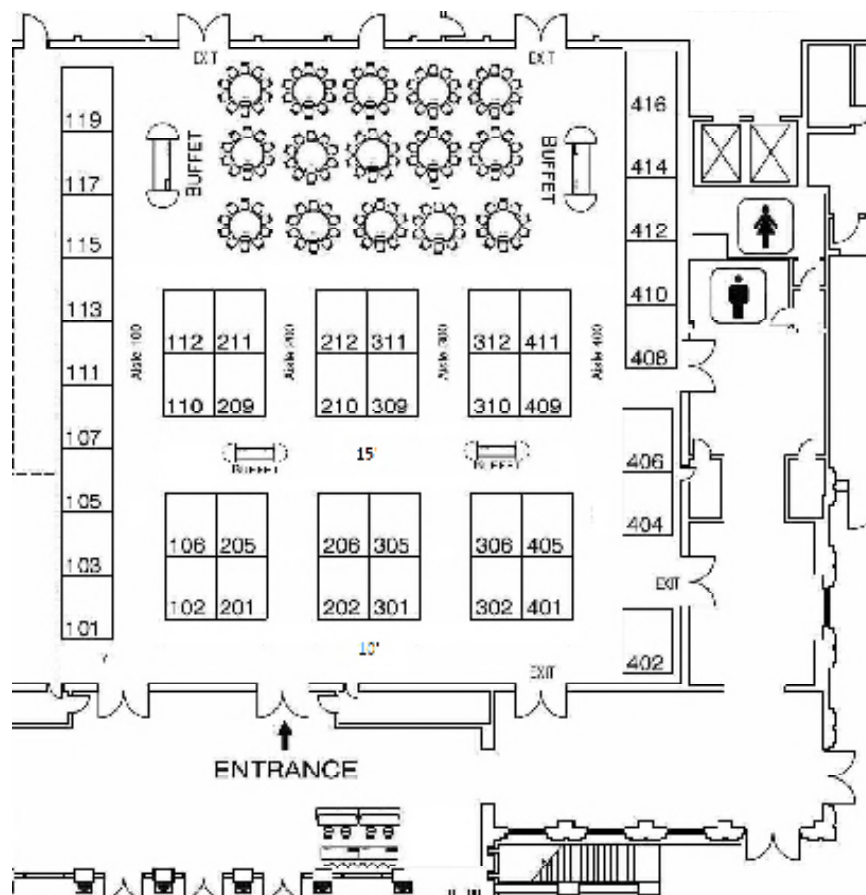
10:00 am – 10:30 am Break with Exhibitors

12:30 pm - 1:30 pm Lunch with Exhibitors

## DISMANTLING & REMOVAL OF EXHIBITS

**Saturday, June 13, 2020, 2:00 pm - 6:00 pm**

# EXHIBIT HALL FLOORPLAN



## HOTEL INFORMATION

**The Breakers Resort & Spa**  
Palm Beach, Florida

PHONE: 888-273-2537

ROOM RATES:

**Deluxe King - \$270**

**Premium Double - \$310**

The hotel reservation link will be provided upon receipt of exhibitor application.



# 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 meeting sponsor.

## 2. SPACE ASSIGNMENT

Booth locations will be assigned at the sole discretion of exhibit 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 contracted space 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 exhibit hours. All booths must remain intact until the close of the exhibits. Installation may occur only during the installation times designated. All booths must be properly installed no later than 6:00 pm on Thursday, June 11, 2020 for the final inspection of the exhibit hall by exhibit management.

Tear down may not begin until after 2:00 pm on Saturday, June 13, 2020 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 meetings. 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 11, 2020, 1:00 pm – 6:00 pm

### **Move-out:**

Saturday, June 13, 2020, 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 13, 2020.

## 5. EXHIBITOR HOURS (Tentative)

**Friday, June 12, 2020, 9:30 am – 5:00 pm**

**Saturday, June 13, 2020, 10:00 am – 2:00 pm**

## 6. FAILURE TO OCCUPY SPACE

Space not occupied by 5:00 pm on Thursday, June 11, 2020 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 13, 2020. No exceptions.** Failure to submit full payment 30 days prior to the start of the meeting (deadline: May 15, 2020) 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 EQUIPMENT

The operation of whistles or any objectionable device will not be allowed. After the exhibits open, 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.

# RULES & REGULATIONS

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## 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 society is final.

## 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 its 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 meeting. 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 exhibit hall is not officially open.

## 17. USE OF BOOTH SPACE

Exhibitors shall reflect their company's highest standards of professionalism while maintaining their booths during exhibit 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?

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### 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](mailto:jenay@fsahq.org)

**Please use the links below and 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.

### EXHIBITOR APPLICATION

[www.fsahq.org/exhibitor-application-form/](http://www.fsahq.org/exhibitor-application-form/)

### MARKETING & VISIBILITY OPPORTUNITIES AGREEMENT

[www.fsahq.org/marketing-agreement](http://www.fsahq.org/marketing-agreement)