

# SURGICAL ACCESS FOR ALL

## 79TH ANNUAL SURGICAL UPDATE



**EXHIBITOR PROSPECTUS**

June 15-17, 2017

**AIRPORT MARRIOTT, SEATTLE**

# SPONSOR OPPORTUNITIES

The International College of Surgeons - U.S. Section (ICSUS) is pleased to invite you to participate in our 79th Annual Surgical Update, to be held in Seattle, Washington at the Marriott Hotel. Join members of the ICS from around the nation in an attractive setting taking advantage of this opportunity to network with an audience of surgeons and surgical specialists.

The International College of Surgeons (ICS) is a world federation of general surgeons and surgical specialists. ICS was founded in Geneva, Switzerland, in 1935 by Dr. Max Thorek and has over 60 organized national Sections around the world with more than 5,000 members in approximately 100 countries. With over 1,000 active members, the United States Section is the largest national chapter. Headquartered in Chicago, Illinois, members of the US Section speak over 40 languages and are dedicated to the global advancement of surgical excellence and knowledge.

The Mission of the United States Section of the International College of Surgeons is to foster worldwide surgical excellence through education, training, fellowship and humanitarian efforts. The primary goal of the U.S. Section of ICS is to promote and participate in the exchange of surgical knowledge and techniques.

ICSUS will be joined once again by the American Academy of Neurological and Orthopedic Surgeons for their 41st Annual Scientific Meeting providing access to approximately 200 surgeons and surgical specialists from 15 different areas of expertise. As an exhibitor, you will have the opportunity to generate positive interaction with meeting attendees.



## PRIMARY EXHIBIT OPPORTUNITIES

This year we are offering two types of exhibit opportunities. Vendors who would like to support the ICSUS or AANOS in other ways should not hesitate to contact headquarters staff to discuss opportunities and costs.

### Table-Top Exhibit

Cost - \$2,500

Each exhibitor will be provided with a six foot table and two chairs in a space approximately 8' x 8' in size. There will be no piping and draping or formal segregated exhibit space, but exhibits will be in an area that will provide high traffic in close proximity to the educational sessions (not directly in any room where CME will occur).

Exhibitors who choose to join us at the meeting will also have the opportunity to include a flyer in each attendee's meeting registration packet. The flyer must be no larger than 8.5" x 11" or more than two pages (an 11' x 17" page folded in half). More details will be provided upon request or after contract is submitted.

ICSUS will create a virtual exhibit hall on its website where an exhibitor may also provide information about their company, on-site personnel at the meeting and also a link to a web page of exhibitor's choosing in order to advertise featured products.

### Virtual Exhibit - Standard

Cost - \$500

Vendors who cannot join us in Seattle may wish to support ICSUS and/or the AANOS by participating in the Virtual Exhibit Hall. ICSUS will create a virtual exhibit hall on its website where any vendor may provide information about their company and include a link to a web page of exhibitor's choosing to advertise featured products.

### Virtual Exhibit - Enhanced

\$1000

This option provides the same opportunity as the Standard Virtual Exhibit, but also allows vendors to have an advertisement placed in each meeting participant's registration packet. The same size limitations apply as indicated in the Table-Top Exhibit description.

To reserve a space at the 79th Annual Surgical Update of the ICSUS, please complete the Exhibitor Contract on the last page of this brochure and return it with full payment to ICSUS by April 30, 2017. Applications received after this date will be processed on a space-available basis. Upon receipt of your completed contract and full payment, you will receive further information.

**Note:** Advertisements to be included in registration packets should be sent to the conference hotel directly. Quantities and further instructions will be provided in the spring of 2017.



# Direct Questions to Nick Rebel, Executive Director

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The International College of Surgeons - U.S. Section is accredited by the Accreditation Council for Continuing Medical Education to sponsor continuing medical education for physicians. As an activity sponsored by an accredited organization for continuing medical education, the ICSUS 79th Annual Surgical Update conforms to the AMA Ethical Opinion on Gifts to Physicians and the ACCME Standards for Commercial Support.

By signing and submitting the Sponsor Contract you agree to comply with the aforementioned guidelines and standards. Additionally, you acknowledge that if contracting for sponsorship, advertising or exhibits, your participation as well as financial support is not an educational grant and is not intended to support any specific faculty member or part of the educational program content. Further, commercial support that may be provided separately as an educational grant is always considered independent of sponsorship, advertising or exhibit fees.

## About the Show

Space is available at the Seattle Airport Marriott for free standing table top exhibits. A space of approximately 8' x 8' will be made available to each exhibitor along with a 6' table and 2 chairs. Pop up displays that fit in this space may be used, but must be setup by exhibiting company's own personnel and cannot exceed these dimensions or infringe on other exhibitor's space.

Exhibit opportunities are available on a daily basis. On Friday, June 16<sup>th</sup> through Saturday, June 17<sup>th</sup>. Exhibits will be on display at the Seattle Airport Marriott in a location that will be determined prior to the meeting. Exhibitors must make their own arrangements to deliver exhibit materials to and from the hotel.

The exhibits will be laid out to ensure optimal traffic flow for all booths. Space assignments will be issued on a first come, first served basis. Exhibit installation will be available approximately one hour prior to the start of the meeting on each day. Currently scientific sessions are scheduled to begin at 8am. Exhibits should be manned for the duration of each day which is currently scheduled to end at 5pm. Further details regarding the schedule will be provided prior to the meeting. Schedule is subject to change at the discretion of ICSUS.

## Withdrawal

Until May 1, 2017, written requests for withdrawal from the Exhibit Show will be honored, minus a \$100.00 processing fee. After this date, no refunds will be issued, and the Exhibitor shall forfeit any payments as liquidated damages.

## FDA Disclosure

Displays or graphical depictions of drugs or devices declared investigational or unapproved by the FDA must contain only objective statements about the product, contain no claims regarding safety, effectiveness or reliability or comparative claims to other marketed products. These drug/devices must be displayed solely for the purpose of obtaining investigators and be accompanied by directions for becoming an investigator and investigator responsibilities. Drugs/devices must be accompanied by appropriate signs that indicate the clearance status. Signs must be visible, near devices (clearly legible) and contain the following or similar statement: "Caution-Investigational Device-Limited to Investigational Use." Exhibitors will be required to submit, with their contract, a list of products they intend to display with each product's FDA status. Exhibitors may be required at any time to produce proof of claims, approval status, etc.

## Limitation of Liability

Exhibitor agrees to hold harmless and indemnify the Sponsoring Organization and Exhibition Show facility and their respective officers, directors, employees and agents from any and all claims, demands or actions arising out of or as a result of any act or omission on the part of Exhibitor, its officers, directors, employees, agents or invitees, as a result of its Exhibit or otherwise related to Exhibit Show. The Sponsoring Organization and Exhibit Show facility and their respective officers, directors, employees and agents will not be responsible for any loss, injury or damage, including that by fire and theft, which may occur to Exhibitor, its employees, agents and invitees or to their property of wares, arising from any cause whatsoever prior, during or subsequent to the Exhibit Show period.

## Insurance

The Sponsoring Organization does not insure Exhibitor's booth contents and personnel. Any Exhibitor wishing to insure materials, goods and/or wares of display against theft, damages by fire, accident, loss or liability of any kind, must do so at the Exhibitor's own expense. Primary responsibility for safeguarding Exhibitor's materials and merchandise remains with the Exhibitor. The Sponsoring Organization may if possible lock the Exhibit Show area during non-show hours. This in no way should be understood or interpreted by Exhibitor as a guarantee against any theft, loss, damage or liability of any kind.



