



If your company markets products and services to anesthesiologists, obstetricians, neonatologists or basic scientists involved in obstetric anesthesia and perinatology, **you should plan now to exhibit at the largest event devoted exclusively to this highly specialized audience!**

SOAP 42nd Annual Meeting: “Advancing Technology”
May 12-16, 2010
Grand Hyatt San Antonio • San Antonio, Texas

Exhibitor Prospectus

Exhibit Dates:
May 12-14, 2010





Society for Obstetric Anesthesia and Perinatology Celebrating Over 150 Years of Obstetric Anesthesia

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. 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.

The SOAP Annual Meeting 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-approved educational program will draw the type of valuable prospects you want to meet in your exhibit.

SOAP 42nd Annual Meeting Preliminary Program Topics:

- Difficult Airway Workshop
- Ultrasound Workshop
- Gertie Marx Research Competition
- Distinguished Service Award
- Special Research Session: Unwrapping the Secrets of Labor Pain
- Pro/Con Debate: Lumbar Ultrasound
- What's New in Obstetrics? An Update on Preeclampsia
- Panel: Clinical Update
- Gerard W. Ostheimer Lecture: What's New in Obstetric Anesthesia?
- Fred Hehre Lecture
- Breakfast with the Experts
- Guest Lecture: Perioperative Technology - Use and Limitations of Non and Minimally Invasive Hemodynamic Monitoring
- Best Paper Presentations
- Triple Debate Special: Morbidly Obese and Requiring a C/S - Is Epidural, CSE, or Continuous Spinal Anesthesia Best?
- Special Research Lecture: The Role of Mathematical Modeling in Advancing Obstetric Anesthesia Research
- Poster Reviews
- Oral Presentations (Abstracts)



Experts in Obstetric Anesthesia Will Be Traveling to San Antonio to View Your Products and Services. Meeting attendance is growing and the 2009 SOAP Annual Meeting broke all attendance records with over 650 experts in this field!

They will again come in large numbers to ...

- Learn about state-of-the-art advances in obstetric anesthesia.
- Hear about the newest research in this dynamic field.
- View your company's products and services.
- Evaluate and compare products and services from various companies.

Did you know that...

- 99% of attendees are **anesthesiologists?**
- 89% of the attendees will visit your booth to **see what's new?**
- 82% of the attendees will visit your booth to **obtain information?**
- 79% of the attendees will visit your booth to **evaluate products and services?**

JOIN THESE LEADING COMPANIES THAT KNOW THE VALUE OF EXHIBITING AT THE SOAP ANNUAL MEETING!

Ameridose
B. Braun Medical Inc.
BD Medical
Elsevier, Inc.
Endo Pharmaceuticals
Epimed International, Inc.
I-Flow Corporation
Indigo-Orb, Inc.
Integrated Medical Management
International Medical Development
Jawalekar CSE Model
Karl Storz Endoscopy - America, Inc.
Laerdal Medical
Limbs & Things, Inc.
Lippincott Williams & Wilkins
Masimo Corporation
NeuMeDx
Obstetric Anaesthetists' Association
Ortho-McNeil, Inc.
PDL BioPharma
Perinatal Resources, Inc.
PharMEDium Services, LLC
Rapid Sequence Anesthesia Solutions
Sheridan Healthcare
Smiths Medical MD, Inc.
SonoSite Inc.
Teleflex Medical
U.S. Army Healthcare Recruiting
Vasocom
Verathon Medical Inc.
Vitaid
Wolters Kluwer Health

Exhibiting at the SOAP Annual 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 reception.
 - Your **product description** will be distributed with final meeting materials to all attendees.
 - **Exposure to a unique audience** who is passionate about knowledge and education.
 - An **intimate atmosphere** that is conducive to business.
 - **Acknowledgement** in pre-meeting newsletter that gets mailed to the entire SOAP membership.
-

Be even more visible to attendees ...

BE A SPONSOR!

