

2018 EXHIBITOR PROSPECTUS

# 13<sup>th</sup> Annual Academic Surgical Congress



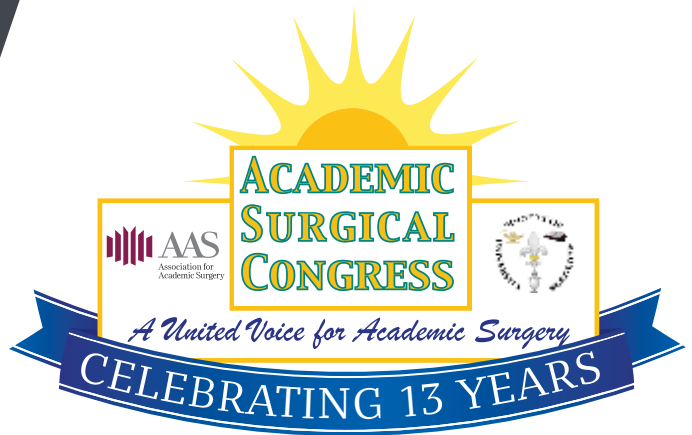
**January 30 - February 1, 2018**

Hyatt Regency Jacksonville Riverfront  
Jacksonville, Florida

Early Bird  
Exhibitor Deadline:  
**NOVEMBER 6,  
2017**

[www.academicsurgicalcongress.org](http://www.academicsurgicalcongress.org)

# 13<sup>th</sup> Annual Academic Surgical Congress



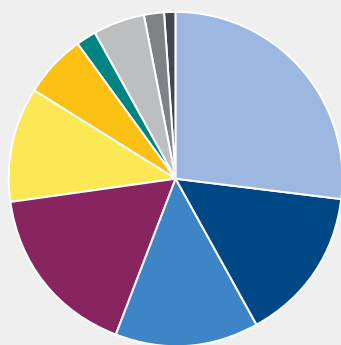
The ASC is a joint meeting of the two leading associations for academic surgery – **The Association for Academic Surgery (AAS)** and **The Society of University Surgeons (SUS)**. Together the AAS and SUS boast more than 5,000 members from leading institutions nationwide.

The AAS and SUS invite you to be a part of the **13<sup>th</sup> Annual Academic Surgical Congress (ASC)** to be held January 30 - February 1, 2018 at the Hyatt Regency Jacksonville Riverfront.

More than 1,800 academic surgeons from a breadth of disciplines will participate. Medical students, residents and young surgeons will be acknowledged for their thought provoking work and established surgical leaders will present keynote addresses.

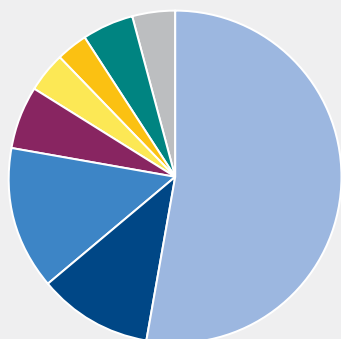
Please join us and take this opportunity to interface with the nation’s most prominent academic surgeons.

**Exhibiting and Support Opportunities go quickly; you are encouraged to submit your application as soon as possible!**



## RANK

- Resident – 27%
- Associate Professor – 15%
- Medical Student – 14%
- Assistant Professor – 17%
- Professor – 11%
- Fellow – 6%
- Instructor – 2%
- Postdoctoral Fellow – 5%
- Graduate Student – 2%
- Undergraduate – 1%



## SPECIALTY

- General Surgery – 53%
- Pediatric Surgery – 11%
- Surgical Oncology – 14%
- Vascular Surgery – 6%
- Endocrine Surgery – 4%
- Transplant Surgery – 3%
- Colorectal Surgery – 5%
- Plastic Surgery – 4%

# General Information

## ACADEMIC SURGICAL CONGRESS 2018 INTERACTIVE EXHIBITS

### Learn > Play > Compete

The ASC is launching a new exhibit model to more deeply engage attendees at booths and drive traffic into the hall. We encourage each exhibiting company to feature a hands-on skills module, game or quiz which will challenge attendees to successfully complete within a given time frame. The tasks can range from knot tying, to suturing, to simulated skills or games, each of which tests some aspect of surgical ability or knowledge.

