

# SOAP 2017 Supporter & Exhibitor Opportunities



**SOAP 2017 SOL  
SHNIDER, M.D.  
OBSTETRIC  
ANESTHESIA  
MEETING**

**March 2-5, 2017  
Grand Hyatt Hotel  
San Francisco, California**

**SOAP 49<sup>TH</sup>  
ANNUAL  
MEETING**

**May 10-14, 2017  
Hyatt Regency Bellevue  
Bellevue, Washington**



# ABOUT SOAP

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 1,000 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.

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

## SOAP SOL SHNIDER, M.D. OBSTETRIC ANESTHESIA MEETING

The SOAP 2017 Sol Shnider, M.D. Obstetric Anesthesia Meeting, which attracts over 300 participants, is recognized for its comprehensive program, and presenting information on new techniques and ideas that attendees can take home and immediately put to use in their practices. The CME and AANA approved educational program will draw the type of valuable prospects you want to meet in your exhibit.

This year's 2017 Sol Shnider, M.D. Obstetric Anesthesia Meeting program will offer many opportunities to interact with experts in the field as participants attend sessions on the following topics: Vasopressors & Cardiac Disease in Pregnancy; Patient Advocacy & OR Management; Obstetrical Hemorrhage; Techniques in Obstetric Anesthesia; Obstetric Anesthesia Safety; New Approaches for Learning Obstetric Anesthesia; External Cephalic Version; Maternal Morbidity, Mortality & Rare Disease (including Zika); and Breastfeeding & Neonatal Concerns.

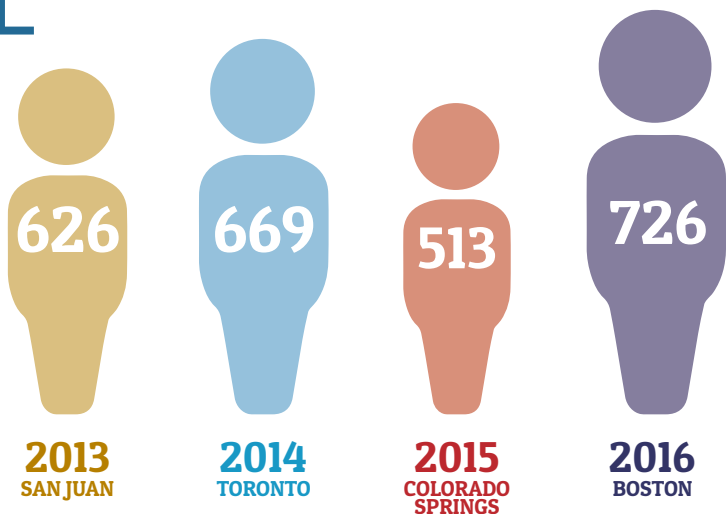
## SOAP ANNUAL MEETING

The SOAP Annual Meeting, which attracts over 700 participants, is recognized for its dynamic program, quality research presentations and information on the latest advances in the practice of obstetric anesthesia. The information presented, and collaborative environment provided, enhances the attendees ability to care for patients and develop their practice. The CME approved educational program attracts the thought leaders in obstetric anesthesia. The exhibit area and schedule are designed to provide you time to have an impactful interaction with the annual meeting attendees.

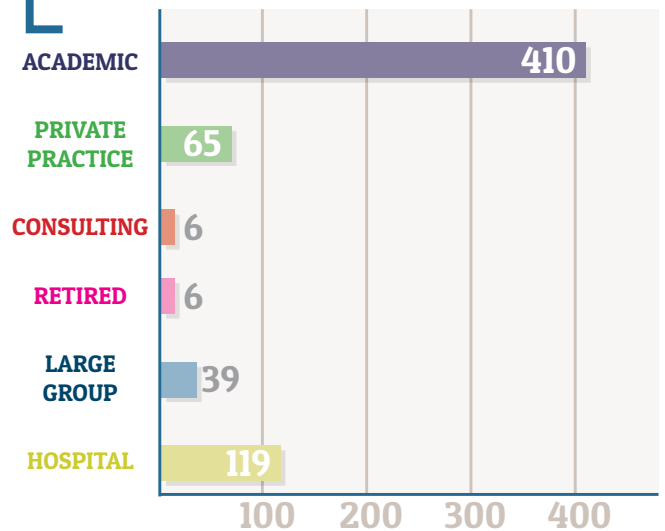
This year's 2017 Annual Meeting program will offer many opportunities to interact with experts in the field as participants attend sessions on the following topics: Neurotoxicity; Programmed Intermittent Epidural Anesthetic Bolus; Ultrasound; Enhanced Recovery (analgesics, fluids, warming); Obstetric Hemorrhage; and Pharmacokinetics in Pregnancy.

