SOAP 2020
Supporter & Exhibitor Opportunities

Raising the Standard For Each Woman Everywhere

SOAP 52nd Annual Meeting
May 13-17, 2020
Halifax, NS, Canada

#SOAPAM2020
ABOUT SOAP

The Society for Obstetric Anesthesia and Perinatology (SOAP) was founded in 1968 to provide a forum for discussion of problems unique to the peripartum period. With over 1,500 members, SOAP is comprised of anesthesiologists, obstetricians, pediatricians, and basic scientists who share an interest in the care of the pregnant patient and the newborn.

The mission of this Society is to improve the pregnancy-related outcomes of women and neonates through the support of obstetric anesthesiology research, the provision of education to its members, other providers and pregnant women, and the promotion of excellence in clinical anesthetic care.

If your products and services relate to any of these or similar topics, or are targeted to anesthesiologists, obstetricians, neonatologists, CRNAs or basic scientists involved in obstetric anesthesiology and perinatology, you should plan now to exhibit at the largest events devoted exclusively to this highly specialized audience!

SOAP ANNUAL MEETING

The SOAP Annual Meeting, which attracts over 800 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 meeting attendees.

This year’s 2020 Annual Meeting program will offer many opportunities to interact with experts in the field as participants attend sessions on the following topics: Point of Care Ultrasound; Transthoracic Point of Care Ultrasound; High Risk Conditions; Enhanced Recovery; Obstetric Hemorrhage; Chronic Pain and Opioid Addiction; Physician Wellness; Practice Management; Mental Health (including Post-Partum Depression); and Post Dural Punture Headache.

2019 Annual Meeting Attendance By Practice Type

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<tr>
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<tr>
<td>2016</td>
<td>51</td>
<td>38</td>
<td>113</td>
<td>145</td>
<td>76</td>
<td>43</td>
<td>50</td>
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<td>139</td>
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<tr>
<td>2017</td>
<td>602</td>
<td></td>
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<td>2018</td>
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<tr>
<td>2019</td>
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</tr>
</tbody>
</table>
EXHIBITOR AND SUPPORTER BENEFITS

If your company selects a SOAP Premier Corporate Support Package (Platinum, Gold, Sliver or Bronze), 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 Supporters, the first deadline for Corporate Support Packages is January 17, 2020.

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

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>Annual Meeting Exhibitor $3000</th>
<th>BRONZE Supporter $5000</th>
<th>SILVER Supporter $10,000</th>
<th>GOLD Supporter (2 available) $15,000</th>
<th>PLATINUM Supporter (1 available) $25,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booth at Annual Meeting</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Recognition in Onsite Annual Meeting Materials</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Preferred Booth Placement at Annual Meeting</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Complimentary Annual Meeting Registrations</td>
<td>2 Attendees</td>
<td>2 Attendees</td>
<td>3 Attendees</td>
<td>4 Attendees</td>
<td>5 Attendees</td>
</tr>
<tr>
<td>Recognition on the SOAP Website with Company Logo and Weblink</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<td>●</td>
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<tr>
<td>Onsite Signage in Heavy Traffic Areas</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
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</tr>
<tr>
<td>Recognition in Advance Promotional Annual Meeting Materials</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<td>●</td>
</tr>
<tr>
<td>Floor Decal at Annual Meeting Booth</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Facebook Shares per Year</td>
<td>1 Share</td>
<td>2 Shares</td>
<td>3 Shares</td>
<td>4 Shares</td>
<td>●</td>
</tr>
<tr>
<td>Twitter Posts per Year</td>
<td>1 Post</td>
<td>2 Posts</td>
<td>3 Posts</td>
<td>4 Posts</td>
<td>●</td>
</tr>
<tr>
<td>Recognition of Thanks in the SOAP Newsletter</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
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</tr>
<tr>
<td>One Email Blast to Annual Meeting Attendees</td>
<td>●</td>
<td>●</td>
<td>●</td>
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</tr>
<tr>
<td>Color Ad in Annual Meeting Program Guide</td>
<td>Quarter Page</td>
<td>Half Page</td>
<td>Full Page</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Display Board Advertisement at Annual Meeting</td>
<td>●</td>
<td>●</td>
<td>●</td>
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</tr>
<tr>
<td>Access to Complimentary Non-CME Ancillary Meeting Space Over Lunch Hour</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Logo on Annual Meeting Apparel/Giveaway</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Website Home Page Rotator Banner in May 2020</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Advertising Space in SOAP Newsletter</td>
<td>●</td>
<td>●</td>
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<td>●</td>
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<tr>
<td>Opportunity to Include Printed Insert at Annual Meeting</td>
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</tbody>
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SOAP is looking into lead retrieval options and will provide additional information as soon as it becomes available.
EXHIBITOR AND SUPPORTER BENEFIT DESCRIPTIONS