Breakfast with the Experts

This is a buffet-style breakfast with 10-12 tables of participants in which a moderator leads a problem-based discussion on a controversial topic within obstetric anesthesia. Each table is lead by a discussant, who is an obstetric anesthesiologist with extensive expertise, and who will facilitate conversation and participant opinion. This event provides one hour of CME content. Please contact Tricia Petersen at (712) 643-1343 for more information and support pricing.

Meeting Syllabus

The syllabus (printed or CD Rom) includes educational presentations that attendees take home for future reference. Your company's advertisement will be prominently placed within the syllabus. **\$8,000**

Meeting Bags

This sturdy 2-color bag will feature the SOAP logo and the sponsoring company's name/logo. It will be distributed to SOAP attendees at registration. An extra charge will apply for more than two colors. **\$7,500**

Meeting Lanyards

Placed conveniently in the registration area, attendees will pick up this easy-to-wear lanyard to hang their badge around their neck - with your company name or logo (one-color) prominently printed along the length of the lanyard. **\$2,500**

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 Wednesday, May 12, 2010, 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**

Wellness Run/Walk

Attendees will have the opportunity to de-stress with this organized 5K Wellness Run/Walk on Saturday morning. Sponsor this event and have your company's name/logo printed on the event t-shirts provided to all runners/walkers. **\$5,000**

As a SOAP Annual Meeting Sponsor, you will enjoy these benefits:

Special mention in attendee meeting materials.

On-site signage in heavy traffic areas acknowledging your company's support.

Recognition from the podium at the start of each day's program.

"Sponsor" sign placed in your exhibit space.

Recognition on the SOAP Web site with your company's logo and link to home page.

Exhibit Hours

(subject to change)

Wednesday, May 12, 2010

6:00 – 8:00 p.m. Welcome Reception

Thursday, May 13, 2010

6:30 – 7:15 a.m. Breakfast with Exhibitors
9:15 – 10:00 a.m. Break with Exhibitors
Noon – 1:00 p.m. Lunch with Exhibitors
2:30 – 3:15 p.m. Break with Exhibitors

Friday, May 14, 2010

6:30 – 7:30 a.m. Breakfast with Exhibitors
10:00 – 10:45 a.m. Break with Exhibitors
11:45 – 12:45 p.m. Lunch with Exhibitors
2:45 – 3:30 p.m. Break with Exhibitors

Exhibitor Space Application

Society for Obstetric Anesthesia and Perinatology

42nd Annual Meeting • May 12-16, 2010 • Grand Hyatt on the Riverwalk • San Antonio, Texas

Exhibit Dates: May 12-14, 2010

Booth Fees

- **On/Before** February 5, 2010\$1,650
- **After** February 5, 2010\$1,850

PLEASE READ CAREFULLY

A deposit of 50 percent of booth(s) must accompany this signed application, with the balance to be paid by **February 5, 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 booth cancellations will be considered in accordance with the contractual rules and regulations.

Booth space requests received after February 5, 2010 must be paid in full upon submission of contract.

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

PLEASE MAKE CHECK PAYABLE TO:

Strategic Alliance Services (Tax ID #48-1208206)

Please read *Exhibiting Rules* carefully, then execute contract and mail/fax to: **SOAP**

c/o Tricia Petersen
202 North 12th Street, Dunlap, IA 51529
Phone: (712) 643-1343 • Fax: (712) 643-2207
tpetersen@sasyes.com

Number of Booths Requested: _____

Booth Preferences

_____ 1st choice _____ 2nd choice _____ 3rd choice _____ 4th 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 may accompany this application. Please e-mail the logo and description to Tricia Petersen at tpetersen@sasyes.com. This logo and description will appear in the final meeting materials handed out to all attendees. Please limit descriptions to 50 words or fewer.

METHOD OF PAYMENT: (Payment must be in U.S. dollars)

Check VISA MasterCard American Express

Name on Card _____

Card # _____

Security Code _____ Exp. Date _____

Authorized Signature _____

(Please note that the charge on your card will appear as Strategic Alliances Services, LLC.)

