

SOAP 2012 Exhibitor & Sponsorship Opportunities



Be sure your company & products are represented
at these two premier obstetric anesthesia meetings.
Register online at www.soap.org



SOAP 2012 Sol Shnider, M.D. Obstetric Anesthesia Meeting

March 23-25, 2012 ♦ Grand Hyatt Hotel on Union Square ♦ San Francisco, California

SOAP 44th Annual Meeting

May 2-5, 2012 ♦ Hyatt Regency Monterey Resort and Spa ♦ Monterey, 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 1,000 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.

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!**

SOAP Presents the 2012 Sol Shnider, M.D. Obstetric Anesthesia Meeting Program, San Francisco, California. Here are the upcoming meeting program topics:

- Peripartum Coagulation Challenges
- TAP Block and Lumbar Spine Ultrasound: Clinical Pearls
- Inadequate Labor Analgesia: Fixing a Bad Epidural
- Wet Tap: Now What?
- Standardizing Practice on the L&D
- An Anesthesia Complication: What to Tell the Patient
- Structured Hands-Off and Practice Drills: Why and How?
- Anesthetic Implications on Morbid Obesity
- Advanced Maternal Age: Too Old to Push
- OSA: Evaluation and Treatment
- OSA: Guidelines and Pain Management
- TOLAC, Magnesium for CP, Inductions and More
- Role of Video Laryngoscopy in OB Anesthesia
- Maternal Mortality 2012
- Local Anesthetic Toxicity and Lipid Rescue
- Impact of Communication on Obstetric Outcomes
- Post Dural Puncture Headache and Epidural Blood Patch
- Evaluation of Post Delivery Neurologic Complaint
- Evidence Based Transfusion Management
- Massive Transfusion Recommendations
- Getting Good Uterine Tone
- Failed Intubation: ASA Difficult Intubation Algorithm
- ACLS Algorithms 2012
- What's New in Neonatal Resuscitation
- Non-Obstetric Surgery Including Minimal FHR Monitoring Recommendations
- MOMS Trial: Outcomes of Fetal Surgery

Your company has the opportunity to support SOAP through several corporate support programs, at the SOAP 2012 Sol Shnider, M.D. Obstetric Anesthesia Meeting and the 44th Annual Meeting:



Gold Supporter - \$25,000

- Recognition of thanks provided in the SOAP Newsletter (quarterly);
- Recognition at the SOAP 44th Annual Meeting and The 2012 Sol Shnider, M.D. Obstetric Anesthesia Meeting;
- 1 6' tabletop display at The 2012 Sol Shnider, M.D. Obstetric Anesthesia Meeting, March 22-25, 2012;
- 1 6' tabletop display at the SOAP 44th Annual Meeting, May 2-5, 2012 (no pop ups available);
- Onsite signage in heavy traffic areas acknowledging your company's support;
- Recognition from the podium at the start of the programs;
- Recognition on the SOAP web site with your company's logo and link to home page;
- (4) complimentary 2012 Sol Shnider, M.D. Obstetric Anesthesia Meeting registrations
- (4) complimentary SOAP 44th Annual Meeting registrations
- Placement of Grand Patron Sponsor sign in your exhibit.
- Preferred location for hosted wine tasting at the SOAP 44th Annual Meeting's Welcome Reception
- Exhibitor Wine Tasting and Food Pairings Table at the SOAP 44th Annual Meeting Welcome Reception

Silver Supporter - \$15,000

- Recognition of thanks provided in the SOAP Newsletter (quarterly);
- Recognition at the SOAP 44th Annual Meeting and The 2012 Sol Shnider, M.D. Obstetric Anesthesia Meeting;
- 1 6' tabletop display at The 2012 Sol Shnider, M.D. Obstetric Anesthesia Meeting, March 22-25, 2012;
- 1 6' tabletop display at the SOAP 44th Annual Meeting, May 2-5, 2012 (no pop ups available);
- Onsite signage in heavy traffic areas acknowledging your company's support;
- Recognition from the podium at the start of the programs;
- Recognition on the SOAP web site with your company's logo and link to home page;
- (3) complimentary 2012 Sol Shnider, M.D. Obstetric Anesthesia Meeting registrations
- (3) complimentary SOAP 44th Annual Meeting registrations
- Exhibitor Wine Tasting and Food Pairings Table at the SOAP 44th Annual Meeting Welcome Reception