Booth at Annual Meeting
A 6’ table with two chairs in a 8’ by 10’ exhibit booth will be provided, along with a company identification sign and two complimentary exhibitor registrations. The hours for the Annual Meeting Exhibits can be found on page 7. NEW THIS YEAR: The Opening Reception and Fellow, Resident and Medical Student Reception will both be held in the Exhibit Hall and exhibits are welcome to be open during the reception hours.

Recognition in Onsite Annual Meeting Materials
All exhibitors and supporter will be identified using their logo in the printed Annual Meeting Program Guide.

Preferred Booth Placement
Supporters will be given first choice for booth placement during the Annual Meeting.

Complimentary Annual Meeting Registrations
Each exhibitor and supporter is allotted complimentary meeting registrations (varies by commitment, please see “Benefits” on page 5). These registrants are not able to claim CME.

Recognition on the SOAP Website with Company Logo and Weblink
The SOAP Home Page and devoted Annual Meeting webpage will include company names, logos and weblinks of supporters.

Onsite Signage in Heavy Traffic Areas
During the Annual Meeting, SOAP will have signs listing the exhibitors and supporters.

Recognition in Advance Promotional Annual Meeting Materials
Exhibitors and supporters will be listed in the Annual Meeting registration brochure and on the Annual Meeting webpage.

Floor Decal at Annual Meeting Booth
The company logo will presented as a floor decal in front of the company’s respective exhibit booth during the Annual Meeting.

Facebook and Twitter Shares per Year
Social media shares will be reviewed by the SOAP staff and leadership. SOAP will identify that it is a Supporter message.

Recognition of Thanks in SOAP Newsletter
Designated supporters will be recognized in each issue of the SOAP Newsletter.

One Email Blast to Annual Meeting Attendees
SOAP will work with companies to distribute one email blast to all attendees, prior to the Annual Meeting. Details will be provided to companies following their commitment.

Color Ads in Annual Meeting Program Guide
(Quarter Page, Half Page or Full Page)
A printed program guide will be provided to all attendees in Halifax. The program guide contains information about the Annual Meeting schedule, events and additional information.

Display Board Advertisement at Annual Meeting
SOAP will allow for display of a 24”x36” advertisement near the registration area. The advertisement will be developed by the individual company and provided to SOAP for printing.

Access to Complimentary Non-CME Ancillary Meeting Space Over Lunch Hour
ONLY THREE AVAILABLE
SOAP will provide complimentary meeting space on Thursday, Friday or Saturday for a lunch session from 12:45PM-1:45PM. All expenses, outside of meeting room rental (food, beverage, speaker fees, audio visual, etc...), are the responsibility of the Supporter. Platinum Supporter will receive first selection of date, followed by the two Gold Supporters in the order received.

Logo on Annual Meeting Apparel/Giveaway
A company logo will be included on the decided upon SOAP Annual Meeting apparel or giveaway that is distributed to all Annual Meeting attendees, unless they decline.

Website Home Page
Rotator Banner in May 2020
A banner, developed by the company, will be added to the SOAP website Home Page for the month of May. Supporters will be provided with additional graphic instructions to assist in the development of the banner. Companies will be responsible for developing and providing the banner to SOAP in advance of May 1, 2020.

Advertising Space in SOAP Newsletter
SOAP will provide one full-page for advertising in three issues of the SOAP Newsletter (one issue is printed and distributed by mail to all SOAP members).

Special Event Support Opportunities

Hotel Room Door Drops
SOAP will work with the company to arrange for a door drop at the designated SOAP Annual Meeting hotels (The Sutton Place Hotel Halifax and The Prince George Hotel Halifax).