# PARTICIPANT DEMOGRAPHICS

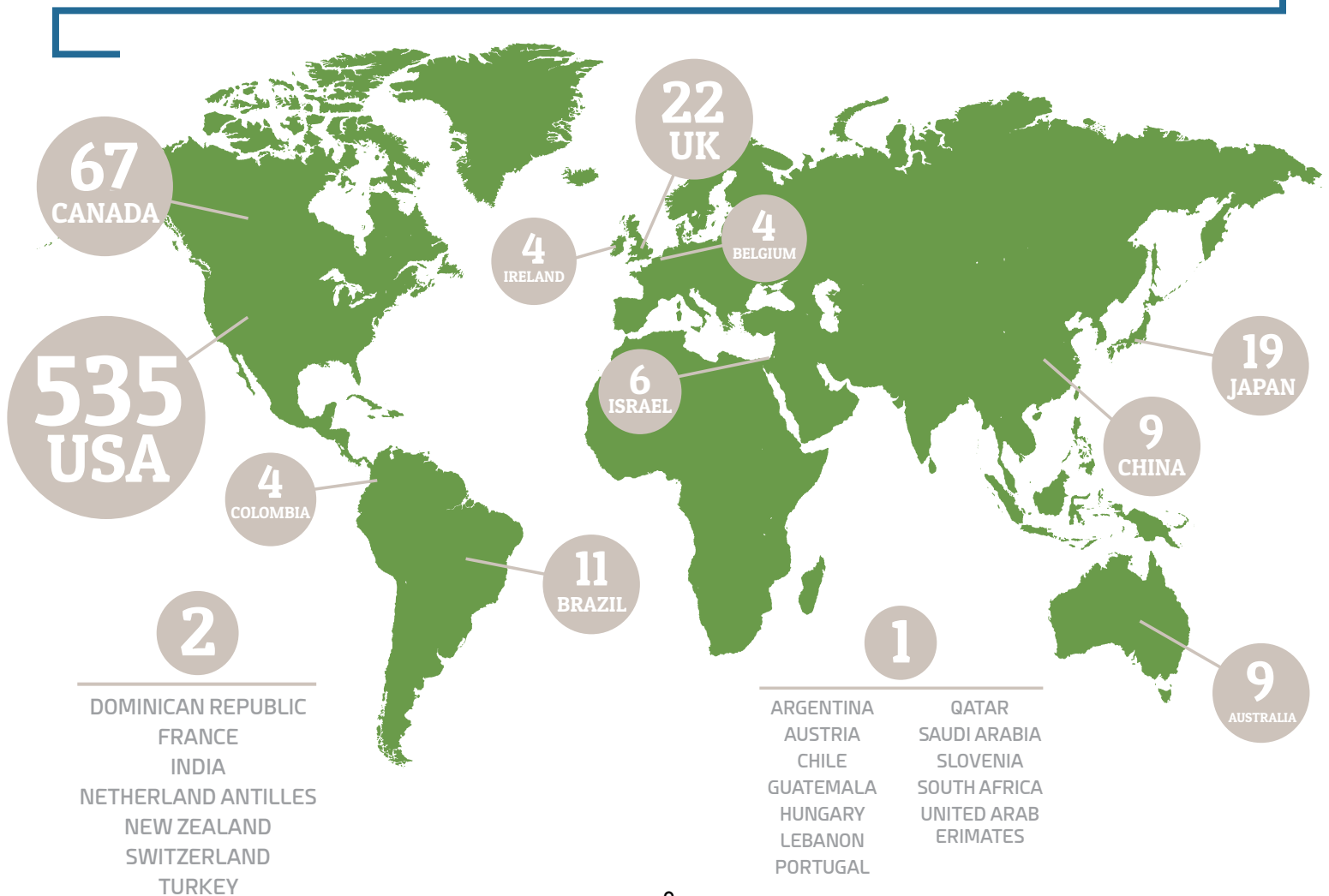
## MEETING ATTENDANCE



## 2016 ATTENDANCE BY PRACTICE TYPE



## 2016 ATTENDANCE BY LOCATION



# PREMIER CORPORATE SUPPORT PACKAGES

If your company selects a SOAP Premier Corporate Support Package, the benefits are expanded and the opportunity to connect with SOAP attendees at all programs is enhanced. **In order for SOAP to provide the maximum exposure for both programs, the first deadline for Corporate Support Packages is February 6, 2017.**

Sponsors will receive premium booth placement in high traffic areas, with first selection option.



