

SURGICAL EDUCATION WEEK 2020

April 28 - May 2, 2020
Westin Seattle, Seattle, Washington

ASSOCIATION FOR SURGICAL EDUCATION: APRIL 28-30, 2020

ASSOCIATION OF PROGRAM DIRECTORS IN SURGERY: APRIL 30 - MAY 2, 2020

EARLY BIRD EXHIBITOR DEADLINE: JANUARY 24, 2020



Exhibitor Prospectus

www.surgicaleducation.com

www.apds.org

To apply to exhibit, please use the following link:
<https://www.surgicaleducation.com/sew-exhibitor-application/>

Over **900 attendees** representing medical schools and educational institutions throughout the United States and Canada.

Why You Need To Attend

- ♦ To gain access to over 900 attendees including chiefs of surgery, directors of surgical residency and clerkship programs and surgical residents
- ♦ To showcase your products and services to these physicians who are instrumental in the decision making process for surgical equipment and educational materials. Many of the attendees are responsible for and actively involved in surgical education programs with a dedicated interest in adult learning, performance evaluation, research design, curriculum development and teaching
- ♦ To meet these prominent leaders face-to-face in a relaxed, convenient location

What Are The Benefits To You

- ♦ Exhibits are located in a high-traffic area, in the foyer outside of the general session room
- ♦ Refreshment breaks are scheduled in the exhibit area to maximize traffic
- ♦ Exhibitor Passport Program encourages attendees to visit each exhibit to qualify for a prize drawing
- ♦ Acknowledgement of support in meeting app, signage and break slides and from the podium
- ♦ Exhibitor Reception with ASE and APDS leadership and members on Wednesday, April 29 - a great networking opportunity!

Exhibit Specifications

The tabletop rental fee includes:

- ♦ One 6' x 2' draped display table
- ♦ Two side chairs
- ♦ Tabletop exhibitor ID sign
- ♦ Exhibitor badges

Fees, Payments & Cancellations

FEE: \$1,700 (ON OR BEFORE JANUARY 24, 2020)

\$1,850 (AFTER JANUARY 24, 2020)

Complete payment must accompany the Application to Exhibit. Notice of cancellation of exhibit space must be made by the exhibitor prior to March 6, 2020. All cancellations received by this date will be refunded. However, a nonrefundable processing fee of \$50 will be withheld. No refunds will be issued after March 6, 2020.

Exhibit Space Assignments

Exhibit spaces will be reserved on a first-come, first-served basis as payments and applications are received. **NOTE** – Space is limited so you are encouraged to submit your application as soon as possible.

To Reserve Exhibit Space

To apply to exhibit, please use the following link:
<https://www.surgicaleducation.com/sew-exhibitor-application/>

Questions:

Jenay Root
Development Manager
Phone: 310-215-1226, ext. 127
Email: jenay@surgicaleducation.com

Shipping, Electrical, Internet and AV

Shipping instructions and order forms for electrical, internet and AV will be included in the Exhibitor Confirmation Kit which will be emailed in February.

Meeting Location

Westin Seattle

ASE Group Rate: \$247

1900 5th Avenue

Seattle, WA 98101

PHONE: 206-728-1000

WEB: www.marriott.com/hotels/travel/seawi-the-westin-seattle/

Hotel reservation link to be provided in the Exhibitor Confirmation Kit

Association For Surgical Education

PRESIDENT: Ranjan Sudan, MD

PROGRAM CHAIR: Mo Shabahang, MD, PhD

Association of Program Directors in Surgery

PRESIDENT: David T. Harrington, MD

PROGRAM CHAIR: Kyla Terhune, MD, MBA

EXHIBIT SCHEDULE

Schedule subject to change

Exhibits located in the Grand Ballroom Foyer, immediately outside of the general session room

Wednesday, April 29

- ◇ Exhibits Open: 9:00 am to 4:00 pm
- ◇ Morning and Afternoon Breaks in Exhibit Area

Thursday , April 30

- ◇ Exhibits Open: 9:00 am to 4:00 pm
- ◇ Morning and Afternoon Breaks in Exhibit Area

Friday, May 1

- ◇ Exhibits Open: 9:00 am to 1:00 pm
- ◇ Morning Break in Exhibit Area



EXHIBIT INSTALLATION & DISMANTLE

Set-Up Hours: Tuesday, April 28 from 4:00 pm to 8:00 pm

Teardown Hours: Friday, May 1 from 1:00 pm to 4:00 pm

PREVIOUS EXHIBITORS

3D Simbionix

American College of Surgeons

Applied Medical

Caresyntax, Inc.

Decker Medicine

Digital Surgery

Discourse LLC Virtual Patients

Elsevier, Inc.

GIBLIB

Ethicon

HCA Training Program Outreach

Intuitive Surgical

JOMI Surgical Video Journal

Journal of Surgical Education (JSE)

Keck School of Medicine of USC - Master of Academic Medicine Program

Limbs & Things, Ltd.

