SOAP 2018 Supporter & Exhibitor Opportunities

SOAP
SOL SHNIDER, M.D.
OBSTETRIC ANESTHESIA MEETING
March 8-11, 2018
Grand Hyatt Hotel
San Francisco, California

SOAP 50TH ANNUAL MEETING
May 9-13, 2018
Loews Miami Beach Hotel
Miami, Florida

Society for Obstetric Anesthesia and Perinatology (SOAP)
6737 W. Washington St., Suite 4210, Milwaukee, WI 53214 • www.soap.org
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 2018 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 2018 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: Impact of FDA warnings on obstetric anesthesia practice; Customer service and patient satisfaction; High risk screening; Opioids; Adjuvant pain therapy; Preventing epidural catheter failure; Maternal safety bundles; Abnormal placentation; Alternatives to epidural blood patch; Placental invasion disorders; Optimal blood preparation; Managing the anticoagulated patient; and Ultrasound.

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 2018 Annual Meeting program will offer many opportunities to interact with experts in the field as participants attend sessions on the following topics: Ultrasound; Enhanced Recovery (analgesics, fluids, warming); Obstetric Hemorrhage; National Guidelines; Anticoagulation; Opioids; Point of Care Testing; and Practice Management.
The leaders of the Society and the ‘decision makers’ are all at the SOAP Annual Meeting - and once they adopt something, the rest of the obstetric anesthesia community is not far behind.

**MEETING ATTENDANCE**

2014 TORONTO 669
2015 COLORADO SPRINGS 513
2016 BOSTON 726
2017 BELLEVUE 602

**2017 ATTENDANCE BY PRACTICE TYPE**

- ACADEMIC: 363
- PRIVATE PRACTICE: 19
- CONSULTING: 1
- RETIRED: 5
- LARGE GROUP: 16
- HOSPITAL: 106

**2017 BELLEVUE ATTENDANCE BY LOCATION**

- USA: 476
- CANADA: 53
- UK: 14
- SOUTH KOREA: 4
- JAPAN: 7
- CHINA: 27
- COSTA RICA: 2
- FRANCE: 3
- SOUTH AFRICA: 1
- AUSTRIA: 1
- BRAZIL: 4
- SOUTH AFRICA: 5
- NEW ZEALAND: 3
- SPAIN: 1
- SWEDEN: 1
- TURKEY: 1
- QATAR: 1
- AUSTRIA: 1
- IRELAND: 1
- MEXICO: 1
- AUSTRIA: 1
- IRELAND: 1
- MEXICO: 1
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 9, 2018.

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

**PLATINUM SUPPORTER BENEFITS**

$25,000

- Recognition from the podium at the start of the programs.
- First choice of exhibit space at the 2018 Sol Shnider, M.D. Obstetric Anesthesia Meeting and 2018 Annual Meeting.
- Opportunity to insert one item into the registration packets (content approval required)
- Advertising space in SOAP Newsletter (electronic, one time run, full page)
- Recognition of thanks provided in the SOAP Newsletter three times per year.
- Recognition at the 2018 Sol Shnider, M.D. Obstetric Anesthesia Meeting and SOAP 50th Annual Meeting in advance promotional activities.
- Two 6’ tabletop displays at the 2018 Sol Shnider, M.D. Obstetric Anesthesia Meeting, March 8-11, 2018.
- Two 10’x10’ premium booths at the SOAP 50th Annual Meeting, May 9-13, 2018.
- Onsite signage in heavy traffic areas acknowledging your company’s support.
- Recognition on the SOAP website with your company’s logo and link to your company website.
- (5) complimentary 2018 Sol Shnider, M.D. Obstetric Anesthesia Meeting registrations.
- (5) complimentary SOAP 50th Annual Meeting registrations.
- Placement and signage in exhibit area as Platinum Supporter.

**GOLD SUPPORTER BENEFITS**

$10,000

- Recognition from the podium at the start of the programs.
- Recognition of thanks provided in the SOAP Newsletter three times per year.
- Recognition at the 2018 Sol Shnider, M.D. Obstetric Anesthesia Meeting and SOAP 50th Annual Meeting in advance promotional activities.
- Two 6’ tabletop displays at the 2018 Sol Shnider, M.D. Obstetric Anesthesia Meeting, March 8-11, 2018.
- Two 10’x10’ premium booths at the SOAP 50th Annual Meeting, May 9-13, 2018.
- Onsite signage in heavy traffic areas acknowledging your company’s support.
- Recognition on the SOAP website with your company’s logo and link to your company website.
- (4) complimentary 2018 Sol Shnider, M.D. Obstetric Anesthesia Meeting registrations.
- (4) complimentary SOAP 50th Annual Meeting registrations.
- Placement and signage in exhibit area as Gold Supporter.

