

The 2012 Meeting of the Association for Surgical Education and the Association of Program Directors in Surgery

The Association for Surgical Education and the Association of Program Directors in Surgery Joint Meeting will be held March 20-24, 2012 at the Hilton San Diego Bayfront Hotel, San Diego. A registration of over 700 is expected.

This is your opportunity to reach key decision makers in major purchases of surgical equipment, medications, and educational materials, including chiefs of surgery, directors of surgical residency and clerkship programs and surgical residents. Attendees will also consist of surgeons who are responsible for, and actively involved in, surgical education programs. For the most part, they are representatives from medical schools and educational institutions throughout the United States and Canada. In addition to their specialized fields of surgery, these surgeons have a dedicated interest in adult learning, performance evaluation, research design, curriculum development and teaching.

Meeting activities will include:

- An exposition of the latest products and services provided by leading suppliers throughout the nation.
- Approximately 30 hours of quality education sessions and workshops conducted by experts and professionals in the areas of surgical education.
- Continuous exposure which includes continental breakfasts, coffee service and a reception held in the exhibit hall... all of which are guaranteed to promote traffic.

Tabletop Specifications

All tabletop rental fees include these items:

- One 6' x 2' draped display table
- Two side chairs
- Exhibitor badges

Educational Grant Opportunities

The following sponsorships offer exhibiting companies excellent opportunities for additional exposure and recognition:

- Exhibit hall refreshment breaks (including continental breakfasts)
- Exhibit hall receptions
- Guest Speakers/ Lectureships

Sponsorships for these individual events are also available to companies who are unable to attend.

During the conference, sponsors gain added exposure through attractive signs that are strategically placed in prominent places. Plus, sponsors receive an honorable mention in the Conference Program. Please call Susan Kepner at 217-545-3835 for more information.

Conference Program

A conference program will be distributed to all conference attendees...all of which are potential visitors to your booth and qualified buyers of your products and services. Plus the publication has added value after the conference since many attendees use it year-round as a handy reference source. All exhibiting companies who register by January 13, 2012 will be listed in the Program without charge.

Decoration and Shipping

Shipping instructions will be provided upon receipt of your application. Information regarding extra booth furnishings and additional services will be available upon request.

Fees, Payments and Cancellations

Companies that apply for exhibit space must have a product, service, or equipment relevant to the profession of surgical education. The cost of each booth is \$1200.

Complete payment must accompany the Application to Exhibit. Notice of cancellation of exhibit space must be made by the exhibitor prior to February 6, 2012. All cancellations received by this date will be refunded; however, a non-refundable processing fee of \$50 will be withheld. No refunds will be issued after February 6, 2012.

Booths will be reserved as payments and applications are received.

Reservations

A block of rooms has been reserved at the Hilton San Diego Bayfront for exhibitors and attendees at the special rate of \$249 single/double per night. Telephone reservations will be accepted; however, you must identify yourself with the ASE/APDS joint meeting in order to receive the special rate.

Reservations can be made by calling the Hilton San Diego Bayfront at 800-445-8667 or 619-564-3333. February 25, 2012 is the hotel cut-off date for guest rooms. Rooms will be available to the general public at that time.

To Reserve Exhibit Space

Complete the Application to Exhibit and return to:

Association for
Surgical Education
SIU Department of Surgery
P.O. Box 19655
Springfield, IL 62794-9655

Phone: 217-545-3835
Fax: 217-545-2431

email: skepner@siumed.edu

Location and Housing

Hilton San Diego Bayfront
One Park Blvd.
San Diego, CA 92101

Exhibit Schedule

Wednesday, March 21

7:00 am - 12:00 noon Exhibitor Move-in

Wednesday, March 21

1:00 pm - 5:00 pm Exhibits Open

Thursday, March 22

7:00 am - 5:30 pm Exhibits Open

Friday, March 23

7:00 am - 12:00 noon Exhibits Open
12:00 noon Official Closing of Exhibit Hall

Previous Exhibitors

3-d Med
Academic Management Systems
Advanced Informatics
Advanced Surgical
American College of Surgeons
Association of Women Surgeons
AutoSuture and Syneture
BeST Resident
CAE Healthcare
Cine-Med, Inc.
Cook Critical Care
Cook Surgical
Covidien
Davis & Geck
Elsevier Science, Inc.
Ethicon Endo-Surgery, Inc.
Evidence Based Reviews in Surgery
GME-Today
W.L. Gore & Associates, Inc.
Haptica, Inc.
Immersion Medical
Information Science Associates
Information Solutions of America
Innervate/Data Harbor
InterMed, Ltd.
Knoll Pharmaceutical
Limbs and Things, Ltd.
Lippincott Williams & Wilkins
McGraw Hill
Medgraphix International
Medical Education Technologies, Inc.
Medical Video Production
Mednav.com, Inc.
Mentice, Inc.
Merck Sharp & Dohme
Mosby
New Innovations, Inc.
Novartis Medical Education
one45 Software
Ortho Biotech
Quality Medical Publishing
Reality Surgery, Ltd.
Sandoz Nutrition Corp.
W.B. Saunders
Symbionix
Simulab Corporation
Simulation
Sim*VIVO Surgical Simulation
Smith Kline & French Laboratories
SAGES
Springer-Verlag
SurgiTel/General Scientific Corp.
Surgical Science
Taut, Inc.
Teton Data Systems
Unbound Medicine
U.S. Surgical
Upjohn
Veriform, Inc.
WebMD Professional Publishing

Application for Exhibit Space

Surgical Education Week 2012
Association for Surgical Education • Association of Program Directors in Surgery
March 20-24, 2012 • Hilton San Diego Bayfront • San Diego, CA

Principle products I will exhibit are:

Please forward my booth assignment and other information to:

Contact Person _____ Title: _____

Firm Name: _____

Address: _____

City/State _____ Zip _____

Telephone _____ Fax: _____ E mail _____

\$1200 U.S. per booth. Complete payment must accompany this application.

Total amount due is \$ _____ for _____ booths.

It is understood that:

- Meeting Management reserves the right to accept or reject any application for exhibit space.
- Exhibitor displays are also subject to approval by Meeting Management.
- Meeting Exhibitors must adhere to the rules and regulations set forth by Meeting Management and the management of the hotel.
- Exhibitors must also comply with all applicable federal, state and local laws.
- Exhibit booths will be reserved as payments and applications are received.
- Exhibit space cancelled after February 7, 2011 is not refundable.
- Meeting Management is indemnified and held harmless from claim(s) arising out of the negligence of an exhibiting company's officers, directors, agents and employees.

Authorized by: _____ Date: _____

Mail your application and check to:

Association for Surgical Education, SIU Dept. of Surgery, P.O. Box 19655, Springfield, IL 62794-9655
Checks should be made payable to the Association for Surgical Education.

Please call the ASE office at 217.545.3835 if you wish to pay by credit card. (Visa/MC accepted)

Invitation to Exhibit

Surgical Education Week

Joint Meeting of

**The Association for
Surgical Education**

and the

**Association of Program
Directors in Surgery**

March 20-24, 2012
Hilton San Diego Bayfront
San Diego, California