Bronze Supporter - \$10,000

- Recognition of thanks provided in the SOAP Newsletter (quarterly);
- Recognition at the SOAP 44th Annual Meeting and The 2012 Sol Shnider, M.D. Obstetric Anesthesia Meeting;
- 1 6' tabletop display at The 2012 Sol Shnider, M.D. Obstetric Anesthesia Meeting, March 22-25, 2012;
- 1 6' tabletop display at the SOAP 44th Annual Meeting, May 2-5, 2012 (no pop ups available);
- Onsite signage in heavy traffic areas acknowledging your company's support;
- Recognition from the podium at the start of the programs;
- Recognition on the SOAP web site with your company's logo and link to home page;
- (2) complimentary 2012 Sol Shnider, M.D. Obstetric Anesthesia Meeting registrations
- (2) complimentary SOAP 44th Annual Meeting registrations
- Exhibitor Wine Tasting and Food Pairings Table at the SOAP 44th Annual Meeting Welcome Reception

SOAP 2012 Sol Shnider, M.D. Obstetric Anesthesia Meeting

Exhibit Opportunities



The SOAP 2012 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 6, 2012
- **To receive recognition on the SOAP Website:** Agreements and company logo (jpg format preferred) must be received by February 8, 2012
- **To receive recognition on meeting signage:** Agreements and company logo (jpg format preferred) must be received by February 8, 2012

Exhibiting at the SOAP 2012 Sol Shnider, M.D. Obstetric Anesthesia 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 Website 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 in the past year at the SOAP 2011 Sol Shnider, M.D. Obstetric Anesthesia Meeting:

- Cadence Pharmaceutical
- Epimed International, Inc.
- International Medical Development, Inc.
- Lippincott Williams & Wilkins - Wolters Kluwer Health
- Talecris Biotherapeutics
- Teleflex Medical



SOAP 2012 Sol Shnider, M.D. Obstetric Anesthesia Meeting

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

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

Difficult Airway Management Workshop (all-day 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 Tradeshow Logistics** 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 22, 2012, 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 23, 2012; 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

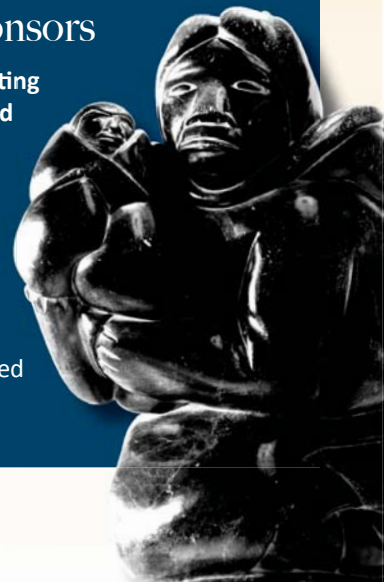
Friday, March 23, 2012

The luncheon offers an opportunity for attendees to meet in small groups to review the day's learning experience.

\$8,000

Critical Deadlines for Supporters/Sponsors

- **SOAP 2012 Sol Shnider, M.D. Obstetric Anesthesia Meeting Program Guide 'thank you' recognition: Agreements and company logo (jpg format preferred), description and contact info must be received by January 6, 2012**
- **To receive recognition on the SOAP Website:** Agreements and company logo (jpg format preferred) must be received by February 8, 2012
- **To receive recognition on meeting signage:** Agreements and company logo (jpg format preferred) must be received by February 8, 2012