**SILVER SUPPORTER BENEFITS**

$6,500

- Recognition from the podium at the start of the programs.
- Recognition of thanks provided in the SOAP Newsletter three times per year.
- Recognition at the 2018 Sol Shnider, M.D. Obstetric Anesthesia Meeting and SOAP 50th Annual Meeting in advance promotional activities.
- One 6’ tabletop display at the 2018 Sol Shnider, M.D. Obstetric Anesthesia Meeting, March 8-11, 2018.
- One 10’x10’ premium booth at the SOAP 50th Annual Meeting, May 9-13, 2018.
- Onsite signage in heavy traffic areas acknowledging your company’s support.
- Recognition on the SOAP website with your company’s logo and link to your company website.
- (3) complimentary 2018 Sol Shnider, M.D. Obstetric Anesthesia Meeting registrations.
- (3) complimentary SOAP 50th Annual Meeting registrations.
- Placement and signage in exhibit area as Silver Supporter.

**BRONZE SUPPORTER BENEFITS**

$4,000

- Recognition from the podium at the start of the programs.
- Recognition of thanks provided in the SOAP Newsletter three times per year.
- Recognition at the 2018 Sol Shnider, M.D. Obstetric Anesthesia Meeting and SOAP 50th Annual Meeting in advance promotional activities.
- One 6’ tabletop display at the 2018 Sol Shnider, M.D. Obstetric Anesthesia Meeting, March 8-11, 2018.
- One 10’x10’ premium booth at the SOAP 50th Annual Meeting, May 9-13, 2018.
- Onsite signage in heavy traffic areas acknowledging your company’s support.
- Recognition on the SOAP website with your company’s logo and link to your company website.
- (2) complimentary 2018 Sol Shnider, M.D. Obstetric Anesthesia Meeting registrations.
- (2) complimentary SOAP 50th 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
- Cook Medical
- Epimed International Inc.
- Gauss Surgical, Inc.
- Haemonetics
- International Medical Development, Inc.
- Laerdal Medical

CONTACT

Exhibitor assignments and exhibitor information are available by contacting Scott Mattson with SOAP at scott@soap.org or 414-389-8611. Floor plans will be provided approximately 30 days prior to the meeting. Corporate Supporters 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

<table>
<thead>
<tr>
<th>Exhibit fee:</th>
<th>Refunds:</th>
</tr>
</thead>
<tbody>
<tr>
<td>On or before February 9, 2018 - $1,650</td>
<td>On or before February 16, 2018 - Full refund less $200</td>
</tr>
<tr>
<td>After February 9, 2018 - $1,850</td>
<td>February 17, 2018 - No refunds</td>
</tr>
</tbody>
</table>

SPECIAL EVENT SUPPORT OPPORTUNITIES

Call to confirm support or discuss sponsorships at 414-389-8611.

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

Welcome Reception.............................................$8,000

- Friday, March 9, 2018; 5:30 - 7:30 pm

PROMOTION MATERIALS

Program Guide recognition logo and company description: February 9, 2018
EXHIBITOR BENEFITS

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

- The leaders of the Society and the ‘decision makers’ are all at the SOAP Annual Meeting - and once they adopt something, the rest of the obstetric anesthesia community is not far behind.
- 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.
- The participants include physician leaders from throughout the obstetric anesthesia community and across the USA and world.

PAST EXHIBITORS

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

- AlertWatch, Inc.
- Ameridose
- APP Pharmaceuticals
- Avant Healthcare, Inc.
- A 3M Company
- Aspect Medical Systems/ LIDCO
- B. Braun Medical Inc.
- BD
- BK Medical
- Cadence Pharmaceuticals Inc.
- Cardiostic
- Cerus Corporation
- Cheetah Medical
- CSE Innovations
- Elsevier, Inc.
- Endo Pharmaceuticals
- Epimed International, Inc.
- Gauss Surgical, Inc.
- GEDSA
- Griffols
- Haemonetics
- Hospira
- I-Flow Corporation
- Indgo-Ob, 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
- ML International
- NeuMeDx
- Obstetric Anaesthetists’ Association
- Olympus Corporation
- Orishon Medical
- Ortho-McNeil, Inc.
- PAJUNK
- PDL BioPharma
- Perinatal Resources, Inc.
- PharMEDium Services, LLC
- Philips Healthcare
- Rapid Sequence Anesthesia Solutions
- Rivanna Medical, LLC
- ROTEM
- Sheridan Healthcare
- Smiths Medical ASD, Inc.
- SonoSite Inc.
- Summit Medical Products
- Teledex Medical
- U.S. Army Healthcare Recruiting
- Vasocom
- Verathon Medical Inc.
- Vitaid

