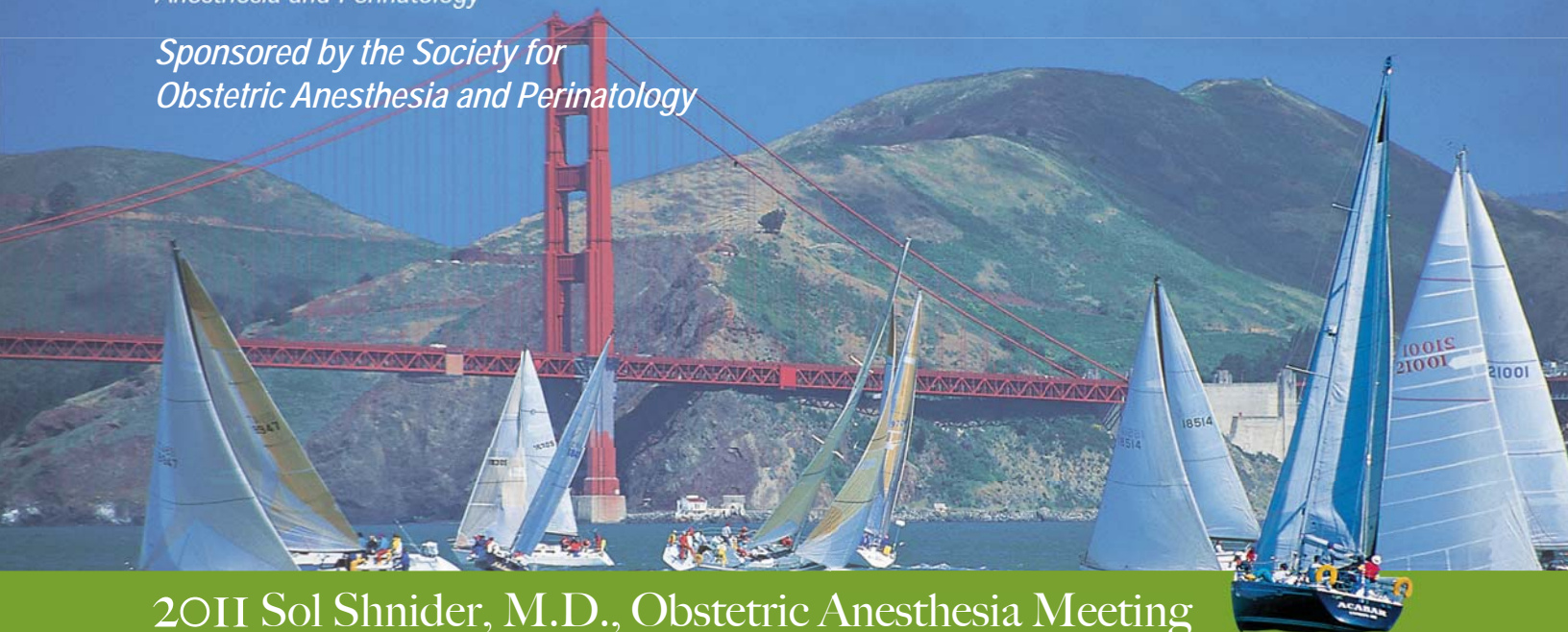


SOAP
Society for Obstetric
Anesthesia and Perinatology

*Sponsored by the Society for
Obstetric Anesthesia and Perinatology*



2011 Sol Shnider, M.D., Obstetric Anesthesia Meeting

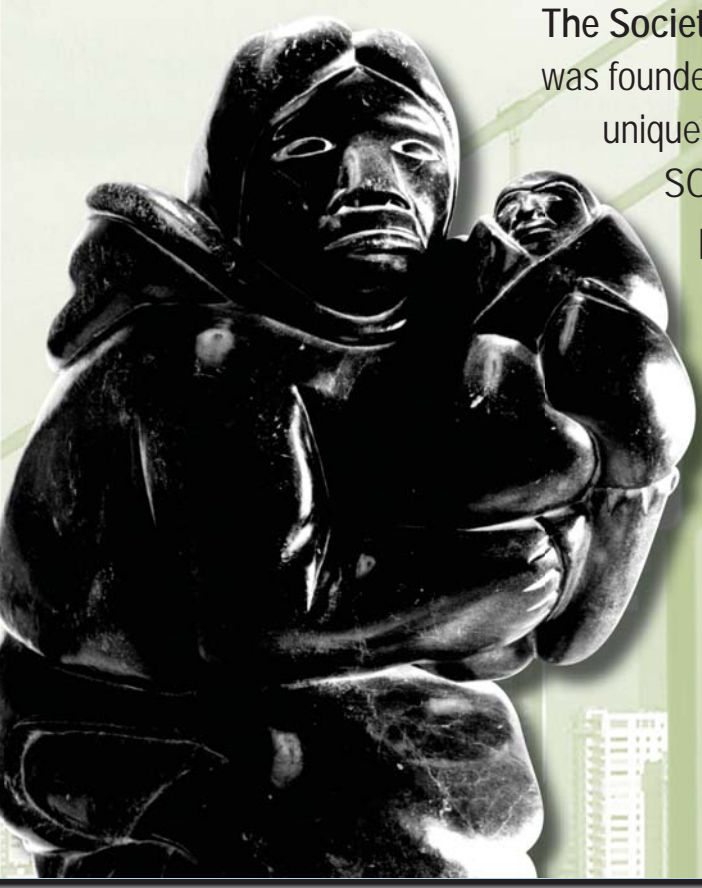
Exhibitor & Sponsorship Opportunities

*Don't miss the opportunity to be represented at
the premier clinical obstetric anesthesia meeting,
established in 1976*



March 17 - 20, 2011
Grand Hyatt Hotel on Union Square
San Francisco, California

Society for Obstetric Anesthesia and Perinatology



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 1000 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.

Here are the 2011 Sol Shnider meeting program topics:

- The Parturient with Cardiac Disease
- The Parturient with Pulmonary Disease
- The Parturient with Coagulation Disorders
- The Parturient with Preeclampsia
- Non-Obstetric Surgery during Pregnancy
- External Cephalic Version
- Shoulder Dystocia and Uterine Prolapse
- Post-Delivery Obstetric Hemorrhage
- Predicting Pain and Analgesic Requirements before Surgery
- Acute and Chronic Post Delivery Pain
- IV PCA for Labor Analgesia
- TAP Blocks: What, How, When?
- Practice Drills on the Labor Floor
- Hemodynamic Monitoring: Invasive vs. Non-Invasive Technologies
- Sam Hughes Lecture: "What's New in Clinical Obstetric Anesthesia"
- Epidural Failure: Why and Now What?
- Spinal Failure: Why and Now What?
- Morbid Obesity: An Overview and Anesthetic Concerns
- Double Trouble: Management of the M.O. Parturient Airway
- Postoperative Ventilatory Failure: Avoiding Mortality
- Managing Maternal Cardiac Arrest
