



WESTERN SURGICAL ASSOCIATION

2010 Annual Meeting

EXHIBIT & SPONSORSHIP PROSPECTUS

November 7-10, 2010
The Drake Hotel Chicago



WESTERN SURGICAL ASSOCIATION

PO Box 411654

Kansas City, MO 64141

Telephone: 913-402-7102

Fax: 913-273-9940

Email: meetings@westernsurg.org

Web: www.westernsurg.org

LETTER FROM LOCAL ARRANGEMENTS CHAIR

Make plans now to participate in the 2010 Western Surgical Association 2010 Annual Meeting, to be held November 7-10 at the Drake Hotel Chicago.

The Western Surgical Association is dedicated to the cultivation, promotion, and diffusion of the art and science of surgery, to the sponsorship and maintenance of the highest standards of practice and to the delivery of the best possible care for the public. The goal of our continuing medical education effort is to provide information to the practicing surgeon that will enhance his/her knowledge regarding new diagnostic modalities and therapeutic maneuvers. The scope of our activities is meant to encompass the breadth of general surgery, including the primary and secondary components and is intended for our members and guests who are surgeons in academic and private practice. Our activities focus on recent advances in basic science applicable to surgical practice, new developments in technology, issues in pre- and post-operative care; assessment of diagnostic accuracy and surgical outcomes; and critical analysis of the information provided.

The WSA is rich in tradition, and was established in 1891. This year's program promises to be a spectacular event with over 30 oral presentations, case presentations, and exhibits. In addition, there will be plenty of networking opportunities together with colleagues in a beautiful city.

Through your participation at the WSA Annual Meeting your products and services will gain exposure to surgical professionals with significant purchasing power. So make plans now to exhibit and/or become a sponsor at the Western Surgical Association Annual Meeting.

WHY YOU NEED TO ATTEND

- Showcase your products and services
- Meet leaders face to face in a relaxed, convenient location
- Position your company with key decision makers
- Strengthen existing relationships and develop new ones

We look forward to seeing you in Chicago!

Constantine Godellas, MD

Loyola University Medical Center - Chicago

WSA 2010 Local Arrangements Chair



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HOTEL RESERVATIONS

THE DRAKE HOTEL

140 East Walton Place

Chicago, IL 60611

Main Phone: 312.787.2200

Guest Fax: 312.787.1431

Reservations: 1.800.55.DRAKE

www.thedrakehotel.com

The Drake Hotel is a singular landmark. Old-world elegance, stunning beauty, and peerless amenities combine to create a world-renowned Chicago hotel experience. A favorite among dignitaries, royalty, and celebrities alike, The Drake Hotel, Chicago, has been synonymous with luxury and sophistication since its opening in 1920. Perfectly located at the heart of the Gold Coast, overlooking Lake Michigan, across from Oak Street Beach, and right on the Magnificent Mile; The Drake puts its guests in the center of the city's exciting shopping, nightlife, culture and dining. Revitalized for the new millennium, The Drake has continued to invest in maintaining and upgrading this historic hotel's lobby, meeting space and sleeping rooms. Join us at The Drake for the WSA 2010 Annual Meeting!

Guest room amenities include:

- Mini-bar
- High speed and wireless internet access
- Dual telephone with caller ID and messaging
- Daily complimentary newspaper
- 25" TV with cable and movie channel
- Pay-per-view movies
- Personal safe
- Hair dryer
- Iron and Ironing board
- Coffee maker
- Shoeshine and laundry services

HOTEL RESERVATIONS

Make your hotel reservations at The Drake Hotel early! Special WSA rates are \$249 US for Single/Double occupancy, plus tax.

The deadline for this special guestroom rate of \$249 US per night is **Saturday, October 16, 2010**. Reservations received after this date are subject to rate and space availability, so don't delay!

Reservations can be made via phone, internet or email. To make reservations via phone, call The Drake Hotel directly at 1.800.55.DRAKE. Phone reservations are accepted during the following hours: Monday thru Friday 7:00 a.m. - 8:00 p.m., Saturday 8:00 a.m. - 4:00 p.m. or Sunday 9:00 a.m. - 5:00 p.m. CST.

To make your reservations online, visit the WSA website at www.westernsurg.org and click on the designated link from the homepage.

To make your reservations via email, send your request to reservations@thedrakehotel.com.

For phone or email reservations, be sure to mention that you are attending the WSA Annual Meeting to receive the group rate.

