



# EXHIBITOR PROSPECTUS

*September 16-18, 2011*

*JW Marriott Camelback Inn Resort & Spa*

*Scottsdale, Arizona*

*Lauren Berkow, M.D., Program Chair*

*Richard Cooper, MD., Program Co-Chair*

*Elizabeth C. Behringer, M.D., President of SAM*

*Carin A. Hagberg, M.D., Executive Director of SAM*

Jointly Sponsored by

Society for Airway Management and University of Massachusetts Medical School

Office of Continuing Education



# SAMPLE Agenda At-A-Glance

## Friday, September 16, 2011

6:45-7:45 AM Registration/View Exhibits/Continental Breakfast  
7:45-8:00 AM Opening Statements: Program Chair: Lauren Berkow, M.D.  
President: Elizabeth C. Behringer, M.D.

### **SESSION I: Innovations in Education and Information Dissemination**

8:00-8:30 AM Perioperative communication and Handoffs  
8:30-9:00 AM Airway Algorithms and how they differ around the world  
9:00-9:30AM The Medic Alert foundation as a tool for information dissemination  
9:30-9:45 AM Panel Discussion  
9:45-10:15 AM Poster Viewing / Break / Visit Exhibits

### **SESSION II: Innovations outside the Operating room**

10:15-10:35 AM CAB instead of ABC: Airway Management within the new ACLS guidelines  
10:35-10:55 AM Extubation and PACU issues in the OB patient  
10:55-11:15 AM Extreme Sports: Airway management in Remote locations  
11:15-11:35 PM Airway Issues in the ICU: Critical events  
11:35-12:00 PM Panel Discussion  
12:00-1:30 Lunch on Your Own  
SAM Committee Meetings: Lunch Provided for Committee Members

### **SESSION III: Can we accurately predict the difficult airway?**

1:30-2:00 PM Using pre-operative endoscopy to predict difficult intubation  
2:00-2:30 PM Predicting the pediatric difficult airway  
2:30-3:00 PM Can we predict difficult mask ventilation?  
3:00-3:15 PM Panel Discussion

### **SESSION IV: Hands-on-Workshops and Patient Simulation**

3:30-6:00 PM

**SAM Business Meeting** 6:00-7:30 PM General Membership Meeting  
7:30-10:30 PM Board of Directors' Meeting

**Saturday, September 17, 2011**

6:45-7:30 AM Registration, View Exhibits, Continental Breakfast

**SESSION V: Abstract Oral Presentations**

7:30-9:20 AM Eight Abstract presentations, SAM grant presentations

9:20-9:30 AM Presentation of awards

9:30-10:00 AM Break/Poster viewing

**SESSION VI: Distinguished speakers from around the globe**

10:00-10:30 AM DAS Representative

10:30-11:15 AM Ovassapian Memorial Lecture

11:15-11:45 AM International lecturer

11:45-12:00 PM Panel Discussion

**SESSION VII:**

**12:00-1:00 Expert's Round Table Discussion (includes lunch)**

**1:00-2:00 PM Professor's poster rounds**

**SESSION VIII: Expecting the Unexpected**

2:00-2:30 PM What to do when bad things happen

2:30-3:00 PM Delayed complications of intubation: the OHLN perspective

3:00-3:30 PM A "hot" airway topic: fire in the airway

3:30-3:45 PM Panel Discussion

**SESSION IX:**

4:00-5:00 PM **Expert's Round Table Discussion/Professor Poster Rounds**

Evening Social Program

**Sunday, September 18, 2011**

7:00-8:00 AM Registration and Continental Breakfast

**SESSION X: Current controversies in Airway Management**

8:00-8:20 AM Pro-Con Debate: Are mannequin studies effective in assessing airway devices?

8:20-8:50 AM Pro-Con Debate: Direct laryngoscopy: Rest in Peace?

8:50-9:20 AM Pro-Con debate: Cricoid pressure: Good or Bad?

