If your company markets products and services to anesthesiologists, obstetricians, neonatologists or basic scientists involved in obstetric anesthesia and perinatology, you should plan now to exhibit at the largest event devoted exclusively to this highly specialized audience!
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. 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 the Society is to promote excellence in research, education and practice of obstetric anesthesiology and perinatology. Through the newsletter, Internet site, and annual meeting, this Society allows practitioners of several specialties to meet and discuss clinical practice, basic and clinical research, and practical professional concerns.

Get Ready for an Information-Packed Educational Program

The SOAP Annual Meeting is recognized for its thought-provoking program, presenting information on new techniques and ideas that participants 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.

Preliminary program topics to be presented at the SOAP 41st Annual Meeting

- American Academy of Pediatrics Neonatal Resuscitation Certification Program
- Gertie Marx Research Competition
- Distinguished Service Award
- Special Lecture: “Work, Sleep Hours, and Patient Safety”
- Pro/Con Debate: Call Shifts Should Be Limited To No More Than 12 Hours
- What’s New in Obstetrics?
- Panel: Evolving Practices to Reduce Practitioner and Patient Risk
- Panel: Developing Clinical Protocols
- Breakfast with the Experts
- Gerard W. Ostheimer Lecture: What’s New in Obstetric Anesthesia?
- Fred Hehre Lecture
Experts in Obstetric Anesthesia Will Be Traveling to Washington D.C. to View Your Products and Services

Over 600 experts in this field attended the 2008 SOAP Annual Meeting in Chicago and we expect another great turnout in Washington, D.C.!

They will be attending…

• To learn about state-of-the-art advances in obstetric anesthesia.

• To hear about the newest research in this dynamic field.

• To view your company’s products and services.

• To evaluate and compare products and services from various companies.

✧ 99% of attendees are anesthesiologists

✧ 89% of the attendees will visit your booth to see what’s new

✧ 82% of the attendees will visit your booth to obtain information

✧ 79% of the attendees will visit your booth to evaluate products

Tie-in Your Product and Services Marketing with Hot Areas of Interest Within the SOAP Program

Here is a sampling of companies that know the value of exhibiting at the SOAP Annual Meeting:

B. Braun Medical Inc.  Laerdal Medical  Smiths Medical MD, Inc.
BD Medical  Limbs & Things, Inc.  SonoSite Inc.
Elsevier, Inc.  Lippincott Williams & Wilkins  Teleflex Medical
Endo Pharmaceuticals  Masimo Corporation  U.S. Army Healthcare Recruiting
Indigo-Orb, Inc.  Obstetric Anaesthetists' Association  Vascom
Integrated Medical Management  Ortho-McNeil, Inc.  Verathon Medical Inc.
International Medical Development  PDL BioPharma  Vitaid
Jawalekar CSE Model  PharMEDium Services, LLC  Wolters Kluwer Health
Karl Storz Endoscopy - America, Inc.  Sheridan Healthcare

When you exhibit at the SOAP 41st Annual Meeting, your company will be provided with the following:

✧ Exposure to a unique audience who is passionate about knowledge and education.

✧ An intimate atmosphere that is conducive to business.

✧ Free pre-registration mailing list and free final list of all meeting attendees.

✧ Heavy traffic in the exhibit hall during break times.

✧ Continuous networking opportunities in the exhibit hall and at the reception.
Sponsorship Opportunities
Be More Visible to Attendees...Be a SOAP Supporter!

SOAP offers a number of sponsorship and advertising opportunities for exhibitors to increase their visibility at the Annual Meeting.

**Breakfast with the Experts** – The Breakfast with the Experts 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, who will facilitate conversation and participant opinion. This event provides one hour of CME content. Please call Tricia Petersen at (712) 643-1343 for more information and support pricing.

**Meeting Syllabus** – The syllabus (printed or CD Rom) includes educational presentations that attendees take home for future reference. Your company advertisement will be prominently placed within the syllabus. **$8,000**

**Meeting Bags** – This sturdy 2-color bag will feature the SOAP logo and the sponsoring company’s name/logo. It will be distributed to SOAP attendees at registration. An extra charge will apply for more than two colors. **$7,500**

**Meeting Lanyards** – Placed conveniently in the registration area, attendees will pick up this easy-to-wear lanyard to hang their badge around their neck – with your company’s name or logo (1-color) prominently printed along the length of the lanyard. **$2,500**

**Cyber Café** – Your company name will be at everyone’s fingertips when you sponsor the Cyber Café, which is made available to all attendees during the meeting. There will be several computer stations located in the registration area of the meeting. **$6,000**

**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 29, 2009, 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**

**Fun Run/Walk** – Attendees will have the opportunity to de-stress with this organized 5K Fun 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. **Sponsored by B. Braun Medical.**

**Attendee T-Shirts** – Every attendee will receive an official SOAP Annual Meeting t-shirt with your company name and logo. **$4,000**

**Benefits to sponsors:**
- Special mention in attendee meeting materials.
- On-site signage in heavy traffic areas acknowledging your company’s support.
- Recognition on SOAP Web site with your company’s logo and link to your company’s home page.