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 SOAP 42nd Annual Meeting, and agrees to the terms and conditions set forth herein.

Authorized Signature _____ Date _____

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

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

Date Assigned: _____ Booth # _____ Sponsored Items: _____

SOAP Representative: _____ Date: _____

Exhibit Rules and Regulations

1. SOAP

The acronym "SOAP" means 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:

Wednesday, May 12, 2010

6:00 – 8:00 p.m. Welcome Reception

Thursday, May 13, 2010

6:30 – 7:15 a.m. Breakfast with Exhibitors

9:15 – 10:00 a.m. Break with Exhibitors

Noon – 1:00 p.m. Lunch with Exhibitors

2:30 – 3:15 p.m. Break with Exhibitors

Friday, May 14, 2010

6:30 – 7:30 a.m. Breakfast with Exhibitors

10:00 – 10:45 a.m. Break with Exhibitors

11:45 – 12:45 p.m. Lunch with Exhibitors

2:45 – 3:30 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 judgement 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 the Riverwalk
600 E. Market Street
San Antonio, TX 78205
Phone: (210) 224-1234

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 judgement of the Society, do not meet the educational, scientific or practice needs of our members and meeting registrants.

8. Exhibit Space Fees (per 10' x 10' space)

On or before February 5, 2010: \$1,650

After February 5, 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 10' x 10' booth. A \$100 per person fee will be charged for all additional exhibitor representatives, who will each receive an exhibitor badge only.

9. Deposits and Payments

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

Tricia Petersen
Strategic Alliance Services
202 North 12th Street
Dunlap, IA 51529
Phone: (712) 643-1343
Fax: (712) 643-2207
tpetersen@sasyes.com

10. Full Payment

The balance of the booth fee is due on or before February 5, 2010 or at the time the space is reserved, if after February 5, 2010. If the balance is not received by the due date, the booth space may be cancelled and reassigned without notification or refund of deposit. **No company may exhibit unless full payment for booth 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.

11. Cancellation or Reduction of Space

All cancellations or reductions in space must be sent in writing on company letterhead to Tricia Petersen (tpetersen@sasyes.com) or mailed to the address listed above. If written cancellation or booth reduction is received by:

| | |
|--|---|
| December 19, 2009 | Full refund less \$200 |
| December 20, 2009 to February 5, 2010 | Forfeit entire deposit (50% of booth cost) |
| After February 5, 2010 | No refunds |

12. Exhibitor Personnel

A company may register two individuals for full meeting registration per 10' x 10' booth 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's badge allows admittance to the exhibit hall and on a space available basis, to the general sessions.

13. 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.

14. 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.

15. Contests, Drawing, and Booth Giveaways

Contests and prize contests, drawings, raffles, or lotteries of any description, held at any time or place during the SOAP 41st Annual Meeting, must be approved by SOAP. All booth giveaways must also be approved by SOAP in advance. Contact Tricia Petersen at (712) 643-1343 or via e-mail at tpetersen@sasyes.com.

SOAP 42nd Annual Meeting Exhibits/Sponsorship Contacts

Tricia Petersen

Exhibits Manager, SOAP
Strategic Alliance Services
202 N. 12th Street
Dunlap, IA 51529
Phone: (712) 643-1343
Fax: (712) 643-2207
tpetersen@sasyes.com

Fred Stone

General Contractor, SOAP
Strategic Alliance Services
Phone: (817) 337-3050
fstone@sasyes.com

www.sasyes.com

Exhibit Hall Floor Plan

SOAP 42nd Annual Meeting: “Advancing Technology”

May 12-16, 2010

Grand Hyatt San Antonio
San Antonio, Texas



Exhibit Dates:
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*Booth assignments and exhibitor information are available by contacting
Tricia Petersen at (712) 643-1343 or via e-mail at tpetersen@sasyes.com*

Lonestar Ballroom