## GOLD SUPPORTER BENEFITS

### \$9,000

- Recognition of thanks provided in the SOAP Newsletter three times per year
- Recognition at the 2017 Sol Shnider, M.D. Obstetric Anesthesia Meeting and SOAP 49th Annual Meeting in advance promotional activities
- Two 6' tabletop displays at the 2017 Sol Shnider, M.D. Obstetric Anesthesia Meeting, March 2-5, 2017
- Two 10'x10' premium booths at the SOAP 49th Annual Meeting, May 10-14, 2017
- Onsite signage in heavy traffic areas acknowledging your company's support
- Recognition from the podium at the start of the programs
- Recognition on the SOAP web site with your company's logo and link to your company website
- (4) complimentary 2017 Sol Shnider, M.D. Obstetric Anesthesia Meeting registrations
- (4) complimentary SOAP 49th Annual Meeting registrations
- Placement and signage in exhibit area as Gold Supporter

## SILVER SUPPORTER BENEFITS

### \$6,500

- Recognition of thanks provided in the SOAP Newsletter three times per year
- Recognition at the 2017 Sol Shnider, M.D. Obstetric Anesthesia Meeting and SOAP 49th Annual Meeting in advance promotional activities
- One 6' tabletop display at the 2017 Sol Shnider, M.D. Obstetric Anesthesia Meeting, March 2-5, 2017
- One 10'x10' premium booth at the SOAP 49th Annual Meeting, May 10-14, 2017
- Onsite signage in heavy traffic areas acknowledging your company's support
- Recognition from the podium at the start of the programs
- Recognition on the SOAP web site with your company's logo and link to your company website
- (3) complimentary 2017 Sol Shnider, M.D. Obstetric Anesthesia Meeting registrations
- (3) complimentary SOAP 49th Annual Meeting registrations
- Placement and signage in exhibit area as Silver Supporter

## BRONZE SUPPORTER BENEFITS

### \$4,000

- Recognition of thanks provided in the SOAP Newsletter three times per year
- Recognition at the 2017 Sol Shnider, M.D. Obstetric Anesthesia Meeting and SOAP 49th Annual Meeting in advance promotional activities
- One 6' tabletop display at the 2017 Sol Shnider, M.D. Obstetric Anesthesia Meeting, March 2-5, 2017
- One 10'x10' premium booth at the SOAP 49th Annual Meeting, May 10-14, 2017
- Onsite signage in heavy traffic areas acknowledging your company's support
- Recognition from the podium at the start of the programs
- Recognition on the SOAP web site with your company's logo and link to your company website
- (2) complimentary 2017 Sol Shnider, M.D. Obstetric Anesthesia Meeting registrations
- (2) complimentary SOAP 49th Annual Meeting registrations
- Placement and signage in exhibit area as Bronze Supporter

# EXHIBITOR BENEFITS

- 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.
- Networking opportunities in the exhibit hall.
- 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.
- Ability for company representatives to interact with attendees at the Friday luncheon.

## PAST EXHIBITORS

The following companies provided support and exhibits at past SOAP Sol Shnider, M.D. Obstetric Anesthesia Meetings:

- |   |                                  |
|---|----------------------------------|
| • CN Systems                              | • Kluwer Health                  |
| • Cook Medical                            | • Olympus Corporation of America |
| • Epimed International Inc.               | • Porter Instrument              |
| • Gauss Surgical, Inc.                    | • Smiths Medical                 |
| • International Medical Development, Inc. | • Storz Medical                  |
| • Laerdal Medical Corporation             | • Verathon Medical               |
| • LMA North America, Inc.                 | • TEM Systems, Inc.              |
| • Lippincott Williams & Wilkins - Wolters |                                  |

## CONTACT

*Exhibitor assignments and exhibitor information are available by contacting Scott Mattson with SOAP at [scott@soap.org](mailto:scott@soap.org) or 414-389-8611. Floor plans will be provided approximately 30 days prior to the meeting. Sponsors will receive priority in selecting their location. Other exhibitors will receive an opportunity to review the booth layout prior to the meeting. Every effort will be made to accommodate exhibitor location preferences.*