9:20-9:40 AM Panel Discussion

9:40-10:00 AM Break

**SESSION XI: Dare to Share: Frightening Cases from the real world**

**Moderator:**

10:00-10:20 AM The ICU patient

10:20-10:40 AM The ED patient

10:40-11:00 AM Remote anesthesia

11:00-11:20 The pediatric airway

11:20-11:40 AM Panel Discussion

Closing Remarks: Program Chairs- Lauren Berkow, Richard Cooper

President s- Elizabeth Behringer, Thomas Mort

## GENERAL CONFERENCE INFORMATION

The *15th Annual Society for Airway Management Scientific Meeting* will be held at JW Marriott Camelback Inn Resort & Spa on September 16-18, 2011.

The goal of the 15th Annual Society for Airway Management Scientific Meeting is to deliver current practical education in Difficult Airway management to all anesthesiologists, critical care physicians, emergency medicine physicians, otolaryngologists, trauma surgeons, certified nurse anesthetists, flight nurses, paramedics, trainees, and all other interested healthcare professionals. This course has been developed to feature international experts in the various fields of medicine dealing with airway management. Many aspects of difficult airway management, lectures, and small group round table discussion sessions will be presented, as well as an afternoon devoted to Hands-On Workshops and Patient Simulator sessions. There is also an Abstract and Scientific Exhibit Session with oral presentations of the most recent research in airway management.

### WHY SHOULD YOUR COMPANY EXHIBIT AT THE SOCIETY FOR AIRWAY MANAGEMENT MEETING?

- Access to the rapidly growing airway management market and those who have recognized the importance of airway management in all situations and fields of medicine.
- Targeted access and increased visibility to makers, implementers, and early adopters, including: anesthesiologists, otolaryngologists, emergency department physicians, and CRNAs.
- Exhibit hours and attendee traffic designed to maximize your exposure.
- Dedicated exhibit hours daily. Continental Breakfast and refreshment breaks will be served in the Exhibition Hall exclusively.
- Highly qualified leads. Exhibitors report that booth attendees are the decision makers and influencers who are highly interested in their products and services.
- Exhibitors and Sponsors are professionally identified via signage and conference materials.
- Growing impact. This annual conference attracts participants from all regions of the country and international presence.
- **If payment is received by April 1 2011, the Company name will be acknowledged in the brochure.**

## GENERAL CONFERENCE INFORMATION (CONT'D)

**Target Audience** Anesthesiologists, emergency medicine physicians, otolaryngologists, trauma surgeons, paramedics, certified nurse anesthetists, flight nurses and all other allied health professionals assisting with airway management should attend.

Expected number of participants: 225

## WHO WILL YOU FIND AT THE 15TH ANNUAL MEETING?

### BY SPECIALTY

Anesthesiologists	80 %
Emergency Medicine	10%
CRNA	5 %
Other	5%

### By Job Title

Physicians	85 %
Nurse/Nurse Practitioner	10 %
Other	5 %
( Medical Students, paramedics)	

**CONFERENCE VENUE**  
**JW MARRIOTT CAMELBACK INN RESORT**  
**& SPA**  
**5402 EAST LINCOLN DRIVE**  
**SCOTTSDALE, ARIZONA 85253**  
**1-800-582-2169**

## HOTEL ACCOMMODATIONS

*If you desire accommodations, the Society has arranged a special room rate of \$219 and up + applicable taxes per evening at JW Marriott Camelback Inn Resort & Spa..*

Make your room reservations directly with the JW Marriott Camelback Scottsdale Resort by calling 1-800 582-2169. You will need to identify yourself as a participant of the 15th Annual Society for Airway Management Meeting to receive this special rate. There are a limited number of rooms available at this special rate and this rate will expire on **August 16, 2011**. Reservation requests received on or after August 16, 2011 will be accepted on

a space availability basis, however the prevailing rack rates may not apply for any reservations made on or after August 16, 2011.

Check-in time is 4:00 pm / Check-out time is 11:00 am. JW Marriott Camelback Inn Resort & Spa has a two-day cancellation policy. If you are unable to attend the Meeting, you are responsible for calling the hotel directly to cancel your reservation. JW Marriott Camelback Inn Resort & Spa will charge your credit card for being a no-show.

