Be sure your company & products are represented at these two premier obstetric anesthesia meetings.
Register online at www.soap.org

SOAP 2013
Exhibitor & Sponsorship Opportunities

2 Meetings
2 Opportunities!

SOAP 2013 Sol Shnider, M.D.
Obstetric Anesthesia Meeting
March 14-17, 2013
Grand Hyatt Hotel on Union Square
San Francisco, California

SOAP 45th Annual Meeting
April 24-28, 2013
Caribe Hilton • San Juan, Puerto Rico
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.

SOAP Presents the 2013 Sol Shnider, M.D. Obstetric Anesthesia Meeting in San Francisco, California. Here are the upcoming meeting program topics:

- Peripartum Coagulation Challenges
- TAP Block and Lumbar Spine Ultrasound: Clinical Pearls
- Inadequate Labor Analgesia: Fixing a Bad Epidural
- Wet Tap: Now What?
- Standardizing Practice on the L&D
- An Anesthesia Complication: What to Tell the Patient
- Structured Hands-Off and Practice Drills: Why and How?
- Maternal Mortality 2013
- Local Anesthetic Toxicity and Lipid Rescue
- Impact of Communication on Obstetric Outcomes
- Post Dural Puncture Headache and Epidural Blood Patch
- Evaluation of Post Delivery Neurologic Complaint
- Evidence Based Transfusion Management
- Massive Transfusion Recommendations
- Getting Good Uterine Tone
- Failed Intubation: ASA Difficult Intubation Algorithm
- ACLS Algorithms 2013
- What’s New in Neonatal Resuscitation
- Non-Obstetric Surgery Including Minimal FHR Monitoring Recommendations
- MOMS Trial: Outcomes of Fetal Surgery
- Anesthetic Implications on Morbid Obesity
- Advanced Maternal Age: Too Old to Push
- OSA: Evaluation and Treatment
- OSA: Guidelines and Pain Management
- TOLAC, Magnesium for CP, Inductions and More
- Role of Video Laryngoscopy in OB Anesthesia

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!
Your company has the opportunity to support SOAP through several corporate support programs, at the SOAP 2013 Sol Shnider, M.D. Obstetric Anesthesia Meeting and the 45th Annual Meeting:

**Gold Supporter**

**$25,000**

- Recognition of thanks provided in the SOAP Newsletter (quarterly);
- Recognition at the SOAP 45th Annual Meeting and The 2013 Sol Shnider, M.D. Obstetric Anesthesia Meeting;
- 1 6’ tabletop display at The 2013 Sol Shnider, M.D. Obstetric Anesthesia Meeting, March 14-17, 2013;
- 1 6’ premium booth at the SOAP 45th Annual Meeting, April 24-28, 2013;
- 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 home page;
- (4) complimentary 2013 Sol Shnider, M.D. Obstetric Anesthesia Meeting registrations
- (4) complimentary SOAP 45th Annual Meeting registrations
- Placement of Grand Patron Sponsor sign in your exhibit.

**Silver Supporter**

**$15,000**

- Recognition of thanks provided in the SOAP Newsletter (quarterly);
- Recognition at the SOAP 45th Annual Meeting and The 2013 Sol Shnider, M.D. Obstetric Anesthesia Meeting;
- 1 6’ tabletop display at The 2013 Sol Shnider, M.D. Obstetric Anesthesia Meeting, March 14-17, 2013;
- 1 6’ premium booth at the SOAP 45th Annual Meeting, April 24-28, 2013;
- 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 home page;
- (3) complimentary 2013 Sol Shnider, M.D. Obstetric Anesthesia Meeting registrations
- (3) complimentary SOAP 45th Annual Meeting registrations

**Bronze Supporter**

**$10,000**

- Recognition of thanks provided in the SOAP Newsletter (quarterly);
- Recognition at the SOAP 45th Annual Meeting and The 2013 Sol Shnider, M.D. Obstetric Anesthesia Meeting;
- 1 6’ tabletop display at The 2013 Sol Shnider, M.D. Obstetric Anesthesia Meeting, March 14-17, 2013;
- 1 6’ premium booth at the SOAP 45th Annual Meeting, April 24-28, 2013;
- 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 home page;
- (2) complimentary 2013 Sol Shnider, M.D. Obstetric Anesthesia Meeting registrations
- (2) complimentary SOAP 45th Annual Meeting registrations
Exhibiting at the SOAP 2013 Sol Shnider, M.D. Obstetric Anesthesia 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 Wine and Cheese 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.
- Recognition from the podium at the start of the program.
- Recognition on the SOAP Website with your company’s logo and link to home page.
- Ability for up to two company representatives to interact with attendees at the Friday luncheon.