## COST/DEADLINES

### Exhibit fee:

- On or before February 6, 2017 - \$1,650
- After February 6, 2017 - \$1,850

### Refunds:

- December 16, 2016 to February 14, 2017 - Full refund less \$200
- February 15, 2017 - No refunds

## SPECIAL EVENT SUPPORT OPPORTUNITIES

**Call to confirm support at 414-389-8611.**

**Hotel Room Door Drops**.....\$1,500

**Welcome Reception** .....\$8,000

- Friday, March 3, 2017; 5:30 - 7:30 pm

## PROMOTION MATERIALS

Program Guide recognition logo and company description: February 6, 2017

# SOAP SOL SHNIDER, M.D. OBSTETRIC ANESTHESIA MEETING

**MARCH 2-5, 2017  
GRAND HYATT HOTEL  
ON UNION SQUARE  
SAN FRANCISCO, CA**

**>> EXHIBIT DATES:  
MARCH 3-4, 2017**

**>> SET-UP  
MARCH 2, 2017**



# SOAP 49<sup>TH</sup> ANNUAL MEETING

**MAY 10-14, 2017  
HYATT REGENCY  
BELLEVUE  
BELLEVUE, WA**

**>> EXHIBIT DATES:  
MAY 11-12, 2017**

**>> SET-UP  
MAY 10, 2017**

## EXHIBITOR BENEFITS

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 area during break times.
- Your company's product description and contact information will be distributed with final meeting materials to all attendees.
- Continuous networking opportunities in the exhibit area.
- An intimate atmosphere that is conducive to business.
- Exposure to a unique audience that is passionate about knowledge and education.

## PAST EXHIBITORS

The following companies provided support and exhibits at past SOAP Annual Meetings:

- |                                 |   |   |                                       |
|---------------------------------|---|---|---------------------------------------|
| • Ameridose                     | • Endo Pharmaceuticals                    | • Lippincott Williams & Wilkins – Wolters Kluwer Health | • PharMEDium Services, LLC            |
| • APP Pharmaceuticals           | • Epimed International, Inc.              | • Masimo Corporation                                    | • Philips Healthcare                  |
| • Arizant Healthcare, Inc.      | • Grifols                                 | • Mindray North America                                 | • Rapid Sequence Anesthesia Solutions |
| • A 3M Company                  | • Hospira                                 | • ML International                                      | • ROTEM                               |
| • Aspect Medical Systems/ LiDCO | • I-Flow Corporation                      | • NeuMeDx   | • Sheridan Healthcare                 |
| • B. Braun Medical Inc.         | • Indigo-Orb, Inc.                        | • Obstetric Anaesthetists' Association                  | • Smiths Medical ASD, Inc.            |
| • BD                            | • Integrated Medical Management           | • Olympus Corporation                                   | • SonoSite Inc.                       |
| • BK Medical                    | • International Medical Development, Inc. | • Orion Medical   | • Summit Medical Products             |
| • Cadence Pharmaceuticals Inc.  | • Jawalekar CSE Model                     | • Ortho-McNeil, Inc.                                    | • Teleflex Medical                    |
| • Cardiotron                    | • Karl Storz Endoscopy - America, Inc.    | • PDL BioPharma   | • U.S. Army Healthcare Recruiting     |
| • Cheetah Medical               | • Laerdal Medical                         | • Perinatal Resources, Inc.                             | • Vasocom                             |
| • CSE Innovations               | • Limbs & Things, Inc.                    |   | • Verathon Medical Inc.               |
| • Elsevier, Inc.                |   |   | • Vitaid                              |

## CONTACT

**Exhibitor assignments and exhibitor information are available by contacting Scott Mattson with SOAP at [scott@soap.org](mailto:scott@soap.org) or 414-389-8611. Floor plans will be provided approximately 30 days prior to the meeting. Sponsors will receive priority in selecting their location. Other exhibitors will receive an opportunity to review the booth layout prior to the meeting. Every effort will be made to accommodate exhibitor location preferences.**

## COST/DEADLINES

### Exhibit fee:

- On or before March 1, 2017 - \$1,850
- After March 1, 2017 - \$2,150

### Refunds:

- On or before February 28, 2017 - Full refund less \$200
- March 1, 2017 to March 31, 2017 - 50% of display cost
- April 1, 2017 - No refunds

## SPECIAL EVENT SUPPORT OPPORTUNITIES

**Call to confirm support at 414-389-8611.**

**Hotel Room Door Drops.....\$1,500**  
**Banquet.....\$15,000**

- Friday, May 12, 2017

## PROMOTION MATERIALS

Program Guide recognition logo and company description: March 31, 2017

# EXHIBIT RULES AND REGULATIONS

**1. SOAP:** The acronym “SOAP” refers to the Society for Obstetric Anesthesia and Perinatology acting through its respective officers, directors, members, committees, and agents in the management of the exhibition.