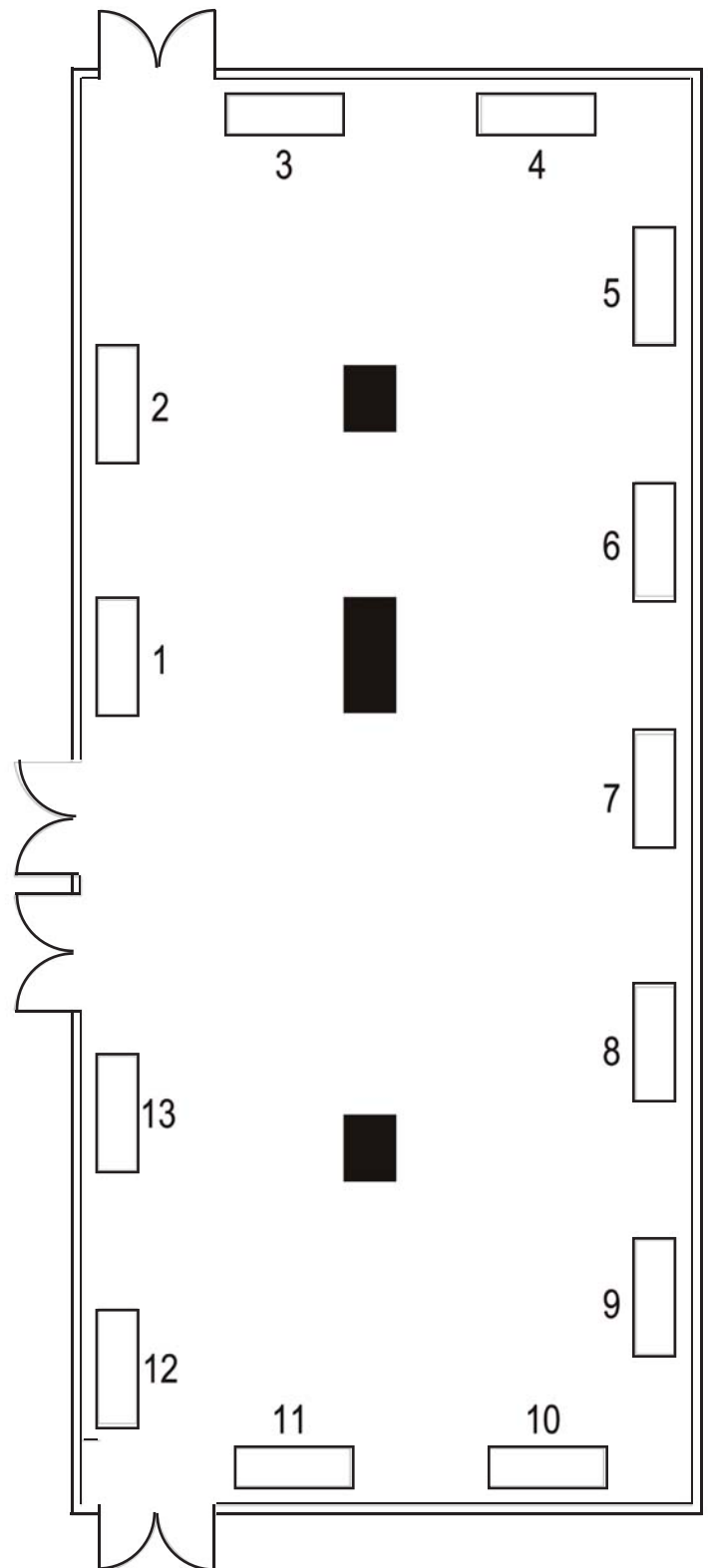


SOAP 2012
Sol Shnider, M.D.
Obstetric Anesthesia Meeting:



March 23-25, 2012
Grand Hyatt Hotel on Union Square
San Francisco, California

Exhibit Dates: March 23-24, 2012



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

SOAP 44th Annual Meeting

Exhibit Opportunities



The SOAP Annual Meeting, which attracts over 700 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-approved educational program will draw the type of valuable prospects you want to meet in your exhibit.

Critical Deadlines for Exhibitors

- **To receive recognition in the Spring SOAP Newsletter:** Agreements and company logo (jpg format preferred) must be received by January 16, 2012
- **SOAP Meeting Program Guide 'thank you' recognition:** Agreements and company logo (jpg format preferred), description and contact info must be received by February 29, 2012
- **To receive recognition on the SOAP Website:** Agreements and company logo (jpg format preferred) must be received by February 29, 2012
- **To receive recognition on meeting signage:** Agreements and company logo (jpg format preferred) must be received by February 29, 2012



Join These Leading Companies That Know the Value of Exhibiting at the SOAP Annual Meeting!

