



SOAP
Society for Obstetric
Anesthesia and Perinatology



SOAP 43rd Annual Meeting
Exhibitor & Sponsorship Opportunities

April 13-17, 2011
Loews Lake Las Vegas Resort
Henderson, Nevada





Society for Obstetric Anesthesia and Perinatology



The Society for Obstetric Anesthesia and Perinatology (SOAP) was founded in 1968 to provide a forum for discussion of problems unique to the peripartum period. With over 1000 members, SOAP is comprised of anesthesiologists, obstetricians, pediatricians, and basic scientists who share an interest in the care of the pregnant patient and the newborn.

The MISSION of this Society is to improve the pregnancy-related outcomes of women and neonates through the support of obstetric anesthesiology research, the provision of education to its members, other providers, and pregnant women, and the promotion of excellence in clinical anesthetic care.

The following is an example of current and past annual meeting program topics:

Current:

- Difficult Airway Workshop
- Ultrasound Workshop
- Gertie Marx Research Competition
- Distinguished Service Award
- Gerard W. Ostheimer Lecture: What's New in Obstetric Anesthesia?
- Fred Hehre Lecture
- Breakfast with the Experts
- Best Paper Presentations
- Poster Reviews
- Oral Presentations (Abstracts)
- Research Hour
- Best Case Reports

Additional Past Topics:

- Special Research Session: Unwrapping the Secrets of Labor Pain
- Pro/Con Debate: Lumbar Ultrasound
- What's New in Obstetrics? An Update on Preeclampsia
- Panel: Clinical Update
- Perioperative Technology - Use and Limitations of Non and Minimally Invasive Hemodynamic Monitoring
- Morbidly Obese and Requiring a C/S - Is Epidural, CSE, or Continuous Spiral Anesthesia Best?
- The Role of Mathematical Modeling in Advancing Obstetric Anesthesia Research
- American Academy of Pediatrics Neonatal Resuscitation Certification Program
- Work, Sleep Hours, and Patient Safety
- Pro/Con Debate: Call Shifts Should Be Limited To No More Than 12 Hours
- Evolving Practices to Reduce Practitioner and Patient Risk

If your products and services relate to any of these or similar topics, or are targeted to anesthesiologists, obstetricians, neonatologists, CRNAs, basic scientists involved in obstetric anesthesiology and perinatology, **you should plan now to exhibit at the largest event devoted exclusively to this highly specialized audience!**

Welcome to the SOAP 43rd Annual Meeting

Exhibit Opportunities

The SOAP Annual Meeting, which attracts over 600 participants, is recognized for its thought-provoking program, presenting information on new techniques and ideas that attendees can take home and immediately put to use in their practices. The CME-approved educational program will draw the type of valuable prospects you want to meet in your exhibit.

Critical Deadlines for Exhibitors

- **To receive recognition in the Spring SOAP Newsletter:** Agreements and company logo (jpg format preferred) must be received by January 13, 2011
- **SOAP Meeting Program Guide 'thank you' recognition:** Agreements and company logo (jpg format preferred), description and contact info must be received by January 31, 2011
- **To receive recognition on the SOAP Website:** Agreements and company logo (jpg format preferred) must be received by February 28, 2011
- **To receive recognition on meeting signage:** Agreements and company logo (jpg format preferred) must be received by February 28, 2011

Join These Leading Companies That Know the Value of Exhibiting at the SOAP Annual Meeting!

- Ameridose
- APP Pharmaceuticals
- Aspect Medical Systems/LiDCO
- B. Braun Medical Inc.
- BD
- BK Medical
- CSE Innovations
- Elsevier, Inc.
- Endo Pharmaceuticals
- Epimed International, Inc.
- Hospira
- I-Flow Corporation
- Indigo-Orb, Inc.
- Integrated Medical Management
- International Medical Development, Inc.
- Jawalekar CSE Model
- Karl Storz Endoscopy - America, Inc.
- Laerdal Medical
- Limbs & Things, Inc.
- Lippincott Williams & Wilkins - Wolters Kluwer Health
- Masimo Corporation
- Mindray North America
- NeuMeDx
- Obstetric Anaesthetists' Association
- Oridion Medical
- Ortho-McNeil, Inc.
- PDL BioPharma
- Perinatal Resources, Inc.
- PharMEDium Services, LLC
- PhilipsHealthcare
- Rapid Sequence Anesthesia Solutions
- Sheridan Healthcare
- Smiths Medical ASD, Inc.
- SonoSite Inc.
- Teleflex Medical
- U.S. Army Healthcare Recruiting
- Vasocom
- Verathon Medical Inc.
- Vitaid