Listrunner

McGraw-Hill Education

Medical-X

Medtrics Lab

MileMarker

MyEvaluations.com, Inc.

myTIPreport

NYU WISE Programs

Olympus

Osler Institute

SensOR Medical Laboratories, Ltd.

SonoSim, Inc.

SurgiReal Products, Inc.

Surgical Council on Resident Education (SCORE)

Surgical Science

thumbroll

TrueLearn

University of Illinois at Chicago College of Medicine

Wolters Kluwer

RULES & REGULATIONS

Exhibitor Staff Conduct

Exhibitors must set-up, occupy and staff their exhibits during all hours exhibits are open. Failure to do so may result in ineligibility for future meetings. Names of all participants affiliated with Exhibits must be submitted via the badge registration link which will be provided in the Exhibitor Confirmation Kit.

Interviews, demonstrations and the distribution of literature must be conducted within the exhibit area assigned to the exhibitor. Canvassing or distributing advertising materials beyond the perimeters of the exhibitor's own space will not be allowed. Additionally, exhibitors are not allowed to post signs relating to exhibits or any company activity outside the perimeters of the exhibitor's own space. When food and beverage are served in the exhibit area during breaks and receptions, exhibit personnel may participate but are expected to allow attendees to participate first.

Subletting of Space

Exhibitors may not assign or apportion to others the whole or any part of the space allocated and may not display goods or services other than those manufactured or regularly distributed by applicants.

Direct Sales in the Exhibit Area

No direct sales are permitted to take place in the exhibit area excluding book sales. Orders may be taken and processed for delivery elsewhere but product may not be conveyed in the exhibit area.

Americans With Disabilities Act

Exhibitors shall be fully responsible for compliance with all applicable provisions of the Americans with Disabilities Act (ADA) with regard to their booth space. This includes, but is not limited to, the wheelchair access provisions.

RULES & REGULATIONS

Display of Investigational Products

All exhibitors must comply with FDA rules regarding display of investigational products. Display of any investigational products is not an endorsement by the ASE or APDS. To comply with the Food and Drug Administration's Guidelines on Notices of Availability, any investigational product exhibited or graphically depicted should:

- ◇ Contain only objective statements about the product.
- ◇ Contain no claims of safety effectiveness or reliability.
- ◇ Contain no comparative claims to other marketed products.
- ◇ Be displayed solely for the purpose of obtaining investigator responsibilities.
- ◇ Display a statement: "Caution – Investigational Device – Limited to Investigational Use" (or similar statement) in prominent size and placement.

Exhibitor Presentations

Exhibitor presentations may take place during any hours that the exhibit area is open to registrants. Exhibitor programs or presentations must be confined to the exhibitor's assigned exhibit space. The sound intensity of such activities as determined by ASE Management must not interfere with the activities of neighboring exhibitors. ASE Management reserves the right to determine at what point sound constitutes interference with others and whether it must be discontinued. Programs or presentations are to be straightforward in nature and must avoid the use of sideshow or theatrical gimmicks.

Insurance and Liability

The exhibitor assumes entire responsibility and liability for losses, damages, and claims arising out of injury to any person, or loss of,

or damage to property when such loss, damage or injury is in any way connected to the exhibitor's participation in the exhibition. Exhibitors shall indemnify and hold harmless the Association for Surgical Education (ASE), its officers, directors, agents, members and employees, and the designated meeting facilities, their agents, and employees from any and all such losses, damages and claims.

Exhibitors agree to protect, save and keep ASE and the Westin Seattle forever harmless from any damage or charges imposed for violation of any law or ordinance whether occasioned by the negligence of the exhibitor or its agents as well as to strictly comply with the applicable terms and conditions contained in the agreement between the Westin Seattle and the ASE regarding the exhibit premises and further an exhibitor shall at all times protect, indemnify, save and keep harmless the ASE and the Westin Seattle against any and all loss cost damage liability or expense arising from, or out of or by reason of said exhibitor's occupancy and use of exhibit premises or part thereof.

While ASE will provide security, furnishing of such security shall not be deemed to affect the non-liability of ASE, its members, officers, representatives or official services contractors, or the Westin Seattle to modify in any way the assumptions or risk provided herein.

If any part of the exhibit area is damaged or destroyed in such a way as to prevent ASE from allowing an exhibitor to occupy its assigned space during any portion of the exhibition or if same is prevented by strikes, acts of God, national emergency, or other causes beyond the control of ASE, exhibitors will be charged for space during the time it was, or could have been occupied and exhibitors hereby waive any claim against ASE, its members, directors, agents, or

employees, for losses or damages that may occur due to such inability to occupy assigned space.

Photography

An exhibitor or its products may not be photographed or videotaped without the permission of the legitimate occupants of that exhibit space. ASE Management reserves the right to photograph exhibits for society purposes.