The following companies exhibited in the past year at the SOAP 2012 Sol Shnider, M.D. Obstetric Anesthesia Meeting:

- Cadence Pharmaceutical
- Cook Medical
- Epimed International, Inc.
- International Medical Development, Inc.
- Lippincott Williams & Wilkins - Wolters Kluwer Health
- LMA North America, Inc.
- Olympus Corporation of America
- Talecris Biotherapeutics
- Teleflex Medical

Critical Deadlines for Exhibitors

- SOAP Meeting Program Guide ‘thank you’ recognition: Agreements and company logo (jpg format preferred), description and contact info must be received by December 28, 2013
- To receive recognition on the SOAP Website: Agreements and company logo (jpg format preferred) must be received by February 1, 2013
- To receive recognition on meeting signage: Agreements and company logo (jpg format preferred) must be received by February 1, 2013

The SOAP 2013 Sol Shnider, M.D. Obstetric Anesthesia Meeting, which attracts over 400 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 and AANA approved educational program will draw the type of valuable prospects you want to meet in your exhibit.
SOAP 2013 Sol Shnider, M.D.
Obstetric Anesthesia Meeting

Critical Deadlines for Supporters/Sponsors

- SOAP 2013 Sol Shnider, M.D. Obstetric Anesthesia Meeting Program Guide ‘thank you’ recognition: Agreements and company logo (jpg format preferred), description and contact info must be received by December 29, 2012
- To receive recognition on the SOAP Website: Agreements and company logo (jpg format preferred) must be received by February 1, 2013
- To receive recognition on meeting signage: Agreements and company logo (jpg format preferred) must be received by February 1, 2013

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

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

Difficult Airway Management Workshop (all-day 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 are planned to be offered.
$5,000

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 Anthony O’Shea with Tradeshow Logic at aoshea@tradeshowlogic.com or 770-432-8410 x109.

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 Thursday, March 14, 2013, 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:
- Wine Tasting Reception
  Friday, March 15, 2013; 6-8 p.m.; onsite
  This well-attended event provides your company with the opportunity to host the attendees at this popular event.
  As the attendees mingle, they renew old acquaintances and make new ones.
  $8,000
- Networking Hosted Lunch
  Friday, March 15, 2013
  The luncheon offers an opportunity for attendees to meet in small groups to review the day’s learning experience.
  $8,000
SOAP Presents the
2013 Sol Shnider, M.D.
Obstetric Anesthesia Meeting:

March 14-17, 2013
Grand Hyatt Hotel on Union Square • San Francisco, California

Exhibit Dates: March 14-15, 2013
Exhibitor assignments and exhibitor information are available by contacting Anthony O'Shea with Tradeshow Logic at aoshea@tradeshowlogic.com or 770-432-8410 x109.
Soap 45th Annual Meeting
Exhibit Opportunities

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

- Ameridose
- APP Pharmaceuticals
- Arizant Healthcare, Inc., A 3M Company
- Aspect Medical Systems/LiDCO
- B. Braun Medical Inc.
- BD
- BK Medical
- Cadence Pharmaceuticals, Inc.
- Cardiotronic
- Cheetah Medical
- CSE Innovations
- Elsevier, Inc.
- Endo Pharmaceuticals
- Epimed International, Inc.
- Grifols
- 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
- ML International
- NeuMedX
- Obstetric Anaesthetists’ Association
- Olympus Corporation
- Oridion Medical
- Ortho-McNeil, Inc.
- PDL BioPharma
- Perinatal Resources, Inc.
- PharMEDium Services, LLC
- PhilipsHealthcare
- Rapid Sequence Anesthesia Solutions
- ROTEM
- Sheridan Healthcare
- Smiths Medical ASD, Inc.
- SonoSite Inc.
- Summit Medical Products
- Teleflex Medical
- U.S. Army Healthcare Recruiting
- Vasocom
- Verathon Medical Inc.
- Vitaid