## **2. Exhibition Facilities, Dates and Hours:**

### **SOAP 2017 Sol Shnider, M.D. Obstetric Anesthesia Meeting**

Grand Hyatt on Union Square  
345 Stockton Street  
San Francisco, California, 94108  
(415) 398-1234

#### **Thursday, March 2, 2017**

5:00 - 7:00 pm Set-up

#### **Friday, March 3, 2017**

6:30 - 7:30 am Breakfast with Exhibitors  
9:15 - 10:00 am Break with Exhibitors  
2:45 - 3:30 pm Break with Exhibitors  
(Exhibitors are also welcome to attend the SOAP Reception from 5:30 - 7:00 pm)

#### **Saturday, March 4, 2017**

6:30 - 7:30 am Breakfast with Exhibitors  
9:15 - 10:00 am Break with Exhibitors  
2:45 - 3:30 pm Break with Exhibitors  
3:25 - 5:00 pm - Tear Down

### **SOAP 49th Annual Meeting**

Hyatt Regency Bellevue  
900 Bellevue Way NE  
Bellevue, WA 98004  
(425) 462-1234

#### **Wednesday, May 10, 2017**

3:00 - 6:00 pm Setup

#### **Thursday, May 11, 2017**

6:30 - 7:45 am Breakfast with Exhibitors  
9:45 - 10:15 am Break with Exhibitors

#### **Friday, May 12, 2017**

6:30 - 7:45 am Breakfast with Exhibitors  
9:15 - 9:45 am Break with Exhibitors  
3:15 - 3:45 pm Break with Exhibitors  
3:45 - 5:00 pm Teardown

**3. Exhibition Standards:** The exhibit area is open 90 minutes before and 90 minutes after the stated exhibit times. 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 a 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 tabletop(s), these samples must be distributed at least two feet in front of the table. 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 display, 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 judgment 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. Shipping Information:** SOAP may retain a company to assist with shipping and provide services on site to exhibitors. Please call the SOAP office at (414) 389-8611 or email [scott@soap.org](mailto:scott@soap.org) for information. Your company may use your own preferred carrier for shipping. Please remember to verify procedures and costs with your carrier on customs, taxes and schedules of delivery to the meeting site.

**6. Carpet:** The exhibit area is carpeted. It is also suggested that additional carpet be compatible with the exhibit hall colors.

**7. SOAP's Purpose:** SOAP's purpose in conducting these meetings is to advance knowledge within the areas of its goals through its educational programs, its communication and resource information. SOAP 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.

**8. Exhibit Space Fees:** The price of an exhibit includes, in addition to the space itself:

- 6' table with two chairs for a tabletop (SOAP 2017 Sol Shnider, M.D. Obstetric Anesthesia Meeting).
- 6' table with two chairs in a 10' by 10' exhibit booth (SOAP 49th Annual Meeting).
- A company identification sign.
- 2 complimentary exhibitor registrations per tabletop or booth. A \$100 per person fee will be charged for all additional exhibitor representatives, who will each receive an exhibitor badge only.

# EXHIBIT RULES AND REGULATIONS

## **SOAP 2017 Sol Shnider, M.D. Obstetric Anesthesia Meeting**

(per 6' skirted banquet table tabletop display)

On or before February 6, 2017 - \$1,650

After February 6, 2017 - \$1,850

## **SOAP 49th Annual Meeting**

(per 10'x10' booth display)

On or before February 28, 2017 - \$1,850

After February 28, 2017 - \$2,150

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

Society for Obstetric Anesthesia and Perinatology  
6737 West Washington Street, Suite 4210  
Milwaukee, WI 53214  
414-389-8611 • FAX: 414-276-7704  
Email: [scott@soap.org](mailto:scott@soap.org)

**SOAP 2017 Sol Shnider, M.D. Obstetric Anesthesia Meeting:** The balance of the booth fee is due on or before February 14, 2017 or at the time the space is reserved, if after February 14, 2017.