## GROUND TRANSPORTATION EASILY ASSESSABLE BY SHORT TAXI RIDE

## CONFERENCE MANAGEMENT CONTACT DENISE LEARY

Marketing/Events Manager  
 University of Massachusetts Medical School  
 Office of Continuing Education  
 222 Maple Avenue  
 Shrewsbury, MA 01545  
 Phone: (508) 856-6943 Fax: (508) 856-6838  
 Email: denise.leary@umassmed.edu

For Payment:

Anne-Marie Prince  
 Society for Airway Management  
 5753 Tanager Street  
 Schererville, IN 46375  
 Phone: 773-834-3171  
 Fax: 773-834-3166

WEBSITE: [WWW.SAMHQ.COM](http://WWW.SAMHQ.COM)

## Exhibit Hall Schedule

### Thursday, September 15, 2011

2:00 pm – 5:00 pm	Exhibitor Installation
TBA	Opening Reception

### Friday, September 16, 2011

6:45 am – 7:45 am	Exhibit Hall Open with Continental Bk
9:45 am – 10:15 am	Exhibit Hall Open with Refreshment Bk
12:00 pm – 1:30 pm	Exhibit Hall Open ( Lunch)
3:30pm – 6:00 pm	Airway Workshops

### Saturday, September 17, 2011

6:45 am – 7:30 am	Exhibit Hall Open with Continental Bk
9:30 am – 10:00 am	Exhibit Hall Open with Refreshment Bk
12:00 pm – 2:00 pm	Exhibit Hall Open

### Sunday, September 18, 2011

7:00am - 8:00 am	Exhibit Hall Open with Continental BK
9:40 am – 10:00 am	Exhibit Hall Open break

## EXHIBITION HALL LOCATION

The Exhibition Hall is located in Salons A,B,F,and H of the JW Marriott Camelback Scottsdale Resort.

Continental breakfast and refreshment breaks will be served to attendees in the exhibition hall to help increase traffic.

## RECEPTIONS

Exhibitors and faculty reception will be held Thursday evening. TBA on time and place.

## EXHIBITOR RULES AND REGULATIONS

### APPLICATIONS AND ELIGIBILITY

Renting booth space in the exhibit area during the Society for Airway Management meeting for the purpose of promoting an applicant's products and/or services ("Exhibitor") must be made on the Application form ("Application") provided on page 11 of this prospectus by the Society for Airway Management Meeting (SAM). The Application and Exhibitor Rules & Regulations, ("Rules"), shall constitute the complete agreement between the parties regarding the subject matter herein ("Agreement") and may be amended by SAM from time to time. All Applications must contain all the information requested and be executed by an individual who has the

authority to act for the Exhibitor. SAM reserves the right to accept and reject any Application.

### AGREEMENT TO RULES

Each Exhibitor agrees to abide by the Rules published in this document. SAM shall have exclusive final determination in the matter of the interpretation and enforcement of all such Rules. Exhibitor agrees these Rules will be adhered to by the Exhibitor's employees, agents and guests. Every agreement and representation must be in writing and signed by an authorized representative of the Exhibiting company to be binding. The Agreement cannot be modified or canceled by the Exhibitor without prior consent of SAM

### ASSIGNMENT OF EXHIBIT SPACE

Exhibition space will be guaranteed once the Application and payment is received. Location and assignment of booth space will be determined by an authorized representative of SAM. **Any fees incurred for electrical power and internet access will be the sole responsibility of the Exhibitor. Also, all shipping charges and equipment transfer costs will be the sole responsibility of the Exhibitor.** All exhibits must be completely assembled by 5:00 pm on Thursday, September 15th so the exhibit area will be ready for the Opening Reception.