Tote Bags
EXCLUSIVE OPPORTUNITY
SOAP will provide all Annual Meeting attendees with a tote bag. The company logo will appear on each tote bag.

Breakfast (TH, F, SA or SU)
The company logo will be displayed on signage in the breakfast area noting the support and in the Annual Meeting Program Guide.

Gala Dinner
A designated company representative will also be able to give a ten minute presentation concerning the company (screen, projector, laptop and microphone will be available). The company logo will be displayed on signage during the Gala Dinner noting the support and in the Annual Meeting Program Guide. Each Gala Dinner Supporter will also receive two tables/16 tickets for the event.
EXHIBITOR BENEFITS

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

- The leaders of the Society and the ‘decision makers’ are all at the SOAP Annual Meeting - and once they adopt something, the rest of the obstetric anesthesia community is not far behind.
- Complimentary pre-registration mailing list of all meeting attendees.
- Complimentary final mailing list of all meeting attendees.
- Heavy traffic in the exhibit area during break times.
- Your company’s product description and contact information will be distributed with final meeting materials to all attendees.
- Continuous networking opportunities in the exhibit area.
- An intimate atmosphere that is conducive to business.
- Exposure to a unique audience that is passionate about knowledge and education.
- The participants include physician leaders from throughout the obstetric anesthesia community and across the USA and world.

Past Exhibitors

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

- AlertWatch, Inc.
- Ameridose
- APP Pharmaceuticals
- Anzaint Healthcare, Inc.
- A 3M Company
- Aspect Medical Systems/LiDCO
- B. Braun Medical Inc.
- BD
- BK Medical
- Cadence Pharmaceuticals Inc.
- CardioTronic
- Cerus Corporation
- CHEETHAM Medical
- CSE Innovations
- Elsevier, Inc.
- Endo Pharmaceuticals
- Epimed International, Inc.
- Envision Physician Services
- Flat Medical
- Gaus Surgical, Inc.
- GECSA
- Grifols
- Haemonetics
- Hospira
- I-Flow Corporation
- Indigo-Ort, Inc.
- Integrated Medical Management
- International Medical Development, Inc.
- Jawaletak CSE Model
- Karl Storz Endoscopy - America, Inc.
- Laerdal Medical
- Limits & Things, Inc.
- Mailindrodt Pharmaceuticals
- Masimo Corporation
- Milestone Scientific
- Mindray North America
- ML International
- NeuMeDx
- Obstetric Anaesthetists’ Association
- Olympus Corporation
- Ortho-McNeil, Inc.
- Padra Pharmaceuticals
- Pajunk Medical Systems
- PDL BioPharma
- Perinatal Resources, Inc.
- PharmEDium Services, LLC
- Philips Healthcare
- Progressive Medical, Inc.
- Rapid Sequence Anesthesia Solutions
- Rivanna Medical, LLC
- ROTEM
- Sheridan Healthcare
- Smiths Medical ASD, Inc.
- Sonosite Inc.
- Summit Medical Products
- Teleflex Medical
- The American Society of Anesthesiologists
- U.S. Army Healthcare Recruiting
- Universal Anesthesia Services
- Vasocore
- Verathon Medical Inc.
- Vitaid

Contact

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

Cost/Deadlines

<table>
<thead>
<tr>
<th>Exhibit Fee:</th>
<th>Refunds:</th>
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<tbody>
<tr>
<td>On or before March 6, 2020 - $2,700</td>
<td>On or before March 20, 2020 - Full refund less $200</td>
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<tr>
<td>After March 6, 2020 - $3,000</td>
<td>March 21, 2020 to April 10, 2020 - 50% of display cost</td>
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<tr>
<td></td>
<td>April 11, 2020 - No refunds</td>
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</tbody>
</table>

Special Event Support Opportunities

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

<table>
<thead>
<tr>
<th>Hotel Room Door Drops</th>
<th>Breakfast (TH, F, SA or SU)</th>
<th>Gala Dinner</th>
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<tbody>
<tr>
<td>$5,000</td>
<td>$10,000</td>
<td>$15,000</td>
</tr>
<tr>
<td>Tote Bags</td>
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<td>$5,000</td>
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Exclusive Opportunity

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 52nd Annual Meeting
Halifax Convention Centre
1650 Argyle St.
Halifax, NS, Canada B3J0E6
Phone: (902) 421-1302

SOAP has room blocks coordinated at:

The Sutton Place Hotel Halifax*
(Headquarters Hotel)
1700 Grafton St.
Halifax, NS B3J 2C4
Canada
*Hotel will open in Fall/Autumn 2019.