- Ameridose
- APP Pharmaceuticals
- Aspect Medical Systems/LiDCO
- B. Braun Medical Inc.
- BD
- BK Medical
- Cardiotronic
- Cheetah Medical
- CSE Innovations
- Elsevier, Inc.
- Endo Pharmaceuticals
- Epimed International, Inc.
- Hospira
- I-Flow Corporation
- Indigo-Orb, Inc.
- Integrated Medical Management
- International Medical Development, Inc.
- Jawalekar CSE Model
- Karl Storz Endoscopy - America, Inc.
- Laerdal Medical
- Limbs & Things, Inc.
- Lippincott Williams & Wilkins - Wolters Kluwer Health
- Masimo Corporation
- Mindray North America
- ML International
- NeuMeDx
- Obstetric Anaesthetists' Association
- Olympus Corporation
- Oridion Medical
- Ortho-McNeil, Inc.
- PDL BioPharma
- Perinatal Resources, Inc.
- PharMEDium Services, LLC
- PhilipsHealthcare
- Rapid Sequence Anesthesia Solutions
- Sheridan Healthcare
- Smiths Medical ASD, Inc.
- SonoSite Inc.
- Teleflex Medical
- U.S. Army Healthcare Recruiting
- Vasocom
- Verathon Medical Inc.
- Vitaid

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.
- Your company's product description and contact information will be distributed with final meeting materials to all attendees.
- Continuous networking opportunities in the exhibit hall and at the Welcome Reception.
- An intimate atmosphere that is conducive to business.
- Exposure to a unique audience that is passionate about knowledge and education.
- Recognition from the podium at the start of the program.
- Acknowledgement in pre-meeting newsletter that gets mailed to the entire SOAP membership.
- Recognition on the SOAP Website with your company's logo and link to home page.
- Ability for up to two company representatives to interact with attendees at the Thursday luncheon.

SOAP 44th Annual Meeting

More Educational Support and Marketing Sponsorship Opportunities at the Annual Meeting

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

Ultrasound Guided Regional Anesthesia Workshop

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 credit will be offered.

\$5,000

High Risk Simulation Workshop

Financial and (multiple) in-kind contribution support will be utilized to help cover meeting and administrative session costs for this new workshop which already has a waiting list prior to registration opening. Category I CME credit will be offered.

\$2,700

Saturday Lunch Sponsor

This luncheon presents an opportunity for attendees to meet in small groups to review the day's learning experience.

\$10,000

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 Tradeshow Logistics at dmagee@tradeshowlogistics.com or 407-574-5800 for more information.**



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

Special Event Support Opportunities:

Welcome Reception: Wine Tasting and Food Pairings

Wednesday, May 2, 2012; 6-8 p.m.; onsite

Each exhibitor can host a table of wine for tasting from a different vineyard as selected by the Hyatt staff. One 6' table will be provided.

\$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 2, 2012, 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 Dinner at the Monterey Aquarium

Friday, May 3, 2012; onsite

This special event provides your company with the opportunity to host the attendees network with colleagues. This support includes entrance for up to 5 company staff (a \$500 value).

\$15,000



The following is an example of current and past annual meeting program topics:

Current:

