SOAP 2015 Exhibitor & Sponsorship Opportunities

2 MEETINGS • 2 OPPORTUNITIES!

SOAP 2015 SOL SHNIDER, M.D.
OBSTETRIC ANESTHESIA MEETING
MARCH 12-15, 2015
GRAND HYATT HOTEL ON UNION SQUARE
SAN FRANCISCO, CALIFORNIA

SOAP 47TH ANNUAL MEETING
MAY 13-17, 2015
BROADMOOR HOTEL
COLORADO SPRINGS, COLORADO
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 1,200 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!

The SOAP 2015 Sol Shnider, M.D. Obstetric Anesthesia Meeting, which attracts over 300 participants, is recognized for its thought-provoking 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.

The SOAP Annual Meeting, which attracts over 700 participants, is recognized for its thought-provoking program, quality research presentations and information on new techniques and ideas that attendees can take home and immediately put to use in their practices. The CME approved educational program will draw the type of valuable prospects you want to meet in your exhibit.

SPECIAL TWO MEETING EXHIBIT PRICING
-SEE PAGE 8-
If your company selects a SOAP Premier Corporate Support Package, the benefits are expanded and the opportunity to connect with SOAP attendees at both programs is enhanced. In order for SOAP to provide the maximum exposure possible – deadline for Corporate Support Packages is January 5, 2015.

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

**GOLD SUPPORTER BENEFITS - $10,000**

- Recognition of thanks provided in the SOAP Newsletter three times per year
- Recognition at the SOAP 47th Annual Meeting and the 2015 Sol Shnider, M.D. Obstetric Anesthesia Meeting in advance promotional activities
- 1-6’ tabletop display at the 2015 Sol Shnider, M.D. Obstetric Anesthesia Meeting, March 12-15, 2015
- 1-6’ premium booth at the SOAP 47th Annual Meeting, May 13-17, 2015
- 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 2015 Sol Shnider, M.D. Obstetric Anesthesia Meeting registrations
- (4) complimentary SOAP 47th Annual Meeting registrations
- Placement and signage in exhibit area as Gold Patron

**SILVER SUPPORTER BENEFITS - $7,500**

- Recognition of thanks provided in the SOAP Newsletter three times per year
- Recognition at the SOAP 47th Annual Meeting and the 2015 Sol Shnider, M.D. Obstetric Anesthesia Meeting in advance promotional activities
- 1-6’ tabletop display at the 2015 Sol Shnider, M.D. Obstetric Anesthesia Meeting, March 12-15, 2015
- 1-6’ premium booth at the SOAP 47th Annual Meeting, May 13-17, 2015
- 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 2015 Sol Shnider, M.D. Obstetric Anesthesia Meeting registrations
- (3) complimentary SOAP 47th Annual Meeting registrations

**BRONZE SUPPORTER BENEFITS - $5,000**

- Recognition of thanks provided in the SOAP Newsletter three times per year
- Recognition at the SOAP 47th Annual Meeting and the 2015 Sol Shnider, M.D. Obstetric Anesthesia Meeting in advance promotional activities
- 1-6’ tabletop display at the 2015 Sol Shnider, M.D. Obstetric Anesthesia Meeting, March 12-15, 2015
- 1-6’ premium booth at the SOAP 47th Annual Meeting, May 13-17, 2015
- 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 2015 Sol Shnider, M.D. Obstetric Anesthesia Meeting registrations
- (2) complimentary SOAP 47th Annual Meeting registrations
SOAP SOL SHNIDER, M.D. OBSTETRIC ANESTHESIA MEETING

MARCH 12-15, 2015 • GRAND HYATT HOTEL ON UNION SQUARE • SAN FRANCISCO, CA
> EXHIBIT DATES: MARCH 13-14, 2015: SET-UP ON MARCH 12, 2015

**EXHIBITOR BENEFITS**

- Complimentary preregistration 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 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.
- Ability for up to two company representatives to interact with attendees at the Friday luncheon.

