SOAP 2016 EXHIBITOR & SPONSORSHIP OPPORTUNITIES

>> 3 MEETINGS • 3 OPPORTUNITIES

SOAP 2016 SOL SHNIDER, M.D.
OBSTETRIC ANESTHESIA MEETING
March 10-13, 2016 • Grand Hyatt Hotel • San Francisco, CA

SOAP 48TH ANNUAL MEETING
May 18-22, 2016 • Seaport Boston Hotel and World Trade Center • Boston, MA

SOAP 2016 CLINICAL UPDATES IN OBSTETRIC ANESTHESIA MEETING
November 4-6, 2016 • Grand Hyatt Washington • Washington, D.C.
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 2016 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.

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.

For the first time this November, SOAP will be hosting an east coast meeting similar to the west coast Sol Shnider, M.D. Obstetric Anesthesia Meeting. Designed to provide a comprehensive program on obstetric anesthesia practice, again similar to the west coast meeting, this meeting is accessible by car from a large number of anesthesia centers near the Washington, D.C. location. The CME and AANA approved education program will draw attendees who are potential customers to our highly interactive exhibit area.

SPECIAL THREE MEETING EXHIBIT PRICING: SEE PAGE 9
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 all three programs, the first deadline for Corporate Support Packages is February 8, 2016.
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 48th Annual Meeting, the 2016 Sol Shnider, M.D. Obstetric Anesthesia Meeting and the 2016 SOAP Clinical Updates in Obstetric Anesthesia Meeting in advance promotional activities
- 2-6’ tabletop displays at the 2016 Sol Shnider, M.D. Obstetric Anesthesia Meeting, March 10-13, 2016
- 2-6’ premium booths at the SOAP 48th Annual Meeting, May 18-22, 2016
- 2-6’ tabletop displays at the 2016 Clinical Updates in Obstetric Anesthesia Meeting, November 4-6, 2016
- 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 2016 Sol Shnider, M.D. Obstetric Anesthesia Meeting registrations
- (4) complimentary SOAP 48th Annual Meeting registrations
- (4) complimentary 2016 Clinical Updates in Obstetric Anesthesia 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 48th Annual Meeting, the 2016 Sol Shnider, M.D. Obstetric Anesthesia Meeting and the 2016 SOAP Clinical Updates in Obstetric Anesthesia Meeting in advance promotional activities
- 1-6’ tabletop display at the 2016 Sol Shnider, M.D. Obstetric Anesthesia Meeting, March 10-13, 2016
- 1-6’ premium booth at the SOAP 48th Annual Meeting, May 18-22, 2016
- 1-6’ tabletop display at the 2016 Clinical Updates in Obstetric Anesthesia Meeting, November 4-6, 2016
- 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 2016 Sol Shnider, M.D. Obstetric Anesthesia Meeting registrations
- (3) complimentary SOAP 48th Annual Meeting registrations
- (3) complimentary 2016 Clinical Updates in Obstetric Anesthesia Meeting registrations
- Placement and signage in exhibit area as Silver Patron

### BRONZE SUPPORTER BENEFITS - $5,000
- Recognition of thanks provided in the SOAP Newsletter three times per year
- Recognition at the SOAP 48th Annual Meeting, the 2016 Sol Shnider, M.D. Obstetric Anesthesia Meeting and the 2016 SOAP Clinical Updates in Obstetric Anesthesia Meeting in advance promotional activities
- 1-6’ tabletop display at the 2016 Sol Shnider, M.D. Obstetric Anesthesia Meeting, March 10-13, 2016
- 1-6’ premium booth at the SOAP 48th Annual Meeting, May 18-22, 2016
- 1-6’ tabletop display at the 2016 Clinical Updates in Obstetric Anesthesia Meeting, November 4-6, 2016
- 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 2016 Sol Shnider, M.D. Obstetric Anesthesia Meeting registrations
- (2) complimentary SOAP 48th Annual Meeting registrations
- (2) complimentary 2016 Clinical Updates in Obstetric Anesthesia Meeting registrations
- Placement and signage in exhibit area as Bronze Patron
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.
• 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 at past SOAP Sol Shnider, M.D. Obstetric Anesthesia Meetings: 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 30 days prior to the meeting. Sponsors will receive priority in selecting their location. Other exhibitors will receive an opportunity to review the booth layout prior to the meeting. Every effort will be made to accommodate exhibitor location preferences.