#### How It Works

- Participating exhibitors will be granted an additional 4' (standard booth size is 8'x10', interactive booth size is: 8'x14') to accommodate their interactive module (task, game, quiz)
- Task/game should not be longer than 3 minutes
- Devise a scoring system for the featured assignment
- Record and post the name or initials of the attendee participant along with their score in your booth. This can be a simple sign in sheet with the name and score. You may also Tweet competition updates: [#asc2018](#).
- Task/game must be approved by the ASC Program leadership.
- Prizes will be awarded to the participant with the top, combined score and for the top scorer for each booth. (Prizes provided by the ASC) Winners will be announced during the morning break on Thursday, February 1.

Entice attendees to visit your booth to test their skills or knowledge. The featured skill or game can relate to your product or service, but it is not required.

#### EXHIBIT SCHEDULE

*Exhibits located in Grand Ballroom Foyer*

**Exhibit Set-Up:** Monday, January 29, 2018, 1:00 pm – 6:00 pm

**Exhibit Break Down:** Thursday, February 1, 2018, 1:30 pm – 4:30 pm

Schedule subject to change. Exhibitors will be notified of any schedule changes.

#### Tuesday, January 30, 2018

9:30 am – 4:00 pm	Exhibits Open
6:30 pm – 7:30 pm	Exhibits Open (Welcome Reception)
9:30 am – 10:00 am	Morning Break
3:30 pm – 4:00 pm	Afternoon Break
4:00 pm – 6:30 pm	Exhibits Closed – Break for Exhibitors
6:30 pm – 7:30 pm	Welcome Reception

#### Wednesday, January 31, 2018

9:30 am – 4:30 pm	Exhibits Open
9:30 am – 10:00 am	Morning Break
3:30 pm – 4:30 pm	Afternoon Break

#### Thursday, February 1, 2018

9:00 am – 1:30 pm	Exhibits Open
9:00 am – 9:30 am	Morning Break
1:30 pm	Exhibit Hall Closes

# General Information

## EXHIBIT FEES & SPECIFICATIONS

All booths are assigned on a first come, first served basis. Submit your application by November 6, 2017 to receive the **Early Bird Deadline discount of \$300.**

### Booth Size:

Standard booth size for the ASC will be 8'x10'  
Booths with an interactive module will be assigned a 8'x14' space

- Early Bird Fee (prior to November 6, 2017): **6' Tabletop: \$2,000**
- Standard Fee (on or after November 6, 2017): **6' Tabletop: \$2,300**

## PAYMENT SCHEDULE

- A deposit of 50% of the total exhibit fee must accompany the signed application
- Total balance due on December 15, 2017
- Please make check payable to Academic Surgical Congress



## EXHIBITOR APPLICATION

Please click on the link below to access the on-line exhibitor application:  
<https://academicsurgicalcongress.org/12th-annual-academic-surgical-congress>

## EXHIBIT SPACE

Each space will include (1) 6' draped table, (2) chairs and a tabletop tent sign with company name and space number. Exhibits will be set up in the Grand Ballroom Foyer.

## SERVICES EXCLUDED

Exhibit fee does not include the following services: drayage, electricity or audio visual. Information regarding these items will be included in the Exhibitor Confirmation Kit.

## ASSOCIATION INFORMATION



### Association for Academic Surgery (AAS)

11300 W. Olympic Blvd., Suite 600  
Los Angeles, CA 90064  
PHONE: 310-437-1606  
FAX: 310-437-0585  
EMAIL: [admin@aaasurg.org](mailto:admin@aaasurg.org)  
WEBSITE: [www.aaasurg.org](http://www.aaasurg.org)

### ASC Exhibits Contact

Melanie Camero  
PHONE: 310-986-6444, ext. 113  
EMAIL: [melanie@academicsurgicalcongress.org](mailto:melanie@academicsurgicalcongress.org)



Society of  
University Surgeons

### Society of University Surgeons (SUS)

11300 W. Olympic Blvd., Suite 600  
Los Angeles, CA 90064  
PHONE: 310-986-6442  
FAX: 310-437-0585  
EMAIL: [info@susweb.org](mailto:info@susweb.org)  
WEBSITE: [www.susweb.org](http://www.susweb.org)

# Exhibit Rules & Regulations

Exhibits will be set up in a prime location, which will provide you with MAXIMUM exposure to the attendees. Open exhibit hall hours allow ample time for attendees to tour the exhibit hall and for exhibitors to interact with them. Specifically, during dedicated exhibit times, attendees have no other meeting obligations and may be particularly engaged by exhibits. Contracted security will monitor the area during the hours the Exhibit Hall is closed; however, exhibitors should take all precautions to secure valuable materials and equipment and neither the hotel nor show management will be held liable.

## SUBLEASING OF SPACE

Exhibitors may not sublet their space, arrangements for display by a non-exhibiting company.