**PAST EXHIBITORS**

The following companies provided support and exhibits in the past year at the SOAP Sol Shnider, M.D. Obstetric Anesthesia Meeting: CN Systems, Cook Medical, Epimed International, Inc., International Medical Development, Inc., Laerdal Medical Corporation, LMA North America, Inc., LippincottWilliams & Wilkins - Wolters Kluwer Health, Olympus Corporation of America, Smith Medical, Storz Medical, Verathon Medical, TEM Systems, Inc.

Exhibitor assignments and exhibitor information are available by contacting Beth Riefe with SOAP at beth@soap.org or 414-389-8611. Floor plans will be provided approximately 60 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.

**SPECIAL EVENT SUPPORT OPPORTUNITIES**

**COSTS/DEADLINES**

**Exhibit fee:**
- On or before January 9, 2015 - $1,650
- After January 9, 2015 - $1,850

**Refunds:**
- On or before December 15, 2014 - Full refund less $200
- December 16, 2014 to January 31, 2015 - 50% of display cost
- January 31, 2015 - No refunds

**PROMOTION MATERIALS**

Program Guide recognition logo and company description: February 1, 2015
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.


Exhibitor assignments and exhibitor information are available by contacting Beth Riefe with SOAP at beth@soap.org or 414-389-8611. 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.

Exhibit fee:
- On or before February 1, 2015 - $1,850
- After February 1, 2015 - $2,150

Refunds:
- On or before March 1, 2015 - Full refund less $200
- March 2, 2015 to April 1, 2015 - 50% of display cost
- April 1, 2015 - No refunds

Call to confirm support at 414-389-8611
Meeting Program Guide ..................$8,000
Hotel Room Door Drops ..................$1,500
Program Sessions ..................pricing provided
Banquet .................................$15,000
- Saturday, May 16, 2015

Program Guide recognition logo and company description: April 1, 2015
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 acting for it in the management of the exhibition.

2. Exhibition Facilities, Dates and Hours:

SOAP 2015 Sol Shnider, M.D. Obstetric Anesthesia Meeting
Grand Hyatt on Union Square
345 Stockton Street
San Francisco, California, 94108
(415) 398-1234

**Thursday, March 12, 2015**
5:00 – 7:00 pm Set-up

**Friday, March 13, 2015**
6:00 – 7:00 am Set-up: All exhibit displays must be set up by 7:00 a.m. on Friday
7:15 - 8:00 am Breakfast with Exhibitors
10:15 - 10:45 am Break with Exhibitors
3:15 - 3:45 pm Break with Exhibitors
(Exhibitors are also welcome to attend the SOAP Wine & Cheese Reception from 6:00 - 8:00 p.m.)

**Saturday, March 14, 2015**
7:15 - 8:00 am Breakfast with Exhibitors
9:45 - 10:15 am Break with Exhibitors
3:25 - 3:55 pm Break with Exhibitors
3:55 – 6:00 pm – Tear Down

SOAP 47th Annual Meeting:
Broadmoor Hotel
1 Lake Avenue
Colorado Springs, CO 80906
(855) 634-7711

**Wednesday, May 13, 2015**
3:00 - 6:00 pm Setup

**Thursday, May 14, 2015**
6:00 - 7:30 am Breakfast with Exhibitors
9:30 - 10:15 am Break with Exhibitors
3:15 - 4:00 pm Break with Exhibitors

**Friday, May 15, 2015**
6:00 - 7:30 am Breakfast with Exhibitors
10:30 - 11:15 am Break with Exhibitors
11:15 am – 1:00 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 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. Shipping Information: SOAP will retain a company to assist with shipping and provide services on site to exhibitors. An exhibitor service kit will be sent to every exhibitor. Please call the SOAP office at (414) 389-8611 or email info@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 hall is carpeted in a multi-colored pattern. It is also suggested that additional carpet be compatible with the exhibit hall colors, which will be outlined in the online Exhibitor Kit.