- Pearls for the Occasional Neonatal Resuscitator
- The Unanticipated Difficult Airway in Obstetrics
- How Can High Spinal Anesthesia Be Prevented?
- CSE's Should Be Used More Frequently
- Serious Complications in Obstetric Anesthesia
- Neurologic Injury After Childbirth
- Avoiding Medicolegal Mishaps: Tales and Topics

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

2011 Sol Shnider, M.D. Obstetric Anesthesia Meeting Exhibit Opportunities

The Sol Shnider, M.D. Obstetric Anesthesia Meeting, which attracts over 400 participants, is recognized for its thought-provoking program, 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.

Critical Deadlines for Exhibitors

- **SOAP Meeting Program Guide 'thank you' recognition:** Agreements and company logo (jpg format preferred), description and contact info must be received by January 10, 2011
- **To receive recognition on the SOAP Website:** Agreements and company logo (jpg format preferred) must be received by February 10, 2011
- **To receive recognition on meeting signage:** Agreements and company logo (jpg format preferred) must be received by February 10, 2011

Exhibiting at the SOAP Sol Shnider 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.
- Continuous networking opportunities in the exhibit hall and at the Wine and Cheese Reception.
- 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.
- Recognition from the podium at the start of the program.
- Recognition on the SOAP Web site with your company's logo and link to home page.
- Ability for up to two company representatives to interact with attendees at the Friday luncheon.