**SOAP 49th Annual Meeting:** The balance of the booth fee is due on or before March 31, 2017 or at the time the space is reserved, if after March 31, 2017.

If the balance is not received by the due date, the space may be cancelled and reassigned without notification or refund of deposit. No company may exhibit unless full payment for display space has been received at least one week prior to the first day of the meeting.

## **10. Cancellation or Reduction of Space:**

All cancellations or reductions in space must be sent in writing on company letterhead to SOAP at the address listed above or sent via e-mail to [info@soap.org](mailto:info@soap.org). If written cancellation or booth reduction is received by:

## **SOAP 2017 Sol Shnider, M.D. Obstetric Anesthesia Meeting**

### **Cancellation and Refunds:**

December 16, 2016 to February 14, 2017

Full refund less \$200

February 15, 2017

No refunds

## **SOAP 49th Annual Meeting**

### **Cancellation and Refunds:**

On or before February 28, 2017

Full refund less \$200

March 1, 2017 to March 31, 2017

50% of display cost

After March 31, 2017

No refunds

**11. Exhibitor Personnel:** A company may register two individuals for exhibit registration per booth or tabletop display 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 registration allows admittance to the exhibit hall and meals included in the exhibit area for both meetings. An exhibitor's badge allows access to the exhibits area only.

**12. Badge Distribution:** All badges for representatives who are registered in advance will be distributed on-site at the meeting registration desk. A preregistered representative of the company may sign for any or all badges for that company. Exhibit 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 and 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.

**14. Contests, Drawings, and Booth Giveaways:** Contests and prize contests, drawings, raffles, or lotteries of any description, held at any time or place during the meetings, must be approved by SOAP. All exhibitor space giveaways must also be approved by SOAP in advance.

**15. Educational/CME Related Commercial Support:** SOAP is a Charitable 501(c)(3) Organization.



# SUPPORTER REQUEST FORM

## CRITICAL DEADLINES

**SOAP 2017 Sol Shnider, M.D. Obstetric Anesthesia Meeting**

**Early Exhibit Deadline:**  
February 6, 2017

**SAVE \$200 on booth**

**Cancellation and Refunds:**

December 16, 2016 to  
February 14, 2017

- Full refund less \$200
- February 15, 2017
- No refunds

**SOAP 49th Annual Meeting**

**Early Exhibit Deadline:**

February 28, 2017

**SAVE \$200 on booth**

**Cancellation and Refunds:**

On or before February 28, 2017

- Full refund less \$200
- March 1, 2017 through March 31, 2017

- 50% of display cost

After March 31, 2017

- No refunds

**SOAP Commercial Support Packages**

Deadline for reservation:

February 6, 2017

**Contact:**

Society for Obstetric Anesthesia  
and Perinatology

Attn: Scott Mattson

6737 West Washington Street  
Suite 4210

Milwaukee, WI 53214

414-389-8611

Email: [scott@soap.org](mailto:scott@soap.org)

Society for Obstetric Anesthesia  
and Perinatology (SOAP)

6737 W. Washington St.  
Suite 4210

Milwaukee, WI 53214

Phone: (414) 389-8611

Fax: (414) 276-7704

[info@soap.org](mailto:info@soap.org)

**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/ printed 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 to support at the meeting designated below, 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

## Educational Support Opportunities

*Please check the sponsorship opportunity you wish to support.*

### **Premier Corporate Package**

- Gold Supporter - \$9,000
- Silver Supporter - \$6,500
- Bronze Supporter - \$4,000

### **Both Meetings **Best VALUE****

- SOAP 2017 Sol Shnider M.D. Obstetric Anesthesia Meeting and SOAP 49th Annual Meeting
  - On or before February 6, 2017 - \$3,000
  - After February 6, 2017 - \$3,500

### **Exhibit Booth only**

- SOAP 2017 Sol Shnider M.D. Obstetric Anesthesia Meeting
  - On or before February 6, 2017 - \$1,650
  - After February 6, 2017 - \$1,850
- SOAP 49th Annual Meeting
  - On or before March 1, 2017 - \$1,850
  - After March 1, 2017 - \$2,150

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

Check  VISA  MasterCard  American Express

**Amount Due \$** \_\_\_\_\_

Name on Card

Card Number

Exp. Date

Authorized Signature