Exhibiting at the SOAP Annual Meeting will provide your company with the following:

- Complimentary pre-registration mailing list of all meeting attendees.
- Complimentary final mailing list of all meeting attendees.
- Heavy traffic in the exhibit hall during break times.
- Continuous networking opportunities in the exhibit hall and at the Welcome Reception.
- Your company's product description and contact information will be distributed with final meeting materials to all attendees.
- Exposure to a unique audience that is passionate about knowledge and education.
- An intimate atmosphere that is conducive to business.
- Acknowledgement in pre-meeting newsletter that gets mailed to the entire SOAP membership.
- Recognition from the podium at the start of the program.
- Recognition on the SOAP Web site with your company's logo and link to home page.
- Ability for up to two company representatives to interact with attendees at the Thursday luncheon.



Increase Your Company's Visibility With Educational Support and Marketing Sponsorship Opportunities

As a SOAP Annual Meeting Supporter and/or Sponsor, you will enjoy these benefits:

- Recognition of thanks provided in the Meeting Program Guide provided to all attendees.
- On-site signage in heavy traffic areas acknowledging your company's support.
- Recognition from the podium at the start of the program.
- Recognition on the SOAP Web site with your company's logo and link to home page.
- Recognition in the SOAP Spring Newsletter
- Ability for up to two company representatives to interact with attendees at the Friday luncheons.

Educational/CME Related Commercial Support: SOAP is a charitable 501(c)3 organization

Ultrasound Guided Regional Anesthesia Workshop (morning and afternoon session)

Financial and (multiple) in-kind contribution support will be utilized to help cover meeting and administrative session costs for this new workshop which typically sells out. Category I CME credits will be offered.
\$5,000

Breakfast with the Experts

This is a buffet-style breakfast with 10-12 tables of participants in which a moderator leads a problem-based discussion on a controversial topic within obstetric anesthesia. Each table is led by a discussant, who is an obstetric anesthesiologist with extensive expertise, and who will facilitate conversation and participant opinion. Category I CME credits will be offered.
\$2,500

Advanced Airway Management Workshop (afternoon session)

Financial and (multiple) in-kind contribution support will be utilized to help cover meeting and administrative session costs for this new workshop which already has a waiting list prior to registration opening. Category I CME credits will be offered.
\$2,700

Program Sessions

Various significant topics in the field of obstetric anesthesia will be presented and discussed at the annual meeting. If your company has an interest in providing an unrestricted educational grant to help offset the costs associated with the presentation of any of these topics, please contact **Denise Magee with Tradeshow Logistics at dmagee@tradeshowlogistics.com or 407-574-5800 for more information.**

Non-CME Related Sponsorship Support/Marketing Opportunities

Marketing Opportunities:

Meeting Program Guide

The Meeting Program Guide is a valuable resource distributed to attendees at registration and contains useful information about the meeting. This exclusive opportunity will allow the sponsoring company to place a full page, 4/color advertisement on the back cover of the program. For ACCME compliance, this program is a separate piece from the Syllabus.
\$8,000

Hotel Room Door Drops

This opportunity provides your company with guaranteed distribution of promotional materials to the hotel rooms of registered attendees on the evening of Wednesday, April 13, 2011, giving your company's products and services added exposure. It also gives your company the opportunity to announce any new products or services you have to offer.
\$1,500 per item

Special Event Support Opportunities:

Welcome Reception

Wednesday, April 13, 2011; 6-8 p.m.; onsite
This well-attended event provides your company with the opportunity to host the attendees at this kick-off event of the meeting. As the attendees mingle, they renew old acquaintances and make new ones.
\$8,000

Networking Lunch

Thursday and Friday
The luncheon presents an opportunity for attendees to meet in small groups to review the day's learning experience.
\$8,000 each day (may support a single day)

Wellness Run/Walk

Friday, April 15, 2011; 6:15 a.m. – 7:30 a.m.; onsite
Attendees will have the opportunity to de-stress with this organized 5K Wellness Run/Walk on Friday morning. Sponsor this event and have your company's name/logo printed on the event t-shirts provided to all runners/walkers.
\$5,000