## CONTRACTOR SERVICES & SHIPPING

Complete information, instructions, and schedule of prices regarding shipping, electrical service, audio visual, etc., will be included in the Exhibitor Confirmation Kit. Shipments not made as specified in the Confirmation Kit will be stored by the hotel until the hall is ready to accept materials for the exhibition and all costs involved will be charged to the exhibiting company. Exhibitors are responsible for the information provided in the Confirmation Kit.

## FIRE, SAFETY & HEALTH

The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. All exhibit equipment and materials must be located within the exhibit space. Only fireproof materials may be used in displays and the exhibitor must take all necessary fire precautions. No combustible material will be stored in or around exhibits.

## SOUND DEVICES & LIGHTING

Sound-producing or amplification devices that project sound must be kept at a conversational level and must not interfere with other exhibitors. Any form of attention-getting devices or presentations must be terminated when crowds infringe upon another exhibitor's display. ASC reserves the right to restrict the use of glaring lights or objectionable lighting effects. Music, whether vocal or instrumental, is prohibited.

## 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 exhibits must remain intact until the close of the show. Installation must occur only during the installation times designated in the

Exhibitor Prospectus. **All exhibits must be properly installed no later than 9:00 am on Tuesday, January 30, 2018 for the final inspection of the exhibit hall by show management.**

**Teardown may not begin until after 1:30 pm, Thursday, February 1, 2018 and must be completed by 4:00 pm.**

## EXHIBITOR PERSONNEL

A company specialist who is qualified to discuss details of their company's products or services should staff the exhibit space. At least one (1) representative must be present in the exhibit space during official exhibit hours. An Exhibitor Staff Badge Registration Form will be sent to exhibiting companies and must be completed and returned in order to pre-register all company personnel. A total of four (4) exhibitor badges are included in the exhibit fee. Additional badges are available for purchase at a cost of \$100.00 per badge.

## HANDOUTS & GIVEAWAYS

Distribution of advertising material and giveaways must be confined to the exhibitor's space. Canvassing or distribution of advertising material or giveaways in the exhibit area by representatives of non-exhibiting firms is strictly forbidden. Selling of merchandise on the exhibit floor is strictly prohibited.

## DIRECT SALES ON EXHIBIT FLOOR

No direct sales are permitted to take place on the exhibit floor excluding book sales. Orders may be taken and processed for delivery elsewhere but product may not be conveyed in the exhibit area.

## PHOTOGRAPHY

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

# Exhibit Rules & Regulations

## STORAGE

The exhibitor should make arrangements with the hotel for storage of packing boxes and crates during the exhibition. ASC assumes no responsibility for damage or loss of packing boxes or crates.

## SECURITY

ASC will provide security after activities are concluded each day and throughout the evening. In addition, the hotel will provide general security on a 24-hour basis. ASC makes no guarantee, express or implied, that the services it furnishes will avert or prevent occurrences, which may result in loss or damage. Exhibitors should make arrangements to secure materials and equipment at times when the exhibit is not staffed.

## LIABILITY

The Academic Surgical Congress (ASC) will not be liable for loss or damage to the property of exhibitors or their representatives or employees from theft, fire, accident or other causes. ASC will not be liable for injury to exhibitors or their employees or for damage to property in their custody, owned or controlled by them, which claims for damages, injury, etc., may be incident to or arise from, or be in any way connected with their use or occupation of display space, and exhibitors will indemnify and hold harmless against such claim. The exhibitor assumes all liability for any damage to the facility's floor, walls, lighting fixtures, etc. as a result of exhibitor negligence. The exhibitor will hold the Association for Academic Surgery (AAS), the Society of University Surgeons (SUS), ASC and the Hyatt Regency Jacksonville Riverfront harmless from any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property occurring within the Hyatt Regency Jacksonville Riverfront or property adjacent thereto occasioned by any act, neglect or wrongdoing of the exhibitor or any of its officers, agents, representatives, guests or employees, invitees or other persons permitted by the exhibitor upon the premises, and the exhibitor will at its own cost and expense defend and protect the AAS, SUS, ASC and the Hyatt Regency Jacksonville Riverfront against any and all such claims or demands.

## SHOW MANAGEMENT

The exhibition is organized and managed by the ASC. Any matters not covered in these Rules and Regulations are subject to the interpretation of the ASC Executive Committee and all exhibitors must abide by their decisions. Exhibitors must comply with the policies and procedures of the Hyatt Regency Jacksonville Riverfront.

## TRADEMARKS

ASC will be held harmless for any trademark, trade name, copyright or patent infringement on any printed materials belonging to or distributed by any exhibitor.