The following companies exhibited last year at the much awaited return of the Sol Shnider, M.D. Obstetric Anesthesia Meeting:

- Aspect Medical Systems/LiDCO
- Elsevier, Inc.
- Epimed International, Inc.
- Hospira
- International Medical Development, Inc.
- Lippincott Williams & Wilkins - Wolters Kluwer Health
- Teleflex Medical



Increase Your Company's Visibility With Educational Support and Marketing Sponsorship Opportunities

As a SOAP Meeting Supporter and/or Sponsor, you will enjoy these benefits:

- Recognition of thanks provided in the Meeting Program Guide provided to all attendees.
- On-site signage in heavy traffic areas acknowledging your company's support.
- Recognition from the podium at the start of the program.
- Recognition on the SOAP Web site with your company's logo and link to home page.
- Ability for up to two company representatives to interact with attendees at the Friday luncheon.

Critical Deadlines for Supporters/Sponsors

- **SOAP Meeting Program Guide 'thank you' recognition:** Agreements and company logo (jpg format preferred), description and contact info must be received by January 10, 2011
- **To receive recognition on the SOAP Website:** Agreements and company logo (jpg format preferred) must be received by February 10, 2011
- **To receive recognition on meeting signage:** Agreements and company logo (jpg format preferred) must be received by February 10, 2011

Educational/CME Related Commercial Support: SOAP is a charitable 501(c)3 organization

Ultrasound Guided Regional Anesthesia Workshop (morning and afternoon session)

Financial and (multiple) in-kind contribution support will be utilized to help cover meeting and administrative session costs for this new workshop which typically sells out. Category I CME credits are planned to be offered.
\$5,000

Program Sessions

Various significant topics in the field of obstetric anesthesia will be presented and discussed at the annual meeting. If your company has an interest in providing an unrestricted educational grant to help offset the costs associated with the presentation of any of these topics, please contact **Denise Magee with TradeshowLogistics** at **dmagee@tradeshowlogistics.com** or **407-574-5800**.

Non-CME Related Sponsorship Support/Marketing Opportunities

Marketing Opportunities:

Meeting Program Guide

The Meeting Program Guide is a valuable resource distributed to attendees at registration and contains useful information about the meeting. This exclusive opportunity will allow the sponsoring company to place a full page, 4/color advertisement on the back cover of the program. For ACCME compliance, this program is a separate piece from the Syllabus.
\$8,000

Hotel Room Door Drops

This opportunity provides your company with guaranteed distribution of promotional materials to the hotel rooms of registered attendees on the evening of Thursday, March 17, 2011, giving your company's products and services added exposure. It also gives your company the opportunity to announce any new products or services you have to offer.
\$1,500 per item

Special Event Support Opportunities:

Wine Tasting Reception

Friday, March 18, 2011; 6-8 p.m.; onsite
This well-attended event provides your company with the opportunity to host the attendees at this popular event. As the attendees mingle, they renew old acquaintances and make new ones.
\$8,000

Networking Hosted Lunch

Friday, March 18, 2011
The luncheon presents an opportunity for attendees to meet in small groups to review the day's learning experience.
\$8,000





Request to Provide Commercial Support for Educational Activities

Society for Obstetric Anesthesia and Perinatology
Sol Shnider, M.D., Obstetric Anesthesia Meeting
March 17-20, 2011 • Grand Hyatt Hotel on Union Square • San Francisco, California

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/ print 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 for the support reservation at the SOAP 2011 Sol Shnider, M.D. Obstetric Anesthesia Meeting, 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 sponsorship opportunity you wish to support.

- Ultrasound Guided Regional Anesthesia Workshop (both sessions): \$5,000
- Program Sessions: Call for pricing
- In-kind Contributions (Describe): _____
- Other: _____

Contact

Attn: Denise Magee
TradeshawLogistics
2655 Dallas Highway Suite 120
Marietta, GA 30064
Office phone direct: 407-574-5800
dmagee@tradeshawlogistics.com

Society for Obstetric Anesthesia and Perinatology (SOAP)

520 N. Northwest Highway ♦ Park Ridge, IL 60068

Phone: (847) 825-6472 ♦ Fax: (847) 825-5658

Exhibitor Space/Sponsorship Application

Society for Obstetric Anesthesia and Perinatology

Sol Shnider, M.D., Obstetric Anesthesia Meeting

March 17-20, 2011 • Grand Hyatt Hotel on Union Square • San Francisco, California