Annual Celebratory Dinner

Saturday, April 16, 2011; onsite
This well-attended event provides your company with the opportunity to host the attendees as they recognize award recipients and network with colleagues. This support includes entrance for up to 5 company staff (a \$500 value).
\$10,000



Request to Provide Commercial Support for Educational Activities

43rd Annual SOAP Meeting

April 13 – 17, 2011 • Loews Lake Las Vegas Resort • Henderson, Nevada

Please Print or Type

Company/Organization Name *(Full Legal Name)*

Contact Name *(To whom all correspondence is sent)*

Display Name *(Company Name displayed on signage/ print materials, if different from legal name; product names cannot be used)*

E-mail

Company/Organization Address

City State ZIP Code

Phone Fax

Authorized Representative Title

The above named Company hereby applies for the support reservation at the SOAP 43rd Annual Meeting, and agrees to the terms and conditions set forth herein. A letter of agreement will be required to be completed for ACCME compliance.

Authorized Signature *(Not valid unless signed)* Date

Critical Deadlines for Supporters/Sponsors

- To receive recognition in the Spring SOAP Newsletter: Agreements and company logo (jpg format preferred) must be received by January 13, 2011
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- To receive recognition on the SOAP Website: Agreements and company logo (jpg format preferred) must be received by February 28, 2011
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Educational Support Opportunities

Please check the sponsorship opportunity you wish to support.

- Ultrasound Guided Regional Anesthesia Workshop (both sessions): \$5,000
- Advanced Airway Management Workshop: \$2,700
- Breakfast with the Experts: \$2,500
- Program Sessions: Call for pricing
- In-kind Contributions (Describe): _____
- Other: _____

Contact

Attn: Denise Magee
 TradeshowLogistics
 2655 Dallas Highway, Suite 120
 Marietta, GA 30064
 Office phone direct: 407-574-5800
 dmagee@tradeshowlogistics.com

Society for Obstetric Anesthesia and Perinatology (SOAP)

520 N. Northwest Highway
 Park Ridge, IL 60068
 Phone: (847) 825-6472
 Fax: (847) 825-5658

Exhibitor Space/Sponsorship Application

43rd Annual SOAP Meeting

April 13 – 17, 2011 • Loews Lake Las Vegas Resort • Henderson, Nevada

Exhibit Dates: April 13 – 15, 2011

Booth(s) Fees

On/Before January 13, 2011 \$1,650

After January 13, 2011 \$1,850

Please Read Carefully

A deposit of 50 percent of booth(s) must accompany this signed application, with the balance to be paid by **January 13, 2011**. The Society reserves the right to cancel any contract which remains unpaid 60 days prior to the opening of the meeting, to assess an administrative fee of \$200 and to reassign the space. Before any exhibitor may be allowed to exhibit, all outstanding financial obligations to SOAP must have been satisfied. Requests for booth cancellations will be considered in accordance with the contractual rules and regulations. Booth space requests received after January 13, 2011 must be paid in full upon submission of contract.

We have enclosed a \$ _____ deposit for the space requested.

Number of Booth

Exhibits Requested: _____

Booth Exhibit Preferences

_____ 1st choice _____ 2nd choice _____ 3rd choice

Special Requests: (i.e., I prefer not to be next to or across from...)

A logo and description of your company's products and/or services (including company contact information) may accompany this application. Please e-mail the logo and description to Denise Magee at dmagee@tradeshowlogistics.com. This logo and description will appear in the final meeting materials handed out to all attendees. Please limit descriptions to 75 words or fewer.

Please Print or Type

Exhibitor Name (Full Legal Name) _____

Contact Name (To whom all correspondence is sent) _____

Display Name (Name to be printed on booth sign, if different from legal name) _____

E-mail _____

Exhibitor Address _____

City _____

State/Prov. _____

ZIP/Postal Code _____

Phone _____

Fax _____

Authorized Representative _____

Title _____

The above named Exhibitor hereby applies for the reservation and use of the number of exhibit booths designated above at the SOAP 43rd Annual Meeting, and agrees to the terms and conditions set forth herein.