SPECIAL EVENT SUPPORT OPPORTUNITIES

Call to confirm support at 414-389-8611

Hotel Room Door Drops..................$1,500
Reception .....................................$8,000
  • Friday, March 11, 2016; 6-8 p.m.
Networking Hosted Lunch ..............$8,000
  • Friday, March 11, 2016

PROMOTION MATERIALS

Program Guide recognition logo and company description: February 1, 2016

COST/DEADLINES

Exhibit fee:
  • On or before February 8, 2016 - $1,650
  • After February 8, 2016 - $1,850

Refunds:
  • December 18, 2015 to March 1, 2016 - Full refund less $200
  • March 2, 2016 - No refunds
EXHIBITOR BENEFITS

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

• Complimentary pre-registration mailing list of all meeting attendees.
• Complimentary final mailing list of all meeting attendees.
• Heavy traffic in the exhibit 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.

PAST EXHIBITORS


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.

SPECIAL EVENT SUPPORT OPPORTUNITIES

Call to confirm support at 414-389-8611

Hotel Room Door Drops...............$1,500
Banquet..............................................$15,000
• Saturday, May 21, 2016

COST/DEADLINES

Exhibit fee:
• On or before March 1, 2016 - $1,850
• After March 1, 2016 - $2,150

Refunds:
• On or before March 1, 2016 - Full refund less $200
• March 2, 2016 to April 1, 2016 - 50% of display cost
• April 1, 2016 - No refunds

PROMOTION MATERIALS

Program Guide recognition logo and company description: April 1, 2016
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.
• 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.

CALL TO CONFIRM SUPPORT AT 414-389-8611

Hotel Room Door Drops....................$1,500
Reception ........................................$8,000
• Friday, November 4, 2016; 6-8 p.m.
Networking Hosted Lunch..................$8,000
• Friday, November 4, 2016

CONTACT

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 30 days prior to the meeting. Sponsors will receive priority in selecting their location. Other exhibitors will receive an opportunity to review the booth layout prior to the meeting. Every effort will be made to accommodate exhibitor location preferences.

COST/DEADLINES

Exhibit fee:
• On or before September 9, 2016 - $1,650
• After September 9, 2016 - $1,850

Refunds:
• On or before September 9, 2016 - Full refund less $200
• September 10, 2016 to October 3, 2016 - 50% of display cost
• October 4, 2016 - No refunds

PROMOTION MATERIALS

Program Guide recognition logo and company description: October 3, 2016
EXHIBIT RULES AND REGULATIONS

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

2. Exhibition Facilities, Dates and Hours:

**SOAP 2016 Sol Shnider, M.D. Obstetric Anesthesia Meeting**
Grand Hyatt on Union Square
345 Stockton Street
San Francisco, California, 94108
(415) 398-1234

**SOAP 48th Annual Meeting:**
Seaport Hotel and World Trade Center
1 Seaport Lane
Boston, MA 02210
(617) 385-4000

- **Thursday, March 10, 2016**
  5:00 - 7:00 pm Set-up

- **Friday, March 11, 2016**
  6:30 - 7:30 am Breakfast with Exhibitors
  9:00 - 9:35 am Break with Exhibitors
  2:50 - 3:25 pm Break with Exhibitors
  (Exhibitors are also welcome to attend the SOAP Reception from 5:00 - 6:30 pm)