Exhibit Dates: March 18-19, 2011

Tabletop Display Fees

On/Before December 31, 2010 \$1,650

After December 31, 2010 \$1,850

Please Read Carefully

A deposit of 50 percent of exhibit(s) must accompany this signed application, with the balance to be paid by December 31, 2010. The Society reserves the right to cancel any contract which remains unpaid 60 days prior to the opening of the meeting, to assess an administrative fee of \$200 and to reassign the space. Before any exhibitor may be allowed to exhibit, all outstanding financial obligations to SOAP must have been satisfied. Requests for exhibit cancellations will be considered in accordance with the contractual rules and regulations. Exhibit space requests received after December 31, 2010 must be paid in full upon submission of contract.

We have enclosed a \$ _____ deposit for the space requested.

Number of Tabletop Exhibits Requested: _____

Tabletop Exhibit Preferences

_____ 1st choice _____ 2nd choice

Special Requests: (i.e., I prefer not to be next to or across from...)

A logo and description of your company's products and/or services (including company contact information) may accompany this application. Please e-mail the logo and description to Denise Magee at dmagee@tradeshowlogistics.com. This logo and description will appear in the final meeting materials handed out to all attendees. Please limit descriptions to 75 words or fewer.

Please Print or Type

Exhibitor Name (Full Legal Name)

Contact Name (To whom all correspondence is sent)

Display Name (Name to be printed on booth sign, if different from legal name)

E-mail

Exhibitor Address

City

State/Prov.

ZIP/Postal Code

Phone

Fax

Authorized Representative

Title

The above named Exhibitor hereby applies for the reservation and use of the number of exhibit booths designated above at the Sol Shnider, M.D., Obstetric Anesthesia Meeting, and agrees to the terms and conditions set forth herein.

Authorized Signature

Please Make Check Payable to Tradeshow Logistics: Please read Exhibiting Rules carefully, then execute contract and mail/fax to:

TradeshowLogistics
Attn: Denise Magee
2655 Dallas Highway Suite 120
Marietta, GA 30064
Office phone direct: 407-574-5800
dmagee@tradeshowlogistics.com

Sponsorship Opportunities

Please check the sponsorship opportunity you wish to support.

- Wine Tasting Reception: \$8,000
- Meeting Program Guide: \$8,000
- Networking Luncheon: \$8,000
- Hotel Room Door Drops: \$1,500 per item

Method of Payment: (Payment must be in U.S. dollars)

Check VISA MasterCard American Express

Name on Card

Card Number

Exp. Date

Authorized Signature

(Please note that the charge on your card will appear as TradeshowLogistics)

For Office Use Only (do not write in space below)

Date Received: _____ Amount Received: _____ Form of Payment: _____

Date Assigned: _____ Table # _____ Sponsored Items: _____

SOAP Representative: _____ Date: _____

Exhibit Rules and Regulations (part 1)

1. SOAP

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

2. Exhibition Dates and Hours

The exhibit dates and times are as follows:

Friday, March 18, 2011

7:15 – 8:00 a.m. Breakfast with Exhibitors

10:00 – 10:30 a.m. Break with Exhibitors

3:30 – 4:00 p.m. Break with Exhibitors

(Exhibitors are also welcome to attend the SOAP Wine Tasting Reception from 6 – 8 p.m.)

Saturday, March 19, 2011

7:15 – 8:00 a.m. Breakfast with Exhibitors

10:00 – 10:30 a.m. Break with Exhibitors

3:15 – 3:45 p.m. Break with Exhibitors

No exhibitor, nor any employee, agent or servant of an exhibitor, shall be permitted to enter the exhibit hall until 90 minutes before the official opening hour, nor allowed to remain later than 90 minutes after the official closing hour, except on the last day of the exhibition.

3. Exhibition Standards

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 the 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 booth(s), these samples must be distributed at least two feet inside the booth. 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 exhibition, 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. Carpet

The exhibit hall is carpeted in a multi-colored pattern. Additional carpet is not required, but is suggested, for additional comfort and aesthetic appeal. It is also suggested that the carpet be compatible with the exhibit hall colors, which will be outlined in the online Exhibitor Kit. The Exhibitor Kit will be provided to you at a later date.