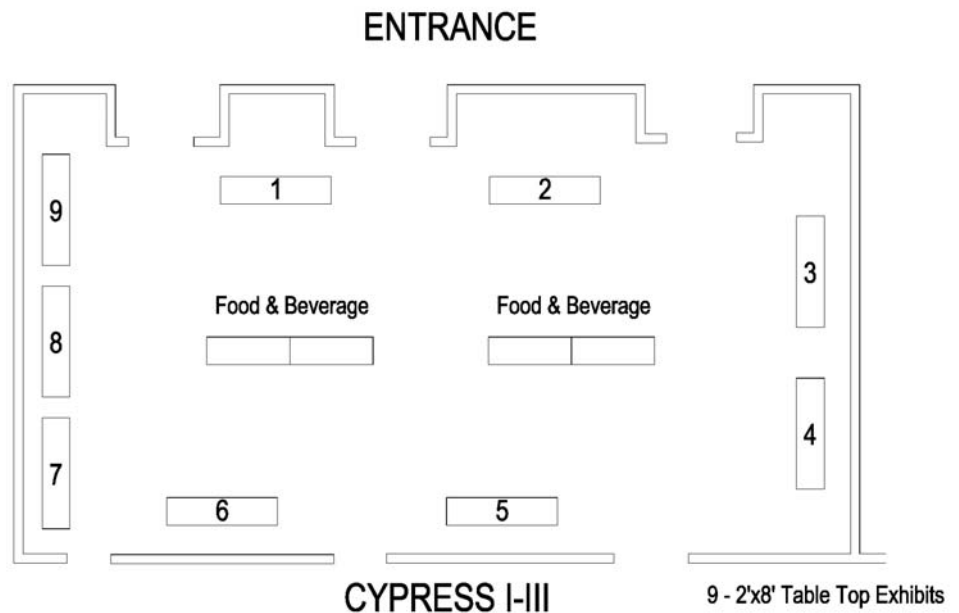
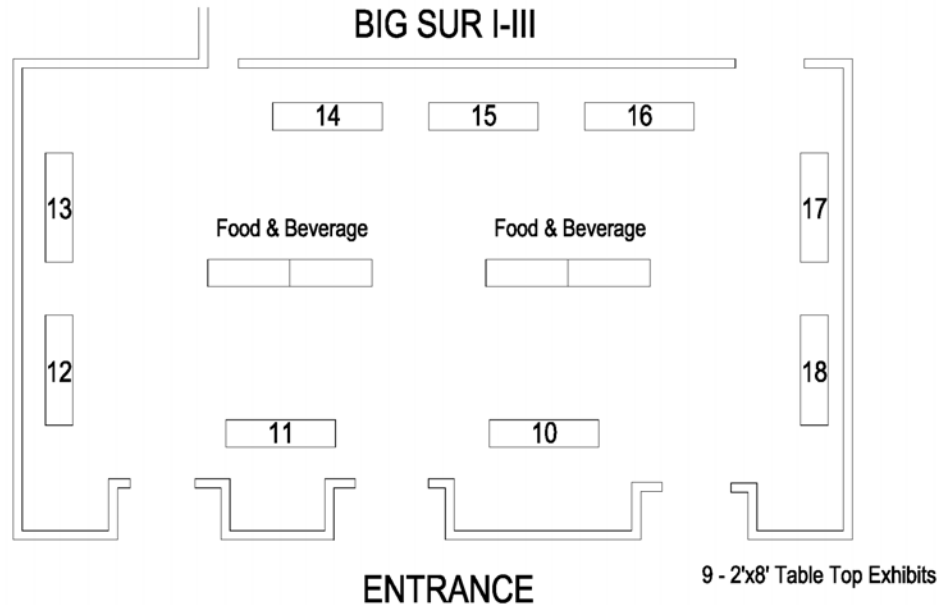
- Difficult Airway Workshop
- Ultrasound Workshop
- Gertie Marx Research Competition
- Distinguished Service Award
- Gerard W. Ostheimer Lecture: What's New in Obstetric Anesthesia?
- Fred Hehre Lecture
- Breakfast with the Experts
- Best Paper Presentations
- Poster Reviews
- Oral Presentations (Abstracts)
- Research Hour
- Best Case Reports

Additional Past Topics:

- 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
- Perioperative Technology - Use and Limitations of Non and Minimally Invasive Hemodynamic Monitoring
- Work, Sleep Hours, and Patient Safety
- Morbidly Obese and Requiring a C/S - Is Epidural, CSE, or Continuous Spiral Anesthesia Best?
- The Role of Mathematical Modeling in Advancing Obstetric Anesthesia Research
- American Academy of Pediatrics Neonatal Resuscitation Certification Program
- Pro/Con Debate: Call Shifts Should Be Limited To No More Than 12 Hours
- Evolving Practices to Reduce Practitioner and Patient Risk

Exhibit Dates: May 2-4, 2012

Please note the exhibit hall is split between Big Sur and Cypress. The exhibits will be in two separate rooms but across the hall from the Poster Sessions.



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

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:

SOAP 2012 Sol Shnider, M.D. Obstetric Anesthesia Meeting

Friday, March 23, 2012

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 6:00 - 8:00 p.m.)