The Prince George Hotel Halifax
1725 Market Street
Halifax, Nova Scotia  B3J 3N9
Canada
Phone: 1-800-565-1567

Wednesday, May 13, 2020
2:00 - 5:00 pm: Setup
6:00 - 9:00 pm: Opening Reception

Thursday, May 14, 2020
6:30 - 7:45 am: Breakfast with Exhibitors
9:45 - 10:15 am: Break with Exhibitors
11:15 am - 12:45 pm: Break with Exhibitors
6:00 - 8:00 pm: Fellow, Resident and Medical Student Reception

Friday, May 15, 2020
6:30 - 7:45 am: Breakfast with Exhibitors
9:45 - 10:15 am: Break with Exhibitors
11:15 am - 12:45 pm: Break with Exhibitors

Saturday, May 16, 2020
6:30 - 7:45 am: Breakfast with Exhibitors
9:45 - 10:15 am: Break with Exhibitors
11:30 am - 12:45 pm: Break with Exhibitors
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 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 scott@soap.org for information. Your company may use your own preferred carrier for shipping. Please remember to verify procedures and costs with your carrier on customs, taxes and schedules of delivery to the meeting site.

6. Carpet: The exhibit area is carpeted. It is also suggested that additional carpet be compatible with the exhibit hall colors.

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

8. Exhibit Space Fees: The price of an exhibit includes, in addition to the space itself:

- 6’ table with two chairs in a 8’ by 10’ exhibit booth (SOAP 52nd Annual Meeting).
- A company identification sign.
- 2 complimentary exhibitor registrations per tabletop or booth. A $100 per person fee will be charged for all additional exhibitor representatives, who will each receive an exhibitor badge only.

SOAP 52nd Annual Meeting
(per 8’x10’ booth display)
On or before March 6, 2020 - $2,700
After March 6, 2020 - $3,000
EXHIBIT RULES AND REGULATIONS

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

Society for Obstetric Anesthesia and Perinatology
6737 West Washington Street, Suite 4210
Milwaukee, WI 53214
414-389-8611 • FAX: 414-276-7704
Email: scott@soap.org

SOAP 52nd Annual Meeting: The balance of the booth fee is due on or before April 10, 2020 or at the time the space is reserved, if after April 10, 2020.

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

SOAP 52nd Annual Meeting
Cancellation and Refunds:
On or before March 20, 2020
• Full refund less $200
March 21, 2020 to April 10, 2020
• 50% of display cost
April 11, 2020
• 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.

SAVE THE DATES FOR THESE FUTURE ANNUAL MEETINGS!

2021 SOAP 53rd Annual Meeting
May 12-16, 2021
Sheraton New Orleans Hotel • New Orleans, Louisiana

2022 SOAP 54th Annual Meeting
May 11-15, 2022
Hilton Chicago Hotel • Chicago, Illinois
Exhibitor Floor Plan - Ballroom Salon

Exhibition Hours

**Wednesday, May 13, 2020**
- 2:00 - 5:00 pm: Setup
- 6:00 - 9:00 pm: Opening Reception

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- 1:00 pm: Teardown
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 opportunity you wish to support.)

Premier Corporate Support Package
- Platinum Supporter - $25,000
- Gold Supporter - $15,000
- Silver Supporter - $10,000
- Bronze Supporter - $5,000

52nd Annual Meeting Special Event Support Opportunities
- Hotel Room Door Drops - $5,000
- Tote Bags - $5,000
- Breakfast (TH, F, SA or SU) - $10,000
- Gala Dinner - $15,000

Exhibit Booth Only
- SOAP 52nd Annual Meeting
  - On or before March 6, 2020 - $2,700
  - After March 6, 2020 - $3,000

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