

THE FLORIDA SOCIETY OF ANESTHESIOLOGISTS

ANNUAL MEETING 2024

June 7-9, 2024 | The Breakers | Palm Beach, Florida

PRESIDENT: **Chris Giordano, MD**

PROGRAM CHAIRS: **Alecia Stein, MD and Moeed Azam, MD**



EARLY BIRD
DEADLINE:
**March 8,
2024**



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

2024 EXHIBITOR PROSPECTUS

AND MARKETING & VISIBILITY OPPORTUNITIES



2024 ANNUAL MEETING

June 7-9, 2024
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 2024 Annual Meeting!



FLORIDA SOCIETY OF
ANESTHESIOLOGISTS
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Los Angeles, CA 90064

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FAX: 310-437-0585
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WEB: www.fsahq.org

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 8, 2024 Early Bird Deadline to receive a discounted fee!

PRIORITY BOOTH

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

\$2,650 (on or before March 8, 2024, Early Bird Deadline)

\$2,800 (after March 8, 2024)

STANDARD BOOTH

\$2,150 (on or before March 8, 2024, Early Bird Deadline)

\$2,300 (after March 8, 2024)

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

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.

BREAKFAST SPONSORSHIP — \$10,000 (Two Available – Friday and Saturday)

Be the exclusive sponsor of a breakfast on Friday, June 7 or Saturday, June 8. These events will feature a buffet breakfast and you will have the opportunity to bring in a speaker of your choice for an address on a topic that is relevant to our attendees (pending approval of the program committee chairs).

- » The opportunity to add non-CME content to the official program for the meeting
- » Premier placement for exhibit booth to highlight the sponsored breakfast

NETWORKING HAPPY HOUR — \$7,500

Saturday, June 8 – After a long day of review sessions, your support will provide refreshments for meeting attendees including attending physicians and residents.

- » Hosted in a premier location
- » 20 drink tickets to be distributed at your choosing
- » Premier placement for exhibit booth to highlight event sponsorship

ANESTHESIA JEOPARDY — \$5,500

Saturday, June 8 – 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

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.

WELCOME RECEPTION — \$4,500

Friday, June 7 - 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 7 or Saturday, June 8. 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

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.

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.

WINE OR COFFEE POUR — \$4,000 PER EVENT

Host wine pours right in your booth during the Welcome Reception. Attendees can avoid long lines at the bars and come straight to your booth for a glass of wine and talk to you about your products at the same time. Or, you may choose to pour coffee in your booth during a morning or afternoon refreshment break. The society pays for the wine and coffee which will draw attendees right to your booth.

Sponsorship includes additional booth to accommodate extra tables for wine or coffee, glasses, cups, etc. A Breakers hotel representative must be the one to pour the wine or coffee during the event.

To apply for a marketing and visibility opportunity, please use the following link:
www.fsahq.org/marketing-agreement

EXHIBIT SCHEDULE

Tentative, subject to change

REGISTRATION

Friday, June 7, 2024, 7:00 am – 5:00 pm

Saturday, June 8, 2024, 7:00 am – 5:00 pm

EXHIBITOR SET-UP

Thursday, June 6, 2024, 1:00 pm – 6:00 pm

EXHIBIT HOURS

Friday, June 7, 2024

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 8, 2024

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

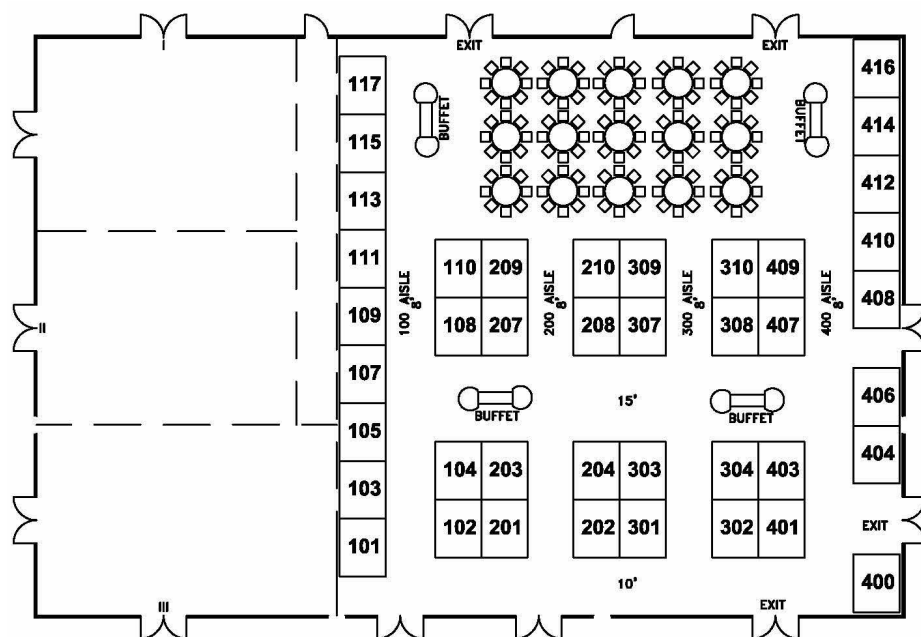
10:00 am – 10:30 am Break with Exhibitors

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

DISMANTLING & REMOVAL OF EXHIBITS

Saturday, June 8, 2024, 2:00 pm - 6:00 pm

EXHIBIT HALL FLOORPLAN



HOTEL INFORMATION

The Breakers Resort & Spa
Palm Beach, Florida

PHONE: **888-273-2537**

ROOM RATES:

\$302 (Deluxe Run of House, King)

\$345 (Premium Room, Run of House)

\$475 (Atlantic Room, Oceanfront View, Run of House)

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 6, 2024 for the final inspection of the exhibit hall by exhibit management.