- **Saturday, March 12, 2016**
  6:30 - 7:30 am Breakfast with Exhibitors
  9:00 - 9:35 am Break with Exhibitors
  2:50 - 3:25 pm Break with Exhibitors
  3:25 - 5:00 pm - Tear Down

- **Wednesday, May 18, 2016**
  3:00 - 6:00 pm Setup

- **Thursday, May 19, 2016**
  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 20, 2016**
  6:00 - 7:30 am Breakfast with Exhibitors
  10:30 - 11:15 am Break with Exhibitors
  11:15 am - 1:00 pm Teardown

- **Thursday, November 3, 2016**
  5:00 - 7:00 pm Set-up

- **Friday, November 4, 2016**
  6:30 - 7:30 am Breakfast with Exhibitors
  9:00 - 9:30 am Break with Exhibitors
  3:00 - 3:30 pm Break with Exhibitors

- **Saturday, November 5, 2016**
  6:30 - 7:30 am Breakfast with Exhibitors
  9:00 - 9:30 am Break with Exhibitors
  3:00 - 3:30 pm Break with Exhibitors
  3:30 - 5:30 pm Tear Down

3. **Exhibition Standards:** The exhibition area is open 90 minutes before and 90 minutes after the stated exhibit times. Exhibits and promotional materials should be dignified and truthful, and designed to provide useful and reliable information. The exhibition of a product or service at a SOAP meeting does not constitute a SOAP endorsement of the product or service, or of the claims made. Drugs or devices which require pre-market approval from the FDA or which must comply with established product standards will not be eligible to exhibit unless FDA approval has been obtained or the appropriate product standard is met. SOAP reserves the right not to sell space for the exhibition of any product or service that is at issue or in litigation with a government agency.

4. **Permissible Exhibits/Product and Material Distribution:** All business activities of the exhibitor must be within the exhibitor’s allotted exhibit space. In connection with the distribution of product samples in the exhibitor’s tabletop(s), these samples must be distributed at least two feet in front of the table. The serving or consumption of alcohol is prohibited. The use of propane, butane or other combustible bottled gas is prohibited. Helium balloons are not permitted. Participating firms will be limited to those which have obstetric anesthesia directed products, equipment or services. At the request of SOAP, made at any time or times before or during the display, exhibitor must promptly furnish SOAP with sample products, packages, labels, advertising and promotional literature that would be or is being distributed before exhibitor will be eligible to participate or continue in the exhibition. SOAP reserves the sole and absolute right to determine which firms and products are appropriate in its judgment for inclusion in the exhibition and to refuse, cancel or restrict any applicant or exhibit that SOAP considers undesirable for any reason. This provision applies to exhibitor’s conduct, articles, printed matter, samples, questionnaires or anything that SOAP deems objectionable. If SOAP decides that any of these do not meet its standards or are not suitable, the exhibitor must at once comply with SOAP demands or can withdraw and, if appropriate, receive a refund of the rental fee paid, prorated for the unused time.

5. **Shipping Information:** SOAP may retain a company to assist with shipping and provide services on site to exhibitors. Please call the SOAP office at (414) 389-8611 or email 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. 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.
EXHIBIT RULES AND REGULATIONS

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 2016 Sol Shnider, M.D. Obstetric Anesthesia Meeting)
- 6’ table with two chairs in a 8’ by 10’ exhibit booth (SOAP 2016 48th Annual Meeting)
- 6’ table with two chairs in a for a tabletop (SOAP 2016 Clinical Updates in Obstetric Anesthesia 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 2016 Sol Shnider, M.D. Obstetric Anesthesia Meeting
(per 6’ skirted banquet table tabletop display)
On or before February 8, 2016 - $1,650
After February 8, 2016 - $1,850

48th SOAP Annual Meeting
(per 8’x10’ booth display)
On or before March 1, 2016 - $1,850
After March 1, 2016 - $2,150

SOAP 2016 Clinical Updates in Obstetric Anesthesia Meeting
(per 6’ skirted banquet table tabletop display)
On or before October 3, 2016 - $1,650
After October 3, 2016 - $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: beth@soap.org

SOAP 2016 Sol Shnider, M.D. Obstetric Anesthesia Meeting: The balance of the booth fee is due on or before March 1, 2016 or at the time the space is reserved, if after March 1, 2016.