6. Facility Information

Grand Hyatt on Union Square
345 Stockton Street
San Francisco, California 94108
Phone: 415-398-1234

7. SOAP's Purpose

SOAP's purpose in conducting this meeting is to advance knowledge within the areas of its goals and constitution through its educational programs, its communication and resource information. The Society, in keeping with its stated purpose, 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. **Please review the entire Prospectus, including any additional exhibit information posted at www.soap.org.**

The Prospectus includes important information about your company's participation in and contribution to the meeting. The rules and regulations noted in this Prospectus are part of the application for space.

SOAP reserves the right to refuse space to any company whose products or services, in the judgment of the Society, do not meet the educational, scientific or practice needs of our members and meeting registrants.

8. Exhibit Space Fees (per 6' skirted banquet table tabletop display)

On or before December 31, 2010 . . . \$1,650

After December 31, 2010 . . . \$1,850

The price of an exhibit booth includes, in addition to the space itself:

- A company identification sign.
- 2 complimentary full meeting registrations per 6' tabletop display. A \$100 per person fee will be charged for all additional exhibitor representatives, who will each receive an exhibitor badge only.



2011 Sol Shnider, M.D.
Obstetric Anesthesia Meeting
Exhibits/Sponsorship

Contact

Attn: Denise Magee
TradeshowLogistics
2655 Dallas Highway Suite 120
Marietta, GA 30064
Office phone direct: 407-574-5800
dmagee@tradeshowlogistics.com



Exhibit Rules and Regulations (part 2)

9. Setup/Teardown

Setup Times:

Thursday, March 17, 2011 . . . 5:00 – 7:00 p.m.

Friday, March 18, 2011 . . . 6:00 – 7:00 a.m.

All exhibit displays must be set up by 7:00 a.m. on Friday

Teardown Times:

Saturday, March 19, 2011 . . . after 3:45 p.m.

10. Deposits and Payments

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

Attn: Denise Magee
TradeshowLogistics
2655 Dallas Highway Suite 120
Marietta, GA 30064
Office phone direct: 407-574-5800
Email: dmagee@tradeshowlogistics.com

11. Full Payment

The balance of the booth fee is due on or before December 31, 2010 or at the time the space is reserved, if after December 31, 2010. If the balance is not received by the due date, the tabletop display 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 two weeks prior to the first day of the meeting. Final payment should be sent to the address listed above.

12. Cancellation or Reduction of Space

All cancellations or reductions in space must be sent in writing on company letterhead to Tradeshow Logistics mailed to the address listed above or sent via e-mail to or dmagee@tradeshowlogistics.com. If written cancellation or booth reduction is received by:

December 15, 2010 . . . Full refund less \$200

December 16, 2010 . . . Forfeit entire deposit

December 16, 2010 to

January 31, 2011 . . . 50% of display cost

After January 31, 2011 . . . No refunds

13. Exhibitor Personnel

A company may register two individuals for full meeting registration per 6' 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 full meeting registration allows admittance to the exhibit hall and on a space available basis, to the general sessions on Friday and Saturday and lunch on Friday. An exhibitor's badge allows access to the exhibits area only.

14. Badge Distribution

All badges for representatives who are registered in advance will be distributed on-site at the Meeting Registration Desk. A pre-registered representative of the company may sign for any or all badges for that company.

15. Guest Badges

Every effort will be made to assure that only properly identified and authorized registrants enter the exhibit hall. Technical exhibitors' 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
- 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. Badges should not be used as a form of registration for personnel working the booth. The exhibiting company is responsible for the actions of their guest. Misuse of the exhibitor guest badge system may result in the expulsion of the exhibitor and guest from the exhibit hall.

16. Contests, Drawings, and Booth Giveaways

Contests and prize contests, drawings, raffles, or lotteries of any description, held at any time or place during the SOAP 2011 Sol Shnider, M.D. Obstetric Anesthesia Meeting, must be approved by SOAP. All exhibitor space giveaways must also be approved by SOAP in advance.

Contact Denise Magee with Tradeshow Logistics at 407-574-5800 or dmagee@tradeshowlogistics.com.