CANCELLATION POLICY

A first night's deposit is required to guarantee reservations. The Drake Hotel requires at least 72 hours advance notice for cancellations; cancellations received within 72 hours of the arrival day will result in the forfeiture of the first night's deposit.



GENERAL INFORMATION

Position your company with key decision makers in general surgery. Showcase your products and services to this group of highly skilled surgeons from the Western and Midwest region of the United States. Generate leads in two days that will result in partnerships for years and meet face-to-face in one convenient location.

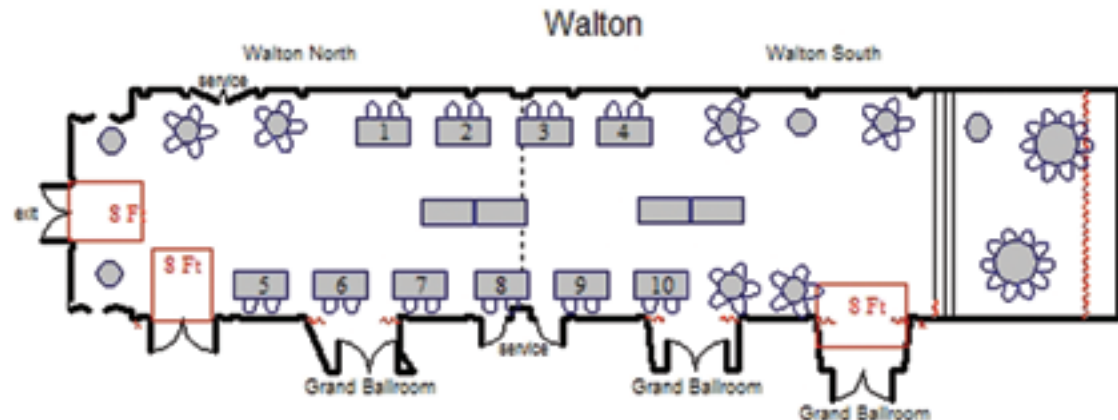
The Western Surgical Association brings together a unique group of members, of both academic and private practice, on an annual basis to focus on recent advances in basic science applicable to surgical practice, new developments in technology, issues of pre and post-operative care, and assessment of surgical outcomes.

ANNUAL MEETING EXHIBITOR FEE \$1,500

EXHIBIT HOURS

Sunday, November 7	3:00pm – 5:00pm	Setup
Monday, November 8	7:30am – Noon	Display Hours
Tuesday, November 9	7:30am – 1:30pm	Display Hours
Tuesday, November 9	1:30pm	Tear Down

EXHIBIT TABLE SETUP



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PREVIOUS WSA EXHIBITORS:

Adolor Corporation
CareFusion
Covidien
Ethicon Endo-Surgery
GlaxoSmithKline
Gore & Associates
LifeCell Corporation
Merck
Olympus
Pfizer, Inc.
Sanofi-Aventis

ATTENDANCE HISTORY

2009 SAN ANTONIO

Physicians 146
Residents 27

2008 SANTA FE

Physicians 170
Residents 21

2007 COLORADO SPRINGS

Physicians 183
Residents 13

EDUCATIONAL GRANT OPPORTUNITIES

LECTURES AND SCIENTIFIC PROGRAMS

Additional acknowledgments for the following sponsorship opportunities include recognition of your contribution in the program book, on meeting signage and in the scientific session.

PRESIDENTIAL ADDRESS, \$2,000

This lecture honors the 2010 WSA President, Michael Farnell, MD, Mayo Clinic, and gives him the opportunity to address the membership about a topic of importance to the members and guests of the Western Surgical Association.

SCIENTIFIC SESSIONS, \$2,000 each

The scientific sessions scheduled during the conference are the core of this educational event. Approximately 30 papers and 3 case presentations will be presented.

SPECIAL EVENTS AND MEETING FUNCTIONS

Additional acknowledgments for the following support opportunities include signage at the event venue.

WELCOME RECEPTION, \$4,000

The Welcome Reception is the first event that all attendees are invited to at the conference. Members, spouses and families enjoy food and drink, music, and entertainment as they network, renew friendships, and make new acquaintances.

PRESIDENT'S RECEPTION & DINNER DANCE, \$4,000

The Annual President's Reception & Dinner Dance is the closing evening event during the conference. This upscale event is a tradition to the membership.

BEVERAGE BREAK, \$2,000

There are three separate opportunities to sponsor coffee breaks throughout the meeting.