Tear down may not begin until after 2:00 pm on Saturday, June 8, 2024 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 6, 2024, 1:00 pm – 6:00 pm

Move-out:

Saturday, June 8, 2024, 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 8, 2024.

5. EXHIBITOR HOURS (Tentative)

Friday, June 7, 2024, 9:30 am - 2:00 pm and 5:00 pm - 6:30 pm

Saturday, June 8, 2024, 9:30 am - 2:00 pm

6. FAILURE TO OCCUPY SPACE

Space not occupied by 5:00 pm on Thursday, June 6, 2024 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 8, 2024. No exceptions.** Failure to submit full payment 30 days prior to the start of the meeting (deadline: May 17, 2024) 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. EXHIBITOR PROGRAMS & PRESENTATIONS

Exhibitor presentations may take place during any hours the exhibit hall is open to registrants. Exhibitor programs or presentations must be confined to the exhibitor's booth space. The sound intensity of such activities as determined by FSA Management, must not interfere with the activities of neighboring exhibitors. FSA 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.

Videotapes and films may be shown provided that screens are placed in the rear of the booth to eliminate congestion in the aisles. Any visual or

RULES & REGULATIONS

other transmissions from off-site locations including tele-surgery require written permission from FSA Management. Request forms for these educational events will be included in your exhibitor confirmation kit and must be completed and submitted to FSA Management.

11. AMERICANS WITH DISABILITIES ACT

Exhibitors shall be fully responsible for compliance with all applicable provisions of the Americans with Disabilities Act (ADA) with regard to their booth space. This includes, but is not limited to, the wheelchair access provisions.

11. POLICY ON ACCME STANDARDS FOR INTEGRITY AND INDEPENDENCE

As an ACCME accredited provider for the FSA, the American Society of Anesthesiologists (ASA) is committed to presenting CME activities that promote improvements of quality in healthcare and are independent of the control of commercial interests. As part of this commitment, the ASA requires clear separation between exhibit/marketing/advertising activities and educational activities.

Exhibitors are requested to review the ACCME Standards for Integrity and Independence, in particular Standard 2 and Standard 5:

Standard 2: Prevent Commercial Bias and Marketing in Accredited Continuing Education

Accredited continuing education must protect learners from commercial bias and marketing.

1. The accredited provider must ensure that all decisions related to the planning, faculty selection, delivery, and evaluation of accredited education are made without any influence or involvement from the owners and employees of an ineligible company.
2. Accredited education must be free of marketing or sales of products or services. Faculty must not actively promote or sell products or services that serve their professional or financial interests during accredited education.
3. The accredited provider must not share the names or contact information of learners with any ineligible company or its agents without the explicit consent of the individual learner.

Standard 5: Manage Ancillary Activities Offered in Conjunction with Accredited Continuing Education

Accredited providers are responsible for ensuring that education is separate from marketing by ineligible companies-including advertising, sales, exhibits, and promotion-and from nonaccredited education offered in conjunction with accredited continuing education.

1. Arrangements to allow ineligible companies to market or exhibit in association with accredited education must not:
 - a. Influence any decisions related to the planning, delivery, and evaluation of the education.
 - b. Interfere with the presentation of the education.
 - c. Be a condition of the provision of financial or in-kind support from ineligible companies for the education.
2. The accredited provider must ensure that learners can easily distinguish between accredited education and other activities.
 - a. Live continuing education activities: marketing, exhibits, and nonaccredited education developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must not occur in the educational space within 30 minutes before or after an accredited education activity. Activities that are part of the event but are not accredited for continuing education must be clearly labeled and communicated as such.
 - b. Print, online, or digital continuing education activities: learners must not be presented with marketing while engaged in the accredited education activity. Learners must be able to engage with the accredited education without having to click through, watch, listen to, or be presented with product promotion or product-specific advertisement.
 - c. Educational materials that are part of accredited education (such as slides, abstracts, handouts, evaluation mechanisms, or disclosure information) must not contain any marketing produced by or for an ineligible company, including corporate or product logos, trade names, or product group messages.
 - d. Information distributed about accredited education that does not include educational content, such as schedules and logistical information, may include marketing by or for an ineligible company.

RULES & REGULATIONS

3. Ineligible companies may not provide access to, or distribute accredited education to learners.

11. 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.

12. 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.

13. 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.

14. 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.

15. 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.

16. 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. 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 FSA. 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.

17. 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.

18. 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.

RULES & REGULATIONS

19. EXHIBITION SALES POLICY

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

20. 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.

20. PHOTOGRAPHY

An exhibit or its products may not be photographed or videotaped without the permission of the legitimate occupants of that booth. FSA Management reserves the right to photograph exhibits for society purposes.

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 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/

MARKETING & VISIBILITY OPPORTUNITIES AGREEMENT

www.fsahq.org/marketing-agreement