Critical Deadlines for Exhibitors

- To receive recognition in the Spring SOAP Newsletter: Agreements and company logo (jpg format preferred) must be received by January 7, 2013
- SOAP Meeting Program Guide ‘thank you’ recognition: Agreements and company logo (jpg format preferred), description and contact info must be received by February 21, 2013
- To receive recognition on the SOAP Website: Agreements and company logo (jpg format preferred) must be received by February 21, 2013
- To receive recognition on meeting signage: Agreements and company logo (jpg format preferred) must be received by February 21, 2013

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.
- Your company’s product description and contact information will be distributed with final meeting materials to all attendees.
- Continuous networking opportunities in the exhibit hall and at the Welcome Reception.
- An intimate atmosphere that is conducive to business.
- Exposure to a unique audience that is passionate about knowledge and education.
- Recognition from the podium at the start of the program.
- Acknowledgement in pre-meeting newsletter that gets mailed to the entire SOAP membership.
- Recognition on the SOAP Website 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.
Educational/CME Related Commercial Support:

**SOAP is a Charitable 501(c)(3) Organization**

- **Ultrasound Guided Regional Anesthesia Workshop**
  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 credit will be offered.
  $5,000

- **High Risk Simulation Workshop**
  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 credit will be offered.
  $2,700

Saturday Lunch Sponsor
- This luncheon presents an opportunity for attendees to meet in small groups to review the day’s learning experience.
  $10,000

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 Anthony O’Shea with Tradeshown Logic at aoshea@tradeshownlogic.com or 770-432-8410 x109 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 24, 2013, 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:**

- **Special Event Dinner: Award Banquet**
  Friday, April 26, 2013; onsite
  This special event provides your company with the opportunity to host the attendees’ network with colleagues. This support includes entrance for up to 5 company staff (a $500 value).
  $15,000
Exhibitor assignments and exhibitor information are available by contacting Anthony O’Shea with Tradeshow Logic at aoshea@tradeshowlogic.com or 770-432-8410 x109.

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
- Work, Sleep Hours, and Patient Safety
- 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
- Pro/Con Debate: Call Shifts Should Be Limited To No More Than 12 Hours
- Evolving Practices to Reduce Practitioner and Patient Risk
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:

**SOAP 2013 Sol Shnider, M.D. Obstetric Anesthesia Meeting**

**Friday, March 15, 2013**
7:15 - 8:00 a.m.  Breakfast with Exhibitors
10:00 - 10:30 a.m. Break with Exhibitors
3:30 - 4:00 p.m.  Break with Exhibitors

*(Exhibitors are also welcome to attend the SOAP Wine Tasting Reception from 6:00 - 8:00 p.m.)*

**Saturday, March 16, 2013**
7:15 - 8:00 a.m.  Breakfast with Exhibitors
10:00 - 10:30 a.m. Break with Exhibitors
3:15 - 3:45 p.m.  Break with Exhibitors

**45th SOAP Annual Meeting**

**Wednesday, April 24, 2013**
5:00 - 6:00 p.m.  Exhibits Open
6:00 - 8:00 p.m.  Exhibitors Wine Tasting and Food Pairings
Welcome Reception

**Thursday, April 25, 2013**
6:30 - 7:30 a.m.  Breakfast with Exhibitors
9:15 - 10:15 a.m. Break with Exhibitors
3:30 - 4:15 p.m.  Break with Exhibitors

**Friday, April 26, 2013**
6:30 - 7:30 a.m.  Breakfast with Exhibitors
9:30 - 10:15 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 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. Customs Information for San Juan, Puerto Rico
TradeshowLogistics Transport (TLT) is the recommended carrier for SOAP. Please call Nick Kregor at Tradeshow Logic (770) 432-8410 ext 111 or email nkregor@tradeshowlogic.com for a shipping quote to Puerto Rico. We will provide you with the following documents for shipping and customs to Puerto Rico: commercial Invoice, export documents, and bill of lading.

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 Puerto Rico to guarantee your shipment is on time.

6. 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.

7. Facility Information

**SOAP 2013 Sol Shnider, M.D. Obstetric Anesthesia Meeting**
Grand Hyatt on Union Square
345 Stockton Street
San Francisco, California, 94108
Phone: 1 (415) 398-1234

**45th SOAP Annual Meeting**
Caribe Hilton
1 San Geronimo Street
San Juan, Puerto Rico, 00901
Phone: 1 (787) 721 - 0303

8. 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 anaesthesiology 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 judgment of the Society, do not meet the educational, scientific or practice needs of our members and meeting registrants.