**Exhibit Hall Floor Plan**

**Exhibit Schedule**

**Wednesday, April 29, 2009**
8:00 a.m. - 5:00 p.m.  Exhibitor Set-up
7:30 - 9:00 p.m.  Welcome Reception  
*Madame Tussaud’s*

**Thursday, April 30, 2009**
6:45 - 8:00 a.m.  Breakfast in Exhibit Hall
9:45 - 10:15 a.m.  Coffee Break with Exhibitors
Noon - 1:00 p.m.  Boxed Lunches in Exhibit Hall
3:30 - 4:00 p.m.  Coffee Break with Exhibitors

**Friday, May 1, 2009**
7:00 - 8:00 a.m.  Breakfast in Exhibit Hall
10:15 - 10:45 a.m.  Coffee Break with Exhibitors
11:00 a.m. - 5:00 p.m.  Exhibitor Move-out
Exhibitor Space Application

Society for Obstetric Anesthesia and Perinatology
41st Annual Meeting • April 29-May 3, 2009 • Renaissance Washington DC Hotel • Washington, D.C.
Exhibit Dates: April 29-May 1, 2009

Booth Fees
• On/Before January 23, 2009 ........................................$1,650
• After January 23, 2009 .................................................$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 23, 2009. 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 23, 2009 must be paid in full upon submission of contract.

We have enclosed a $ ________ deposit for the space requested.

PLEASE MAKE CHECK PAYABLE TO:
Strategic Alliance Services (Tax ID #48-1208206)
Please read Exhibiting Rules carefully, then execute contract and mail/fax to:
SOAP
c/o Tricia Petersen
202 North 12th Street, Dunlap, IA 51529
Phone: (712) 643-1343 • Fax: (712) 643-2207
tpetersen@sasyes.com

Number of Booths Requested: __________
Booth Preferences

<table>
<thead>
<tr>
<th>1st choice</th>
<th>2nd choice</th>
<th>3rd choice</th>
<th>4th choice</th>
</tr>
</thead>
</table>

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 may accompany this application. Please e-mail the logo and description to Tricia Petersen at tpetersen@sasyes.com. This logo and description will appear in the final meeting materials handed out to all attendees. Please limit descriptions to 50 words or fewer.

METHOD OF PAYMENT: (Payment must be in U.S. dollars)
☐ Check ☐ VISA ☐ MasterCard ☐ American Express

Name on Card __________________________________
Card # ______________________________________
Security Code ___________  Exp. Date ______________
Authorized Signature ____________________________
(Please note that the charge on your card will appear as Strategic Alliances Services, LLC.)

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 41st Annual Meeting, and agrees to the terms and conditions set forth herein.

Authorized Signature _______________________________________________ Date__________________________________

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

1. SOAP
The acronym “SOAP” means 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 29, 2009**
- 8:00 a.m. - 5:00 p.m. Exhibitor Set-up
- 6:00 - 7:30 p.m. Wine and Cheese Welcome Reception

**Thursday, April 30, 2009**
- 6:45 - 8:00 a.m. Breakfast in Exhibit Hall
- 9:45 - 10:15 a.m. Coffee Break with Exhibitors
- Noon - 1:00 p.m. Boxed Lunches in Exhibit Hall
- 3:30 - 4:00 p.m. Coffee Break with Exhibitors

**Friday, May 1, 2009**
- 7:00 - 8:00 a.m. Breakfast in Exhibit Hall
- 10:15 - 10:45 a.m. Coffee Break with Exhibitors
- 11:00 a.m. - 5:00 p.m. Exhibitor Move-out

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
Renaissance Washington DC Hotel
999 Ninth Street NW
Washington, D.C. 20001
Phone: (202) 898-9000

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 anesthesia 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 23, 2009: $1,650
After January 23, 2009: $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 Strategic Alliance Services, or by credit card. Completed applications with deposits should be sent to:
Tricia Petersen
Strategic Alliance Services
202 North 12th Street
Dunlap, IA 51529
Phone: (712) 643-1343
Fax: (712) 643-2207
tpetersen@sasyes.com

10. Full Payment
The balance of the booth fee is due on or before January 23, 2009 or at the time the space is reserved, if after January 23, 2009. 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 Tricia Petersen (tpetersen@sasyes.com) or mailed to the address listed above. If written cancellation or booth reduction is received by:
December 19, 2008 Full refund less $200
December 20, 2008 Forfeit entire deposit
to January 23, 2009 (50% of booth cost)
After January 23, 2009 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.

13. 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.

14. 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.

15. 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 41st Annual Meeting, must be approved by SOAP. All booth giveaways must also be approved by SOAP in advance.
Contact Tricia Petersen at (712) 643-1343 or via e-mail at tpetersen@sasyes.com.

SOAP 41st Annual Meeting
Exhibits/Sponsorship
Contacts

Tricia Petersen
Exhibits Manager, SOAP
Strategic Alliance Services
202 N. 12th Street
Dunlap, IA 51529
Phone: (712) 643-1343
Fax: (712) 643-2207
tpetersen@sasyes.com

Fred Stone
General Contractor, SOAP
Strategic Alliance Services
Phone: (817) 337-3050
fred.stone@sasyes.com

www.sasyes.com
The Renaissance Washington D.C. Hotel is the official headquarters hotel for all SOAP 41st Annual Meeting activities and related events.

Located in the heart of a pulsing, revitalized downtown - directly across from the Washington Convention Center - the Renaissance Washington D.C. Hotel is ideal for experiencing the energy and allure of America’s Capital City. Drawing inspiration from local history and culture, this luxury hotel in downtown Washington D.C. offers its own distinct story. As a unique choice among Washington D.C. hotels in the Penn Quarter District, it strategically sits between Capitol Hill and the White House - mere blocks from the Spy Museum, National Portrait Gallery, and the world-famous Mall monuments.

**Reserve Your Booth Space Today!**