## EXHIBITOR RULES AND REGULATIONS (CONT'D)

### EXHIBITION FEES

#### 3 Levels of Participation:

##### Platinum (\$5,000)

Waived course fees for 3 Representatives

Participation in airway workshop with separate table

##### Gold (\$3,000)

Waived course fee for 2 Representatives

Participation in airway workshop with separate table

##### Silver (\$1,500)

Waived course fee for 2 Representatives

(no Airway workshop participation)

**If would like Airway Workshop participation:**

**Additional cost:**

**\$500 for shared workshop table**

**\$1,000 for separate table**

#### All levels of exhibition fees include:

- exhibit space
- one 6' undraped table
- two chairs
- Company name and description will be listed in the On-site Program Guide.
- Scientific sessions and Faculty/Exhibitor social event.

A check, money order, VISA, Discover, American Express or MasterCard must accompany the Application. An additional 5% surcharge will be added with a credit card payment. If the Applications is received by April 1, 2011, the Exhibitors will be listed on the Brochure. If the Exhibitor cancels on or after September 2, 2011, all monies will be forfeited. There is no rebate of fees for no-shows. If your booth is not installed by 6:30 am September 16, 2011, you will be considered a no-show.

## ELIGIBILITY TO EXHIBIT

Exhibitors will not be permitted to display outside the confines of their assigned space. Exhibitors may not sublet, share, exchange, assign or apportion any part of the exhibition space allotted. Exhibitors are not allowed to represent, advertise or distribute literature for the products or services of any other company or individual except unless previously approved in writing by an authorized representative of SAM.

Exhibitors may display product information and peer review journal reprints. Exhibitors shall be solely responsible for complying the OCME policies and ACCME Commercial Support Policies. All materials are subject to the approval of UMMS OCME

Exhibitors shall be solely responsible for compliance with the applicable provisions of the Americans with Disabilities Act (ADA) with respect to the exhibition space.

## LIABILITY AND INSURANCE

The Society for Airway Management undertakes no duty to exercise care, nor does it assume any responsibility, for the protection and safety of the Exhibitor, its officers, agents, employees or guests, or for the protection of the property of the Exhibitor or its representatives, or property used in connection with the exhibition space, from theft or damage or destruction by fire, accident, or other cause. Small and easily portable articles shall be properly secured or removed after exhibition hours and placed in safekeeping by the Exhibitor.

IN ALL CASES, EXHIBITORS ARE REQUIRED TO MAINTAIN ADEQUATE INSURANCE OR SELF-INSURANCE COVERAGE AGAINST INJURIES TO PERSON AND DAMAGE TO OR LOSS OF PROPERTY AND MUST DO SO AT THEIR OWN EXPENSE. IT IS ESPECIALLY RECOMMENDED THAT ALL EXHIBITORS HAVE REPRESENTATIVES IN ATTENDANCE AT ALL TIMES WHEN THE EXHIBITS ARE OPEN AND ESPECIALLY WHEN EXHIBITS ARE BEING SET UP OR DISMANTLED, TO PROTECT THEM AGAINST LOSS OR DAMAGE.

Additional security during the hours the meeting is not in session is available through the JW Marriott Camelback Inn at an additional cost. Please contact the hotel directly for this service.

## EXHIBITOR RULES AND REGULATIONS (CONT'D)

Exhibitor agrees to indemnify, defend and hold SAM, its officers, directors, agents, employees, parent, subsidiaries and affiliates, harmless for any damages or charges imposed for violations of any law, rule, regulation or ordinance, as well as, any failure to strictly comply with the applicable terms and conditions contained in the agreement between the JW Marriott Camelback Inn Resort & Spa regarding the Exhibition Space. Further, Exhibitors shall at all times protect, indemnify, save, defend, and hold harmless SAM and the JW Marriott Camelback Inn Resort & Spa, its officers, directors, agents and employees against and from any and all loss, cost (including attorney fees), damage, liability, or expense, without limitation, arising from or out of or by reason of the activities of the Exhibitor, its employees, agents, business invitees, or guests, the use of the exhibition space (or any part thereof) or the exhibit or display itself, including without limitation, any property damage or of any accident or bodily injury or other occurrence to any person or persons, including the Exhibitor, its agents, employees, guests and business invitees. The Exhibitor understands that neither SAM nor the JW Marriott Camelback Inn Resort & Spa maintains insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