SOAP 48th Annual Meeting: The balance of the booth fee is due on or before April 1, 2016 or at the time the space is reserved, if after April 1, 2016.

SOAP 2016 Clinical Updates in Obstetric Anesthesia Meeting: The balance of the booth fee is due on or before October 3, 2016 or at the time the space is reserved, if after October 3, 2016.

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

10. Cancellation or Reduction of Space: All cancellations or reductions in space must be sent in writing on company letterhead to SOAP at the address listed above or sent via e-mail to or info@soap.org. If written cancellation or booth reduction is received by:

SOAP 2016 Sol Shnider, M.D. Obstetric Anesthesia Meeting

Cancellation and Refunds:
December 18, 2015 to March 1, 2016
Full refund less $200
March 2, 2016
No refunds

48th SOAP Annual Meeting

Cancellation and Refunds:
On or before March 1, 2016
Full refund less $200
After March 1, 2016
50% of display cost
After April 1, 2016
No refunds

SOAP 2016 Clinical Updates in Obstetric Anesthesia Meeting

Cancellation and Refunds:
On or before September 9, 2016
Full refund less $200
After September 9, 2016
50% of display cost
After October 3, 2016
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.
Critical Deadlines
SOAP 2016 Sol Shnider, M.D.
Obstetric Anesthesia Meeting
Early Exhibit Deadline:
February 8, 2016
SAVE $200 on booth
Cancellation and Refunds:
December 18, 2015 to
March 1, 2016
- Full refund less $200
March 2, 2016
- No refunds

48th SOAP Annual Meeting
Early Exhibit Deadline:
March 1, 2016
SAVE $200 on booth
Cancellation and Refunds:
On or before March 1, 2016
- Full refund less $200
After March 1, 2016 through
March 31, 2016
- 50% of display cost
After April 1, 2016
- No refunds

SOAP 2016 Clinical Updates in
Obstetric Anesthesia Meeting
Early Exhibit Deadline:
September 9, 2016
SAVE $200 on booth
Cancellation and Refunds:
On or before September 9, 2016
- Full refund less $200
After September 9, 2016 through
October 3, 2016
- 50% of display cost
After October 3, 2016
- No refunds

SOAP Commercial Support Packages
Deadline for reservation:
February 8, 2016
Contact:
Society for Obstetric Anesthesia
and Perinatology
Attn: Beth Riefe
6737 W. Washington Street
Suite 1300
Milwaukee, WI 53214
414-389-8611
Email: beth@soap.org

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

All Three Meetings  Best VALUE
- The Sol Shnider M.D. Obstetric Anesthesia Meeting, 48th SOAP Annual Meeting & SOAP 2016 Clinical Updates in Obstetric Anesthesia Meeting
  - On or before February 8, 2016 - $4,000
  - After February 8, 2016 - $4,500

Exhibit Booth only
- 2016 Sol Shnider M.D. Obstetric Anesthesia Meeting
  - On or before February 8, 2016 - $1,650
  - After February 8, 2016 - $1,850

- 48th SOAP Annual Meeting
  - On or before March 1, 2016 - $1,850
  - After March 1, 2016 - $2,150

- 2016 SOAP Clinical Updates in Obstetric Anesthesia Meeting
  - On or before September 9, 2016 - $1,650
  - After September 9, 2016 - $1,850

Method of Payment: (Payment must be in U.S. dollars)
- Check  - VISA  - MasterCard  - American Express

Authorized Signature

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