CONTACT

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COST/DEADLINES

Exhibit fee:

- On or before March 1, 2018 - $1,850
- After March 1, 2018 - $2,150

Refunds:

- On or before February 28, 2018 - Full refund less $200
- March 1, 2018 to March 30, 2018 - 50% of display cost
- March 31, 2018 - No refunds

SPECIAL EVENT SUPPORT OPPORTUNITIES

Call to confirm support or discuss sponsorships at 414-389-8611.

<table>
<thead>
<tr>
<th>Event</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lanyards</td>
<td>$1,500</td>
</tr>
<tr>
<td>Hotel Room Door Drops</td>
<td>$1,500</td>
</tr>
<tr>
<td>Tote Bags</td>
<td>$2,000</td>
</tr>
<tr>
<td>Banquet</td>
<td>$15,000</td>
</tr>
<tr>
<td>Breakfast (TH, F, SA or SU)</td>
<td>$10,000</td>
</tr>
<tr>
<td>Lunch (TH or F)</td>
<td>$30,000</td>
</tr>
</tbody>
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PROMOTION MATERIALS

Program Guide recognition logo and company description: March 30, 2018
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 2018 Sol Shnider, M.D. Obstetric Anesthesia Meeting**
   Grand Hyatt on Union Square
   345 Stockton Street
   San Francisco, California, 94108
   (415) 398-1234

**Thursday, March 8, 2018**
5:00 - 7:00 pm: Set-up

**Friday, March 9, 2018**
7:00 - 8:00 am: Breakfast with Exhibitors
9:45 - 10:30 am: Break with Exhibitors
3:15 - 4:00 pm: Break with Exhibitors
3:00 - 6:00 pm: Setup

**Saturday, March 10, 2018**
7:00 - 8:00 am: Breakfast with Exhibitors
9:45 - 10:30 am: Break with Exhibitors
3:15 - 4:00 pm: Break with Exhibitors
4:00 - 5:00 pm: Tear Down

**Tuesday, March 13, 2018**
5:00 - 7:00 pm: Set-up

**Wednesday, March 14, 2018**
3:00 - 6:00 pm: Setup

**Thursday, March 15, 2018**
6:30 - 7:30 am: Breakfast with Exhibitors
3:15 - 4:00 pm: Break with Exhibitors
3:00 - 6:00 pm: Display
9:45 - 10:30 am: Break with Exhibitors
10:30 - 11:15 am: Break with Exhibitors
3:15 - 4:00 pm: Break with Exhibitors
2:00 - 5:00 pm: Tear Down

**Friday, March 16, 2018**
7:00 - 8:00 am: Breakfast with Exhibitors
10:30 - 11:15 am: Break with Exhibitors
3:15 - 4:00 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 exhibit 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 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 2018 Sol Shnider, M.D. Obstetric Anesthesia Meeting).
   - 6’ table with two chairs in a 10’ by 10’ exhibit booth (SOAP 50th 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.
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

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 or info@soap.org. If written cancellation or booth reduction is received by:

SOAP 2018 Sol Shnider, M.D. Obstetric Anesthesia Meeting
Cancellation and Refunds: December 15, 2017 to February 16, 2018
Full refund less $200
February 17, 2018
No refunds

SOAP 50th Annual Meeting
Cancellation and Refunds: On or before February 28, 2018
Full refund less $200
March 1, 2018 to March 30, 2018
50% of display cost
March 31, 2018
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.
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

☐ Platinum Supporter - $25,000
☐ Gold Supporter - $9,000
☐ Silver Supporter - $6,500
☐ Bronze Supporter - $4,000

Both Meetings (Best VALUE)

☐ SOAP 2018 Sol Shnider M.D. Obstetric Anesthesia Meeting
☐ SOAP 50th Annual Meeting

☐ SOAP 2018 Sol Shnider M.D. Obstetric Anesthesia Meeting and SOAP 50th Annual Meeting

Exhibit Booth only

☐ SOAP 2018 Sol Shnider M.D. Obstetric Anesthesia Meeting

☐ On or before February 9, 2018 - $1,650
☐ After February 9, 2018 - $1,850

☐ SOAP 50th Annual Meeting

☐ On or before March 1, 2018 - $1,850
☐ After March 1, 2018 - $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