Authorized Signature _____

Date _____

Please Make Check Payable to Tradeshow

Logistics: Please read Exhibiting Rules carefully, then execute contract and mail/fax to:

TradeshowLogistics
Attn: Denise Magee
2655 Dallas Highway Suite 120
Marietta, GA 30064
Office phone direct: 407-574-5800
dmagee@tradeshowlogistics.com

Sponsorship Opportunities

Please check the sponsorship opportunity you wish to support.

- Annual Celebratory Dinner: \$10,000
- Welcome Reception: \$8,000
- Meeting Program Guide: \$8,000
- Networking Luncheon: \$8,000 per day
- Wellness Walk/Run: \$5,000
- Hotel Room Door Drops: \$1,500 per item

Method of Payment: (Payment must be in U.S. dollars)

Check VISA MasterCard AmericanExpress

Name on Card _____

Card Number _____

Exp. Date _____

Authorized Signature _____

(Please note that the charge on your card will appear as TradeshowLogistics)

For Office Use Only (do not write in space below)

Date Received: _____ Amount Received: _____ Form of Payment: _____

Date Assigned: _____ Booth # _____ Sponsored Items: _____

SOAP Representative: _____ Date: _____

Exhibit Rules and Regulations (part 1)

1. SOAP

The acronym "SOAP" refers to the Society for Obstetric Anesthesia and Perinatology acting through its respective officers, directors, members, committees, and agents acting for it in the management of the exhibition.

2. Exhibition Dates and Hours

The exhibit dates and times are as follows:

Wednesday, April 13, 2011

4:00 - 6:00 p.m. Exhibits Open

(Exhibitors are also welcome to attend the *SOAP Welcome Reception from 6 - 8 p.m.*)

Thursday, April 14, 2011

6:30-7:15 a.m. Breakfast with Exhibitors

9:15 - 10:10 a.m. Break with Exhibitors

3:10-3:30 p.m. Break with Exhibitors

Friday, April 15, 2011

6:30-7:30 a.m. Breakfast with Exhibitors

10:00-10:30 a.m. Break with Exhibitors

No exhibitor, nor any employee, agent or servant of an exhibitor, shall be permitted to enter the exhibit hall until 90 minutes before the official opening hour, nor allowed to remain later than 90 minutes after the official closing hour, except on the last day of the exhibition.

3. Exhibition Standards

Exhibits and promotional materials should be dignified and truthful, and designed to provide useful and reliable information. The exhibition of a product or service at the SOAP meeting does not constitute a SOAP endorsement of the product or service, or of the claims made. Drugs or devices which require pre-market approval from the FDA or which must comply with established product standards will not be eligible to exhibit unless FDA approval has been obtained or the appropriate product standard is met. SOAP reserves the right not to sell space for the exhibition of any product or service that is at issue or in litigation with a government agency.

4. Permissible Exhibits/Product and Material Distribution

All business activities of the exhibitor must be within the exhibitor's allotted exhibit space. In connection with the distribution of product samples in the exhibitor's booth(s), these samples must be distributed at least two feet inside the booth. The serving or consumption of alcohol is prohibited. The use of propane, butane or other combustible bottled gas is prohibited. Helium balloons are not permitted. Participating firms will be limited to those which have obstetric anesthesia directed products, equipment or services. At the request of SOAP, made at any time or times before or during the exhibition, exhibitor must promptly furnish SOAP with sample products, packages, labels, advertising and promotional

literature that would be or is being distributed before exhibitor will be eligible to participate or continue in the exhibition. SOAP reserves the sole and absolute right to determine which firms and products are appropriate in its judgement for inclusion in the exhibition and to refuse, cancel or restrict any applicant or exhibit that SOAP considers undesirable for any reason. This provision applies to exhibitor's conduct, articles, printed matter, samples, questionnaires or anything that SOAP deems objectionable. If SOAP decides that any of these do not meet its standards or are not suitable, the exhibitor must at once comply with SOAP demands or can withdraw and, if appropriate, receive a refund of the rental fee paid, prorated for the unused time.

5. Carpet

The exhibit hall is carpeted in a multi-colored pattern. Additional carpet is not required, but is suggested, for additional comfort and aesthetic appeal. It is also suggested that the carpet be compatible with the exhibit hall colors, which will be outlined in the online Exhibitor Kit. The Exhibitor Kit will be provided to you at a later date.