Contact Anthony O’Shea with Tradeshow Logic at aoshea@tradeshowlogic.com or 770-432-8410 x109.
9. Exhibit Space Fees
The price of an exhibit tabletop includes, in addition to the space itself:
- A company identification sign.
- 2 complimentary full meeting registrations per 6’ tabletop display. A $100 per person fee will be charged for all additional exhibitor representatives, who will each receive an exhibitor badge only.

SOAP 2013 Sol Shnider, M.D.
Obstetric Anesthesia Meeting
(per 6’ skirted banquet table tabletop display)
On or before December 22, 2012 . . . . . $1,650
After December 22, 2012 . . . . . . . . . . . $1,850

45th SOAP Annual Meeting
(per 8’x10’ booth display)
8 premium reserved booths in the foyer for gold, silver, and bronze level sponsors and to all other exhibitors on a first come, first serve basis.

On or before February 21, 2013 . . . . . $1,650
After February 21, 2013 . . . . . . . . . . . $1,850

10. Setup/Teardown

SOAP 2013 Sol Shnider, M.D.
Obstetric Anesthesia Meeting
Setup Times:
Thursday, March 14, 2013
5:00 – 7:00 p.m.
Friday, March 25, 2013
6:00 – 7:00 a.m.

All exhibit displays must be set up by 7:00 a.m. on Friday

Teardown Times:
Saturday, March 16, 2013
after 3:45 p.m.

45th SOAP Annual Meeting
Setup Times:
Wednesday, April 24, 2013
3:00 – 5:00 p.m.

Teardown Times:
Friday, April 26, 2013
11:00 a.m. – 1:00 p.m.

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

Attn: Anthony O’Shea
Tradeshows Logic
2655 Dallas Highway Suite 120
Marietta, GA 30064
Office phone direct: 770-432-8410 x109
Email: aoshea@tradeshowslogic.com

12. Full Payment

SOAP 2013 Sol Shnider, M.D.
Obstetric Anesthesia Meeting
The balance of the booth fee is due on or before December 31, 2012 or at the time the space is reserved, if after December 31, 2012.

45th SOAP Annual Meeting
The balance of the booth fee is due on or before January 16, 2013 or at the time the space is reserved, if after January 16, 2013.

If the balance is not received by the due date, the tabletop display 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 two weeks prior to the first day of the meeting. Final payment should be sent to the address listed above.

13. Cancellation or Reduction of Space
All cancellations or reductions in space must be sent in writing on company letterhead to Tradeshows Logistics mailed to the address listed above or sent via e-mail to or aoshea@tradeshowslogistics.com. If written cancellation or booth reduction is received by:

SOAP 2013 Sol Shnider, M.D.
Obstetric Anesthesia Meeting
December 15, 2012
Full refund less $200
December 16, 2012
Forfeit entire deposit
December 16, 2012 to January 31, 2013
50% of display cost
After January 31, 2013
No refunds

45th SOAP Annual Meeting
February 26, 2013
Full refund less $200
March 1, 2013
Forfeit entire deposit
After March 1, 2013
No refunds

14. Exhibitor Personnel
A company may register two individuals for full meeting 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 full meeting registration allows admittance to the exhibit hall and on a space available basis, to the general sessions on Friday and Saturday and lunch on Friday. An exhibitor’s badge allows access to the exhibits area only.

15. 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.

16. 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 or tabletop. 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.

17. 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.
Gold, Silver, and Bronze Supporter Request Form

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 4, 2013.
- Both 2013 Meeting Program Guide ‘thank you’ recognition: Agreements and company logo (jpg format preferred), description and contact info must be received by January 24, 2013.
- To receive recognition on the SOAP Website: Agreements and company logo (jpg format preferred) must be received by February 21, 2013.
- To receive recognition on meeting signage: Agreements and company logo (jpg format preferred) must be received by February 21, 2013.

Educational Support Opportunities

Please check the sponsorship opportunity you wish to support.