Saturday, March 24, 2012

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

44th SOAP Annual Meeting

Wednesday, May 2, 2012

5:00 - 6:00 p.m. Exhibits Open
6:00 - 8:00 p.m. Exhibitors Wine Tasting and Food Pairings Welcome Reception

Thursday, May 3, 2012

6:30 - 7:30 a.m. Breakfast with Exhibitors
9:15 - 10:15 a.m. Break with Exhibitors
3:30 - 4:15 p.m. Break with Exhibitors

Friday, May 4, 2012

6:30 - 7:30 a.m. Breakfast with Exhibitors
9:30 - 10:15 a.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 tabletop(s), these samples must be distributed at least two feet in front of the table. 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 display, 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. Facility Information

SOAP 2012 Sol Shnider, M.D. Obstetric Anesthesia Meeting

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

44th SOAP Annual Meeting

Hyatt Regency Monterey Resort and Spa
1 Old Golf Course Road
Monterey, California 93940
Phone: 831-372-1234

6. 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.

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

The price of an exhibit tabletop 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.

SOAP 2012 Sol Shnider, M.D. Obstetric Anesthesia Meeting

(per 6' skirted banquet table tabletop display)

On or before December 31, 2011. \$1,650

After December 31, 2011 \$1,850

44th SOAP Annual Meeting

(per table tabletop display)

On or before February 29, 2012. \$1,650

After February 29, 2012 \$1,850

Exhibit Rules and Regulations (part 2)

9. Setup/Teardown

SOAP 2012 Sol Shnider, M.D. Obstetric Anesthesia Meeting

Setup Times:

Thursday, March 22, 2012

5:00 – 7:00 p.m.

Friday, March 23, 2012

6:00 – 7:00 a.m.

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

Teardown Times:

Saturday, March 24, 2012

after 3:45 p.m.

44th SOAP Annual Meeting

Setup Times:

Wednesday, May 2, 2012

3:00 – 5:00 p.m.

Teardown Times:

Friday, May 4, 2012

11:00 a.m. – 1:00 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

Tradeshow Logistics
2655 Dallas Highway Suite 120
Marietta, GA 30064

Office phone direct: 407-574-5800

Email: dmagee@tradeshowlogistics.com

11. Full Payment

SOAP 2012 Sol Shnider, M.D. Obstetric Anesthesia Meeting

The balance of the booth fee is due on or before December 31, 2011 or at the time the space is reserved, if after December 31, 2011.

44th SOAP Annual Meeting

The balance of the booth fee is due on or before January 16, 2012 or at the time the space is reserved, if after January 16, 2012.

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:

SOAP 2012 Sol Shnider, M.D. Obstetric Anesthesia Meeting

December 15, 2011

Full refund less \$200

December 16, 2011

Forfeit entire deposit

December 16, 2011 to January 31, 2012

50% of display cost

After January 31, 2012

No refunds

44th SOAP Annual Meeting

February 26, 2012

Full refund less \$200

March 1, 2012

Forfeit entire deposit

After March 1, 2012

No refunds

13. Exhibitor Personnel

A company may register two individuals for full meeting registration per booth or 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 or tabletop. 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 meetings, 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.**

Contact

Attn: Denise Magee
Tradeshow Logistics
2655 Dallas Highway Suite 120
Marietta, GA 30064

Office phone direct: 407-574-5800
dmagee@tradeshowlogistics.com





Gold, Silver, and Bronze Supporter Request Form

Critical Deadlines for Supporters/Sponsors

- **To receive recognition in the Spring SOAP Newsletter:** Agreements and company logo (jpg format preferred) must be received by January 13, 2012
- **Both 2012 Meeting Program Guide 'thank you' recognition:** Agreements and company logo (jpg format preferred), description and contact info must be received by January 31, 2012
- **To receive recognition on the SOAP Website:** Agreements and company logo (jpg format preferred) must be received by February 28, 2012
- **To receive recognition on meeting signage:** Agreements and company logo (jpg format preferred) must be received by February 28, 2012

Educational Support Opportunities

Please check the sponsorship opportunity you wish to support.