6. Facility Information

Loews Lake Las Vegas Resort
101 Montelago Boulevard
Henderson, Nevada 89011
Phone: (702) 567-6000

7. SOAP's Purpose

SOAP's purpose in conducting this meeting is to advance knowledge within the areas of its goals and constitution through its educational programs, its communication and resource information. The Society, in keeping with its stated purpose, encourages exhibitors to be educational, communicative and resource informative in their exhibit displays. All exhibits and products/services displayed must be pertinent to the practice of anesthesiology and

obstetrics, and in the professional interests of the registrants. Please review the entire prospectus, including any additional exhibit information posted at www.soap.org.

The prospectus includes important information about your company's participation in and contribution to the meeting. The rules and regulations noted in this prospectus are part of the application for space.

SOAP reserves the right to refuse space to any company whose products or services, in the judgement of the Society, do not meet the educational, scientific or practice needs of our members and meeting registrants.

8. Exhibit Space Fees (per 10' x 10' space)

On or before January 13, 2011: \$1,650

After January 13, 2011: \$1,850

The price of an exhibit booth includes, in addition to the space itself:

- A company identification sign.
- 2 complimentary full meeting registrations per 10' x 10' booth. A \$100 per person fee will be charged for all additional exhibitor representatives, who will each receive an exhibitor badge only.

9. Deposits and Payments

A 50 percent deposit must accompany the application. All payments must be made by check, payable to TradeshowLogistics, or by credit card. Completed applications with deposits should be sent to:

Attn: Denise Magee
TradeshowLogistics
2655 Dallas Highway Suite 120
Marietta, GA 30064
Office phone direct: 407-574-5800
Email: dmagee@tradeshowslogistics.com



Exhibit Rules and Regulations (part 2)

10. Full Payment

The balance of the booth fee is due on or before January 13, 2011 or at the time the space is reserved, if after January 13, 2011. If the balance is not received by the due date, the booth space may be cancelled and reassigned without notification or refund of deposit. **No company may exhibit unless full payment for booth space has been received at least two weeks prior to the first day of the meeting.** Final payment should be sent to the address listed above.

11. Cancellation or Reduction of Space

All cancellations or reductions in space must be sent in writing on company letterhead to Tradeshow Logistics mailed to the address listed above or sent via e-mail to dmagee@tradeshowlogistics.com. If written cancellation or booth reduction is received by:

December 19, 2010 . . . Full refund less \$200
December 20, 2010 . . . Forfeit entire deposit
December 20, 2010
to January 13, 2011 . . . (50% of booth cost)
After January 13, 2011 . . . No refunds

12. Exhibitor Personnel

A company may register two individuals for full meeting registration per 10' x 10' booth at no charge during advance registration only. **A \$100 per person fee will be charged for all additional exhibitor representatives, who will each receive an exhibitor badge.** The exhibitor's badge allows admittance to the exhibit hall and on a space available basis, to the general sessions and lunch on Thursday and Friday.

13. Contests, Drawing, and Booth Giveaways

Contests and prize contests, drawings, raffles, or lotteries of any description, held at any time or place during the SOAP 43rd Annual Meeting, must be approved by SOAP. All exhibitor space giveaways must also be approved by SOAP in advance.

14. Badge Distribution

All badges for representatives who are registered in advance will be distributed on-site at the Meeting Registration Desk. A pre-registered representative of the company may sign for any or all badges for that company.

15. Guest Badges

Every effort will be made to assure that only properly identified and authorized registrants enter the exhibit hall. Technical exhibitors' guest badges are designed to allow access to the exhibit floor to individuals whom an exhibitor has a legitimate need to have present. These individuals may be:

- VIPs from parent company
- advertising agency representatives
- exhibit designers or builders
- exhibitor appointed contractors
- consultants
- industry analysts
- an exhibitor's original equipment manufacturer

Guest badges must not be issued to physicians or allied health individuals who should be registered through the Society's registration process for educational sessions and exhibit viewing. Badges should not be used as a form of registration for personnel working the booth. The exhibiting company is responsible for the actions of their guest. Misuse of the exhibitor guest badge system may result in the expulsion of the exhibitor and guest from the exhibit hall.