### REQUIREMENTS OF BOOTH STAFF

Each Exhibitor package includes complimentary Conference access depending on level of donation. Additional Exhibitor representatives or guests will need to register as an attendee to gain access to all scientific sessions and social events. Each Exhibitor must have at least one representative operating the exhibit booth during all official exhibiting hours as published by SAM. Exhibitors are asked not to conduct product demonstrations during regularly scheduled scientific sessions and must agree to immediately terminate if requested by SAM conference management.

### BOOTH CONSTRUCTION

Obstructive displays are not permitted. SAM shall have full discretion and authority on the placement, arrangement, and appearance of the booth displayed by the Exhibitor, and may require the replacing or rearrangement of the booth within the exhibit space. Exhibitors and their agents shall not injure or deface the wall, floors, carpeting, and/or ceiling of the building or equipment provided by the Hotel. No pins, tacks, or adhesives of any kind are permitted on any Hotel wall, door or column. Any tape applied to the floor by the exhibitor must be approved by the SAM conference management. If any damage appears, the Exhibitor is liable to the JW Marriott Camelback Inn Resort & Spa .

### SOUND RESTRICTIONS

Verbal announcements, tape recordings, radios, closed circuit TV, or video-loop TV, sound-slide presentations, motion pictures, or other attention-getting devices are permitted as long as the sound is contained within the allotted exhibit space and does not interfere with the activities of other Exhibitors. SAM conference management may ask Exhibitors to terminate sounds.

### Services Provided to Exhibitors

All services contracted by the Exhibitor from 3rd party vendors including without limitation shipping, drayage, electrical, telephone, security, and equipment rental, must be ordered and paid for by the Exhibitor. Electric, Internet access, phone line access may be obtained directly from the JW Marriott Camelback Inn Resort & Spa.

## EXHIBITOR RULES AND REGULATIONS (CONT'D)

### CANCELLATION BY EXHIBITOR

Should the Exhibitor be unable to occupy the exhibit space, notification of cancellation must be submitted in writing to SAM conference management. If Exhibitor cancels on or after September 2, 2011, all monies will be forfeited. There is no rebate of fee for no-shows. If your booth is not installed by 6:30 am September 16, 2011, you will be considered a no-show.

Further, if an Exhibitor fails to install a display in the assigned exhibition space, or fails to otherwise occupy the space, or fails to pay the exhibit space fee, or fails to comply with other provisions of this Agreement, SAM shall have the right without notice to the Exhibitor to take possession of said exhibition space and the Exhibitor agrees to pay any deficiency or any other loss or damage suffered by SAM resulting from such failure to comply.

### CANCELLATION OR RELOCATION OF CONFERENCE

In the event of cancellation or relocation of the 15th Annual Meeting due to circumstances within the Society for Airway Managements' control, the liability of the Society shall be limited solely to a refund of any exhibition fee payments made to Society by the Exhibitor.

In the event the Society has no control over the cancellation or relocation of the Meeting, the Society shall have no liability of any kind.

Performance of this agreement is contingent upon the Society's ability to perform, and the Society shall not be responsible for any loss, damage, or delay due to strikes, lockouts, acts of God, government restriction, enemy action, civil commotion, unavoidable casualty or other causes similar or dissimilar, beyond the control of the Society.

### SHIPPING & RECEIVING DIRECTLY TO HOTEL

See page 12 for detailed shipping instructions.

### LOST AND FOUND

SAM and the JW Marriott Camelback Inn Resort & Spa are not responsible for damages or loss of any merchandise or articles left in the Hotel, meeting rooms, public rest rooms, restaurants, etc. however, the Hotel maintains a Lost and Found Department in the event items are found.

### CONFLICTING MEETINGS & SOCIAL EVENTS

In the interest of the success of the entire conference, the Exhibitor agrees not to extend invitations, call meetings, or otherwise encourage the absence of conference attendees during official conference hours without a written waiver from the conference management. (Official conference hours are listed on page 7 of this prospectus.)