- Gold Supporter
- Silver Supporter
- Bronze Supporter

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 for the support reservation at the SOAP 2013 Sol Shnider, M.D. Obstetric Anesthesia 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

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

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

Contact

Attn: Anthony O’Shea

Tradeshow Logic

2655 Dallas Highway Suite 120

Marietta, GA 30064

Office phone direct: 770-432-8410 x109

aoshea@tradeshowlogic.com

Society for Obstetric Anesthesia and Perinatology (SOAP)

520 N. Northwest Highway • Park Ridge, IL 60068

Phone: (847) 825-6472 • Fax: (847) 825-5658
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 4, 2013
- SOAP 2013 Sol Shnider, M.D. Obstetric Anesthesia Meeting Program Guide ‘thank you’ recognition: Agreements and company logo (jpg format preferred), description and contact info must be received by December 29, 2012
- To receive recognition on the SOAP Website: Agreements and company logo (jpg format preferred) must be received by February 1, 2013
- To receive recognition on meeting signage: Agreements and company logo (jpg format preferred) must be received by February 1, 2013

Educational Support Opportunities

Please check the sponsorship opportunity you wish to support.

- Difficult Airway Management Workshop (both sessions): $5,000
- In-kind Contributions (describe):

Contact

Attn: Anthony O’Shea
Tradeshow Logic
2655 Dallas Highway Suite 120
Marietta, GA 30064
Office phone direct: 770-432-8410 x109
aoshea@tradeshowlogic.com

SOAP 2013 Sol Shnider, M.D. Obstetric Anesthesia Meeting
March 14-17, 2013
Grand Hyatt Hotel on Union Square • San Francisco, California

Request to Provide Commercial Support for Educational Activities

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 for the support reservation at the SOAP 2013 Sol Shnider, M.D. Obstetric Anesthesia 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

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

Society for Obstetric Anesthesia and Perinatology (SOAP)
520 N. Northwest Highway • Park Ridge, IL 60068
Phone: (847) 825-6472 • Fax: (847) 825-5658
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 7, 2013
- SOAP Annual Meeting Program Guide ‘thank you’ recognition: Agreements and company logo (jpg format preferred), description and contact info must be received by February 21, 2013
- To receive recognition on the SOAP Website: Agreements and company logo (jpg format preferred) must be received by February 21, 2013
- To receive recognition on meeting signage: Agreements and company logo (jpg format preferred) must be received by February 21, 2013

Educational Support Opportunities

Please check the sponsorship opportunity you wish to support.

45th SOAP Annual Meeting

- Ultrasound Workshop (both sessions): $5,000
- High Risk Simulation Workshop: $2,700
- Program Sessions: Call for pricing

- Other: __________________________

Contact

Attn: Anthony O'Shea
Tradeshow Logic
2655 Dallas Highway Suite 120
Marietta, GA 30064
Office phone direct: 770-432-8410 x109
aoshea@tradeshowlogic.com

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
(Please note that the charge on your card will appear as Tradeshow Logistics)
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 and agrees to the terms and conditions set forth herein.

Authorized Signature

<table>
<thead>
<tr>
<th>Sponsorship Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please check the sponsorship opportunity you wish to support.</td>
</tr>
<tr>
<td><strong>SOAP 2013 SOL SHNIDER, M.D. OBSTETRIC ANESTHESIA MEETING</strong></td>
</tr>
<tr>
<td>❑ Wine Tasting Reception: $8,000</td>
</tr>
<tr>
<td>❑ Networking Luncheon: $8,000</td>
</tr>
<tr>
<td>❑ Meeting Program Guide: $8,000</td>
</tr>
<tr>
<td>❑ Hotel Room Door Drops: $1,500 per item</td>
</tr>
<tr>
<td><strong>45TH SOAP ANNUAL MEETING</strong></td>
</tr>
<tr>
<td>❑ Special Dinner: $15,000</td>
</tr>
<tr>
<td>❑ Meeting Program Guide: $8,000</td>
</tr>
<tr>
<td>❑ Saturday Luncheon: $10,000</td>
</tr>
<tr>
<td>❑ Hotel Room Door Drops: $1,500 per item</td>
</tr>
</tbody>
</table>

Please Make Check Payable to Tradeshow Logistics

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

Tradeshow Logistics

Attn: Anthony O’Shea

2655 Dallas Highway Suite 120

Marietta, GA 30064

Method of Payment:

(Payment must be in U.S. dollars)

❑ Check

❑ MasterCard

❑ VISA

❑ American Express

Name on Card

Amount Due

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: ________________________________ Table # _______________________ Sponsored Items: ________________________

SOAP Representative: ________________________________ Date: ________________________________