SOAP 43rd Annual Meeting Exhibits/Sponsorship

Contact: Denise Magee

TradeshowLogistics

2655 Dallas Highway Suite 120, Marietta, GA 30064

Office phone direct: 407-574-5800

dmagee@tradeshowlogistics.com



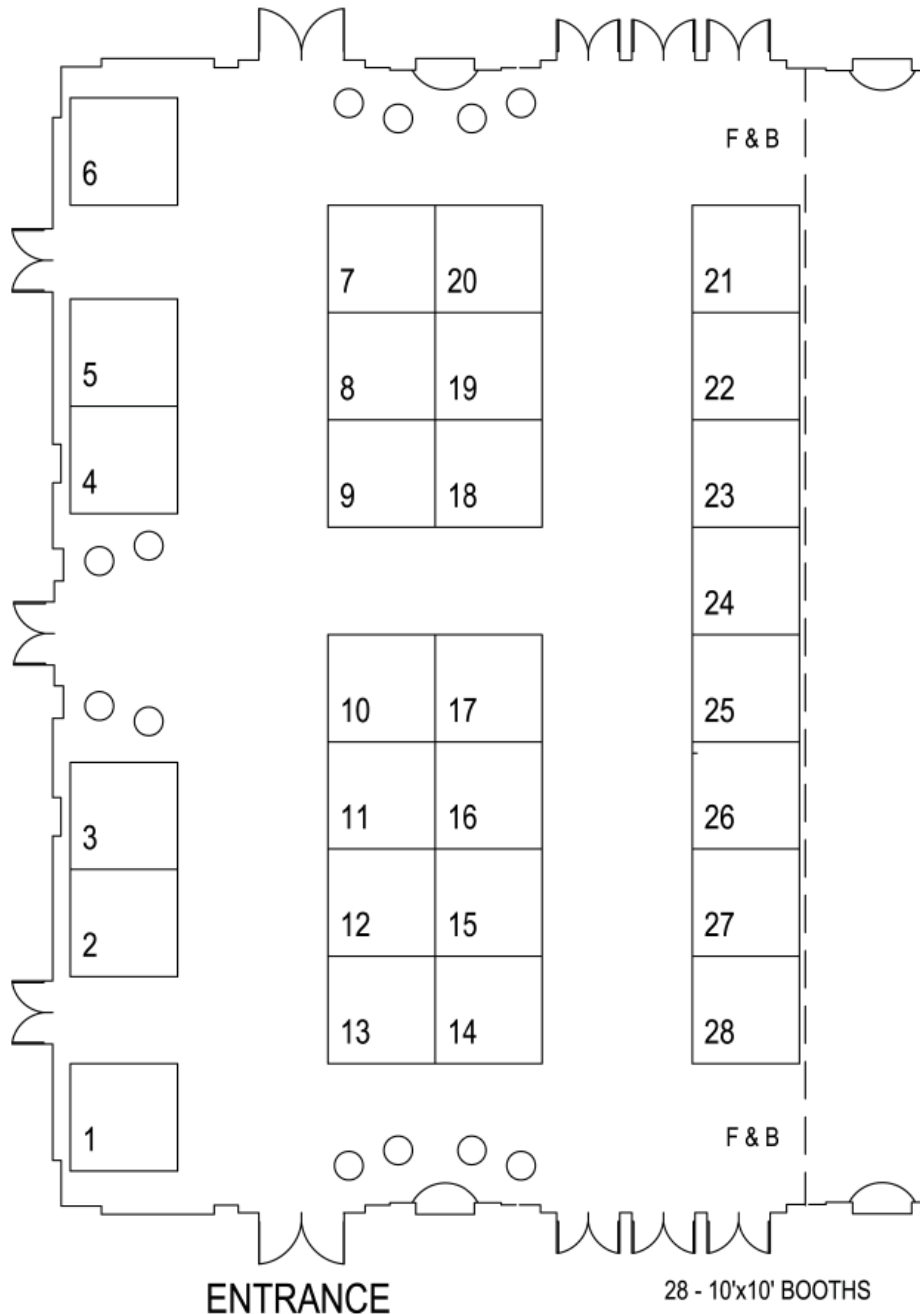


SOAP 43rd Annual Meeting: *"Providing Safe Outcomes for Mother and Baby"*

April 13-17, 2011

Loews Lake Las Vegas Resort ♦ Henderson, Nevada

Exhibit Dates: April 13-15, 2011



Exhibitor assignments and exhibitor information are available by contacting Denise Magee with TradeshowLogistics at 407-574-5800 or dmagee@tradeshowlogistics.com