## CANCELLATION POLICY

A \$500 fee per exhibit space will be assessed on all cancellations received on or before December 15, 2017. No refunds will be processed after December 15, 2017.

## FAILURE TO OCCUPY SPACE

Space not occupied by 9:00 am on Tuesday, January 30, 2018, will be forfeited by the exhibitor and their space may be resold, reassigned or used by exhibit management without refund.

## SOLICITATION OF EXHIBITORS

No persons will be permitted in the exhibit area for the purpose of soliciting advertising or other exhibit space without the express written permission of ASC.

## SPONSORSHIP

The Academic Surgical Congress invites our corporate colleagues to gain visibility with the thought leaders in academic surgery through educational grant support. Your support helps to offset the costs associated with the development and presentation of educational content. For more information, please contact Colleen Elkins at **310-986-6444, ext. 114**, or [colleen@academicsurgicalcongress.org](mailto:colleen@academicsurgicalcongress.org).

# Hotel Information

## Hyatt Regency Jacksonville Riverfront (ASC 2018 Headquarters Hotel)

225 East Coastline Drive  
Jacksonville, FL 32202  
Reservations: 888-421-1442 or  
<https://resweb.passkey.com/go/ASC18AnnualConference>

The Hyatt Regency Jacksonville Riverfront is the headquarters hotel for the 2018 ASC Conference. It is located on the river with a four-mile river walk right out the front door and The Landing only a short walk away. The north bank of the river is teeming with activities around every corner, and in the rare instance they are not within walking distance, our complimentary shuttle will put you at their doorstep. Traveling to the south bank for a quick bite and shopping is just as easy, with a convenient water taxi nearby.

## ASC 2018 DISCOUNTED GROUP RATES & RESERVATION CUT OFF DATE

The Hyatt has provided the following discounted group rates for registrants attending ASC 2018. The discounted group rates apply until the reservation deadline of December 27, 2017 or until all rooms in the group block have been reserved, whichever occurs first. After December 27, 2017, guest rooms and discounted group rates may not be available. We encourage you to confirm your reservations early.

The ASC 2018 group rates are noted below. To make your hotel reservations, please contact the Hyatt directly at **1-888-421-1442** and mention you are attending the ASC 2018 Conference (or Academic Surgical Congress) or use the link provided above.

### Guest Room Group Rates

- Single/Double: \$191
- Triple: \$216
- Quad: \$241

### Upgrades

- Premier Suite: \$50 additional per room
- Regency Club: \$30 additional per room
- Queen Waterfront: \$35 additional per room
- King Waterfront Upgrade: \$45 additional per room

The rates listed above do not include the current taxes of 14.13% (Florida State Tax 7%) + (Occupancy Tax 6.13%) + (City Surcharge 1%).

# Schedule of Events

## TUESDAY, JANUARY 30, 2018

- 6:30 am – 8:00 am** AAS New Members Breakfast (Invitation Only)  
**Continental Breakfast in Exhibit Hall**  
Quick Shot Session I
- 9:30 am – 10:00 am** **Refreshment Break in Exhibit Hall**  
Opening Ceremonies  
SUS Lifetime Achievement Award  
SUS Presidential Address  
Hot Topic Session  
Quality Improvement Session  
Issues Committee Session  
SUS Presidential Plenary  
Joel Roslyn Lecture  
British Journal of Surgery Lecture
- 3:30 pm – 4:30 pm** **Refreshment Break in Exhibit Hall**  
Basic Science and Outcomes Plenaries  
SUS Business Meeting  
AAS Medical Student Quick Shot Session
- 6:30 pm – 7:30 pm** **Welcome Reception in Exhibit Area**

## WEDNESDAY, JANUARY 31, 2018

- 9:30 am – 10:00 am** SUS New Members Breakfast  
AAS Student Mentor Breakfast  
Oral Presentation Session I  
**Refreshment Break in Exhibit Hall**  
Founders Lecture  
AAS Presidential Address  
Association of Women Surgeons Luncheon  
AAS Presidential Plenary  
Oral Presentations
- 3:30 pm – 4:30 pm** **Refreshment Break in Exhibit Hall**  
SUS New Member Session  
AAS Business Meeting

## THURSDAY, FEBRUARY 1, 2018

- 9:00 am – 9:30 am** Oral Presentation Session II  
Breakouts – Ethics and Outcomes  
**Refreshment Break in Exhibit Hall**  
AAS and SUS Research Awards  
Breakouts – Education and Global Surgery  
Education Plenary  
Conference Luncheon
- 1:30 pm** **Exhibits Close**  
Hot Topic Session  
Education Committee Session  
Quick Shot Session II