-
- Gold Supporter
 Silver Supporter
 Bronze Supporter

Contact

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

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/ printed 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 2012 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

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

- Check VISA MasterCard American Express

Amount Due \$ _____

Name on Card

Card Number Exp. Date

Authorized Signature
(Please note that the charge on your card will appear as Tradeshow Logistics)

Society for Obstetric Anesthesia and Perinatology (SOAP)

520 N. Northwest Highway ♦ Park Ridge, IL 60068
 Phone: (847) 825-6472 ♦ Fax: (847) 825-5658



Request to Provide Commercial Support for Educational Activities

Critical Deadlines for Supporters/Sponsors

- **To receive recognition in the Spring SOAP Newsletter:** Agreements and company logo (jpg format preferred) must be received by January 13, 2012
- **SOAP 2012 Sol Shnider, M.D. Obstetric Anesthesia Meeting Program Guide 'thank you' recognition:** Agreements and company logo (jpg format preferred), description and contact info must be received by January 31, 2012
- **To receive recognition on the SOAP Website:** Agreements and company logo (jpg format preferred) must be received by February 28, 2012
- **To receive recognition on meeting signage:** Agreements and company logo (jpg format preferred) must be received by February 28, 2012

Educational Support Opportunities

Please check the sponsorship opportunity you wish to support.

SOAP 2012 SOL SHNIDER, M.D. OBSTETRIC ANESTHESIA MEETING

Difficult Airway Management Workshop (both sessions): \$5,000

In-kind Contributions (describe):

Other: _____

Contact

Attn: Denise Magee

Tradeshow Logistics

2655 Dallas Highway Suite 120

Marietta, GA 30064

Office phone direct: 407-574-5800

dmagee@tradeshowlogistics.com

SOAP 2012 Sol Shnider, M.D. Obstetric Anesthesia Meeting

March 22 - 25, 2012

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/ printed 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 2012 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

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

Check VISA MasterCard American Express

Amount Due \$ _____

Name on Card

Card Number

Exp. Date

Authorized Signature

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

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Request to Provide Commercial Support for Educational Activities

Critical Deadlines for Supporters/Sponsors

- **To receive recognition in the Spring SOAP Newsletter:** Agreements and company logo (jpg format preferred) must be received by January 16, 2012
- **SOAP Annual Meeting Program Guide 'thank you' recognition:** Agreements and company logo (jpg format preferred), description and contact info must be received by February 29, 2012
- **To receive recognition on the SOAP Website:** Agreements and company logo (jpg format preferred) must be received by February 29, 2012
- **To receive recognition on meeting signage:** Agreements and company logo (jpg format preferred) must be received by February 29, 2012

Educational Support Opportunities

Please check the sponsorship opportunity you wish to support.

44TH SOAP ANNUAL MEETING

- Ultrasound Workshop (both sessions): \$5,000
- High Risk Simulation Workshop: \$2,700
- Program Sessions: Call for pricing
- Other: _____

Contact

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

SOAP 44th Annual Meeting

May 2-5, 2012

Hyatt Regency Monterey Resort and Spa
Monterey, 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/ printed 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 44th Annual 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

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

- Check
- VISA
- MasterCard
- American Express

Amount Due \$ _____

Name on Card

Card Number

Exp. Date

Authorized Signature

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

Society for Obstetric Anesthesia and Perinatology (SOAP)

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Exhibitor Space/Sponsorship Application

Tabletop Display Fees

- SOAP 2012 SOL SHNIDER, M.D. OBSTETRIC ANESTHESIA MEETING**
 On/Before Dec. 31, 2011 \$1,650
 After Dec. 31, 2011 \$1,850
- 44TH SOAP ANNUAL MEETING**
 On/Before January 16, 2012 \$1,650
 After January 16, 2012 \$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 the above dates. 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 for the **SOAP 2012 Sol Shnider, M.D. Obstetric Anesthesia Meeting** after December 31, 2011 or exhibit space requests received for the **44th SOAP Annual Meeting** after February 29, 2012 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 and agrees to the terms and conditions set forth herein.

Authorized Signature _____

Sponsorship Opportunities

Please check the sponsorship opportunity you wish to support.

SOAP 2012 SOL SHNIDER, M.D. OBSTETRIC ANESTHESIA MEETING

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

44TH SOAP ANNUAL MEETING

- Special Dinner: \$15,000 Saturday Luncheon: \$10,000
 Meeting Program Guide: \$8,000 Hotel Room Door Drops: \$1,500 per item
 Welcome Reception: Wine Tasting and Food Pairings \$2,500

Please Make Check Payable to Tradeshow Logistics

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

Tradeshow Logistics
 Attn: Denise Magee
 2655 Dallas Highway Suite 120
 Marietta, GA 30064

Method of Payment:

(Payment must be in U.S. dollars)

- Check MasterCard
 VISA American Express

Name on Card _____ Amount Due _____

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: _____