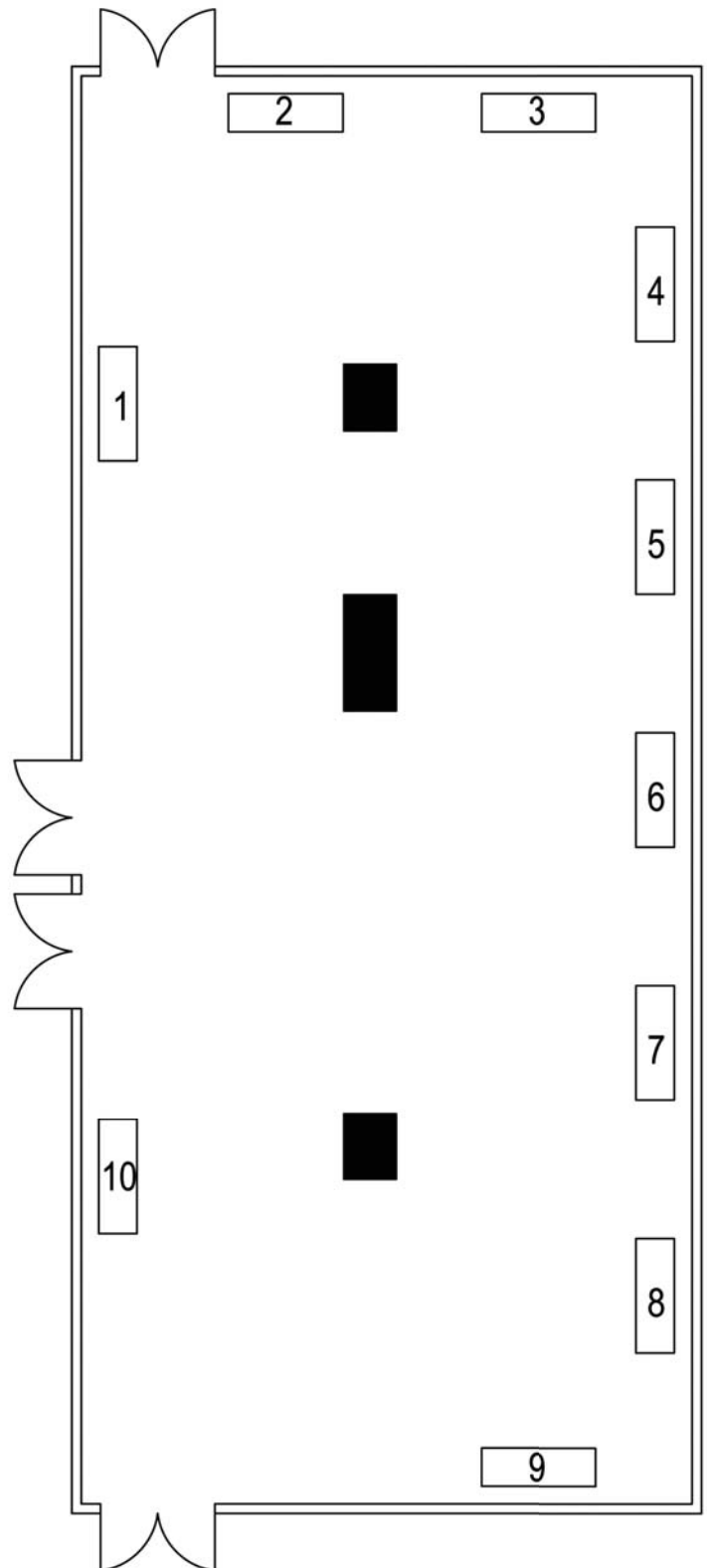


SOAP 2011
Sol Shnider, M.D.
Obstetric Anesthesia Meeting:
*"Preventing Complaints,
Complications, and Catastrophies"*

March 17-20, 2011
Grand Hyatt Hotel on Union Square
San Francisco, California

Exhibit Dates: March 18-19, 2011

Exhibitor assignments and exhibitor information
are available by contacting Denise Magee
with TradeshowLogistics at 407-574-5800 or
dmagee@tradeshowlogistics.com



DRAWINGS CREATED BY **designs** ON THE MOVE DRAWINGS AS OF: **10/13/10**

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SOAP Sol Shnider
March 17-20, 2011
Grand Hyatt Hotel-Farallon Room / San Francisco, CA