### USE OF SOCIETY FOR AIRWAY MANAGEMENT'S NAME AND LOGO

The logo and name of the Society for Airway Management cannot be used in promotional literature in a manner that may imply co-sponsorship or an endorsement from the Society for Airway Management

### NO SMOKING

The use of tobacco products is prohibited in the exhibit space at all times, including installation and dismantling.

**Exhibition Space Application**

Exhibiting Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Email: \_\_\_\_\_

Contact Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

On-Site Contact (if different from above): \_\_\_\_\_

Waived conference fees are allotted for each Exhibiting company depending upon level of donation( As per page 8). Additional Exhibitor representatives will need to register separately at [www.umassmed.edu/cme/events](http://www.umassmed.edu/cme/events) and pay the full Conference registration fee.

**NAMES OF COMPANY REPRESENTATIVES AS THEY NEED TO APPEAR ON A NAME BADGE:**

Rep. 1: \_\_\_\_\_

Rep. 2: \_\_\_\_\_

Rep. 3: \_\_\_\_\_

**EXHIBIT SPECIFICATIONS:**

Exhibitor Profile — need electrical outlet      **yes or no**

**DEPOSIT & PAYMENT AUTHORIZATION:**

Exhibit Fees (Check all that apply)

PLATIUNUM \$5,000 \_\_\_\_\_

GOLD \$3,000 \_\_\_\_\_

SILVER \$1,500 \_\_\_\_\_

\$ 500 FOR WORKSHOP \_\_\_\_\_

\$1,000 FOR WORKSHOP WITH SEPARATE TABLE \_\_\_\_\_

TOTAL: \_\_\_\_\_

Please contact Richard Cooper Re: sponsorship of wireless internet access at the meeting

I have enclosed \$\_\_\_\_\_

If payment by credit card please add 5% surcharge

Payment by check made payable to "Society for Airway Management" or by VISA, Discover, American Express, or MasterCard.

Type of Credit Card \_\_\_\_\_ Credit Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

I am an authorized representative of the Company with authority to sign this Application.

Authorized officer name: \_\_\_\_\_ Title: \_\_\_\_\_

Authorized officer signature: \_\_\_\_\_ Date: \_\_\_\_\_

Any fees incurred for electrical power and Internet access will be the sole responsibility of the Exhibitor. Also, all shipping charges and equipment transfer costs will be the sole responsibility of the Exhibitor. Applications are considered binding and eligible only after the Application and payment are received and approved by the conference manager. By signing the Application, Exhibitor acknowledges that they have read, understand and will comply with the rules and regulations for exhibiting set forth in this Prospectus and any conditions set forth by the JW Marriott Camelback Inn Resort & Spa as they relate to exhibiting. **Please complete entire Application, sign, and mail with check or fax with credit card information Society for Airway Management, 5753 Tanager Street, Schererville, IN 46375 Attn Anne-Marie Prince, Phone 773-834-3171, fax 773-834-3166**

**FOR SAM USE ONLY:**

**Date Received:**

## SHIPPING INSTRUCTIONS

**All shipments must be sent to the GES warehouse**

Packages and Boxes must arrive prior to September 15, 2011

**ADDRESS SHIPMENTS TO: GES**

*1740 S. 40th Avenue*

*Phoenix, AZ 85009*

*Society for Airway Management Scientific Meeting*

*Attention: (your company name & booth #)*

Shipments should be scheduled to arrive at GES prior to September 15, 2011.

Exhibitors will be contacted directly by GES. GES will provide each Exhibitor an Exhibitor Service Kit with shipping details, pricing and payment options at a later date.

**Any fees incurred for electrical power and internet access will be the sole responsibility of the Exhibitor. Also, all shipping charges and equipment transfer costs will be the sole responsibility of the Exhibitor.**

### Return Shipments

Will be handled by GES, please bring pre-addressed labels, packing tape, and shrink wrap materials with you.