7. SOAP’s Purpose: SOAP’s purpose in conducting these meetings is to advance knowledge within the areas of its goals and constitution through its educational programs, its communication and resource information. SOAP, in keeping with its stated purpose, encourages exhibitors to be educational, communicative and resource informative in their exhibit displays. All exhibits and products/services displayed must be pertinent to the practice of anesthesiology and obstetrics, and in the professional interests of the registrants.
EXHIBIT RULES AND REGULATIONS (CONTINUED)

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 2015 Sol Shnider, M.D. Obstetric Anesthesia Meeting)
   • 6’ table with two chairs in a 8’ by 10’ exhibit booth (SOAP 2015 47th Annual Meeting)
   • A company identification sign.
   • 2 complimentary exhibitor registrations per tabletop or both. A $100 per person fee will be charged for all additional exhibitor representatives, who will each receive an exhibitor badge only.

   SOAP 2015 Sol Shnider, M.D. Obstetric Anesthesia Meeting
   (per 6’ skirted banquet table tabletop display)
   On or before January 9, 2015 - $1,650
   After January 9, 2015 - $1,850

   47th SOAP Annual Meeting
   (per 8’x10’ booth display)
   On or before February 1, 2015 - $1,850
   After February 1, 2015 - $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 1300
   Milwaukee, WI  53214
   414-389-8611 • FAX: 414-276-7704
   Email: info@soap.org

   SOAP 2015 Sol Shnider, M.D. Obstetric Anesthesia Meeting:
   The balance of the booth fee is due on or before March 1, 2015 or at the time the space is reserved, if after March 1, 2015.

   SOAP 47th Annual Meeting:
   The balance of the booth fee is due on or before April 1, 2015 or at the time the space is reserved, if after April 1, 2015.

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 2015 Sol Shnider, M.D. Obstetric Anesthesia Meeting
   Cancellation and Refunds:
   On or before December 15, 2014
   Full refund less $200
   December 16, 2014 to January 31, 2015
   50% of display cost
   January 31, 2015
   No refunds

   47th SOAP Annual Meeting
   Cancellation and Refunds:
   On or before March 1, 2015
   Full refund less $200
   After March 1, 2015
   50% of display cost
   After April 1, 2015
   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 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.
Critical Deadlines
SOAP 2015 Sol Shnider, M.D.
Obstetric Anesthesia Meeting

Early Exhibit Deadline:
January 9, 2015
SAVE $200 on booth

Cancellation and Refunds:
On or before December 15, 2014
• Full refund less $200
December 16, 2014 to January 31, 2015
• 50% of display cost
January 31, 2015
• No refunds

47th SOAP Annual Meeting

Early Exhibit Deadline:
February 1, 2015
SAVE $200 on booth

Cancellation and Refunds:
On or before March 1, 2015
• Full refund less $200
March 1, 2015 through April 1, 2015
• 50% of display cost
After April 1, 2015
• No refunds

SOAP Commercial Support Packages
Deadline for reservation: January 5, 2015

Contact:
Society for Obstetric Anesthesia and Perinatology
Attn: Beth Riefe
6737 West Washington Street
Suite 1300
Milwaukee, WI 53214
414-389-8611
Email: beth@soap.org

Society for Obstetric Anesthesia and Perinatology (SOAP)
6737 W. Washington St., Suite 1300, Milwaukee, WI 53214
Phone: (414) 389-8611
Fax: (414) 276-7704
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 - $10,000
☐ Silver Supporter - $7,500
☐ Bronze Supporter - $5,000

Both Meetings (Best Value)
☐ Both the Sol Shnider M.D. Obstetric Anesthesia Meeting & 47th SOAP Annual Meeting
  • On or before January 9, 2015 - $3,000
  • After January 9, 2015 - $3,500

Exhibit Booth only
☐ 2015 Sol Shnider M.D. Obstetric Anesthesia Meeting
  • On or before January 9, 2015 - $1,650
  • After January 9, 2015 - $1,850
  
☐ 47th SOAP Annual Meeting
  • On or before February 1, 2015 - $1,850
  • After February 1, 2015 - $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