ADDITIONAL OPPORTUNITIES

An educational grant can be made in any denomination. Please feel free to make a contribution for any dollar amount, or other gift in kind. Please contact the WSA Headquarters at:

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SCHEDULE OF EVENTS

SATURDAY, NOVEMBER 6

10:00am – 5:00pm Executive Committee Retreat

SUNDAY, NOVEMBER 7

8:00am – 12 Noon Executive Committee Meeting

3:00pm – 6:00pm WSA Registration Open

3:00pm – 5:00pm Exhibitor Setup

5:30pm – 6:30pm New Member Reception

6:30pm – 8:30pm Welcome Reception

MONDAY, NOVEMBER 8

7:00am – 8:00am Continental Breakfast for Physicians

7:00am – 12 Noon WSA Registration Open

7:00am – 12 Noon Exhibits Open

7:45am – 8:00am Case Report Presentation

8:00am – 10:00am Spouse/Guest Hospitality and Breakfast

8:00am – 9:45am Scientific Session

9:45am – 10:30am Presidential Address

10:30am – 10:45am Beverage Break

10:45am – 12 Noon Scientific Session

Afternoon Open

TUESDAY, NOVEMBER 9

7:00am – 8:00am Continental Breakfast for Physicians

7:00am – 5:00pm WSA Registration Open

7:00am – 1:30pm Exhibits Open

7:45am – 8:00am Case Report Presentation

8:00am – 10:00am Spouse/Guest Hospitality and Breakfast

8:00am – 12 Noon Scientific Session

10:30am – 10:45am Beverage Break

12 Noon – 1:30pm Lunch Break on own

1:00pm – 5:00pm Spouse/Guest Tea

1:30pm – 4:00pm Scientific Session

1:30pm Exhibit Teardown

2:00pm – 2:15pm Beverage Break

4:00pm – 5:00pm Annual Business Meeting

7:00pm – 8:00pm President's Reception

8:00pm - 11:00pm President's Dinner Dance

WEDNESDAY, NOVEMBER 10

7:30am – 8:00am Continental Breakfast for Physicians and Spouses

7:30am – 12 Noon WSA Registration Open

7:45am – 8:00am Case Report Presentation

8:00am – 12 Noon Scientific Session

10:00am – 10:15am Beverage Break

12:00 Noon Meeting Concludes



EXHIBITOR & SPONSORSHIP CONTACT

EXHIBITOR & SPONSORSHIP DETAILS & FEES

Exhibiting companies will be given a 6' tabletop display, along with recognition in the final program mailed to all members, and recognition on signage displayed on-site. Companies can participate in the WSA Annual Meeting as an Exhibitor for a fee of \$1,500.

COMPANY NAME *(Please list exactly as you would like it to appear on the recognition signage and name badges)*

NAME OF MAIN CONTACT

CONTACT PHONE NUMBER E-MAIL ADDRESS

MAILING ADDRESS CITY/STATE/ZIP

Exhibit Fee	\$1500	\$ _____
Sponsor Presidential Address	\$2000	\$ _____
Sponsor Scientific Session	\$2000	\$ _____
Sponsor Welcome Reception	\$4000	\$ _____
Sponsor Dinner Dance	\$4000	\$ _____
Sponsor Beverage Break	\$2000	\$ _____
Offer an Educational Grant		\$ _____
TOTAL DUE \$ _____		

Per ACCME regulations, please note that the exhibit fee of \$1,500 is separate from any sponsorship fees.

REGISTRATION

As an exhibitor, you will receive (2) complimentary registrations.
Please print names exactly as you would like them to appear on the name badge.

FIRST & LAST NAME CITY / STATE

FIRST & LAST NAME CITY / STATE

EXHIBIT SPECIAL REQUESTS

Each exhibiting company will receive a 6' tabletop display. Any additional requests will be at the individual company's expense.

Electrical Telephone High Speed Internet Access

Preferred Table Location: 1. _____ 2. _____ 3. _____

List companies you would prefer to not be located in proximity to:

PAYMENT INFORMATION

Check — Check should be made payable to the Western Surgical Association and mailed to WSA Headquarters (address listed below). Tax ID # 237299969.

Credit Card — *Indicate credit card to be charged.*
_____ AmEx _____ MC _____ VISA _____ Discover

NAME AS IT APPEARS ON CARD

CARD NUMBER EXPIRATION DATE

SIGNATURE

CREDIT CARD BILLING ADDRESS

CITY / STATE / ZIP

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