



## EXHIBITOR PROSPECTUS

### MEETING PURPOSE AND AUDIENCE

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 purpose of the Annual Meeting 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.

### WHY EXHIBIT?

Through your participation at the WSA Annual Meeting, your products and services will gain exposure to 250+ of the best surgical professionals in the west, boasting significant purchasing power. The exhibit hall is strategically placed within daily food and beverage events, providing plenty of networking opportunities. The Sunday – Tuesday format allows for easy and cost effective travel, and the timing of the meeting is perfect for decision makers.

### EDUCATIONAL GRANTS

Western Surgical Association has a long history of quality academic research and welcomes educational grants and meeting support. If after reading the program you believe your company's current mission aligns with the abstracts or videos being presented, please contact Deborah East, Industry Relations Manager at [deborah@lp-etc.com](mailto:deborah@lp-etc.com). Grants must comply with ACS ACCME guidelines. Together with industry, The Western Surgical Association continues to invest in advances in patient care.

### BENEFITS OF MEETING SUPPORT

The exhibitor showcase is a great place to network with attendees, but how do you stand out in the crowd? By supporting an educational session you draw attention to your company's commitment to the WSA mission. Your support will be highlighted on signage, in the program book, meeting app, and on meeting title slides within the scientific session. Exhibitor Showcase Passports will be given to each attendee to encourage exhibit hall traffic, and there will be a drawing at the end of the meeting for a prize.

### VENUE & HOTEL INFORMATION

#### Omni Scottsdale Resort & Spa at Montelucia

4949 East Lincoln Drive  
Paradise Valley, AZ 85253  
t: 480.627.3200

[www.omnihotels.com/hotels/scottsdale-montelucia](http://www.omnihotels.com/hotels/scottsdale-montelucia)

#### Online Hotel Reservations

Reservations: 888-627-3010

Group Code: 110217WESTERNSU

Room Rate: \$269 Single/Double

**Housing Cut-Off: Thursday, October 12, 2017**

Please keep in mind when making reservations online:

- Pre/Post dates may not be available through the link; please call reservations directly at 888-627-3010 if showing no availability.
- If one or more dates requested aren't available, the online reservations will not show availability for the entire stay; please call 888-627-3010 to speak with an agent
- After October 12, 2017, the online reservation link will no longer be active, please call the hotel directly to check on availability of rooms at the group rate.

### EXHIBIT HOURS

*Commodore E*

Saturday, November 4	3:00pm – 5:00pm	Exhibitor Setup
Sunday, November 5	6:00am – 12:00pm	Exhibits Open
Monday, November 6	7:00am – 3:45pm	Exhibits Open
	3:45pm – 5:00pm	Teardown

### EXHIBIT FEE

Exhibit fee is \$1,800 and includes a 6' tabletop display, along with (2) registrations and recognition in the final program, meeting app, onsite signage and recognition at the podium in the general session.

### 2016 EXHIBITORS & SPONSORS

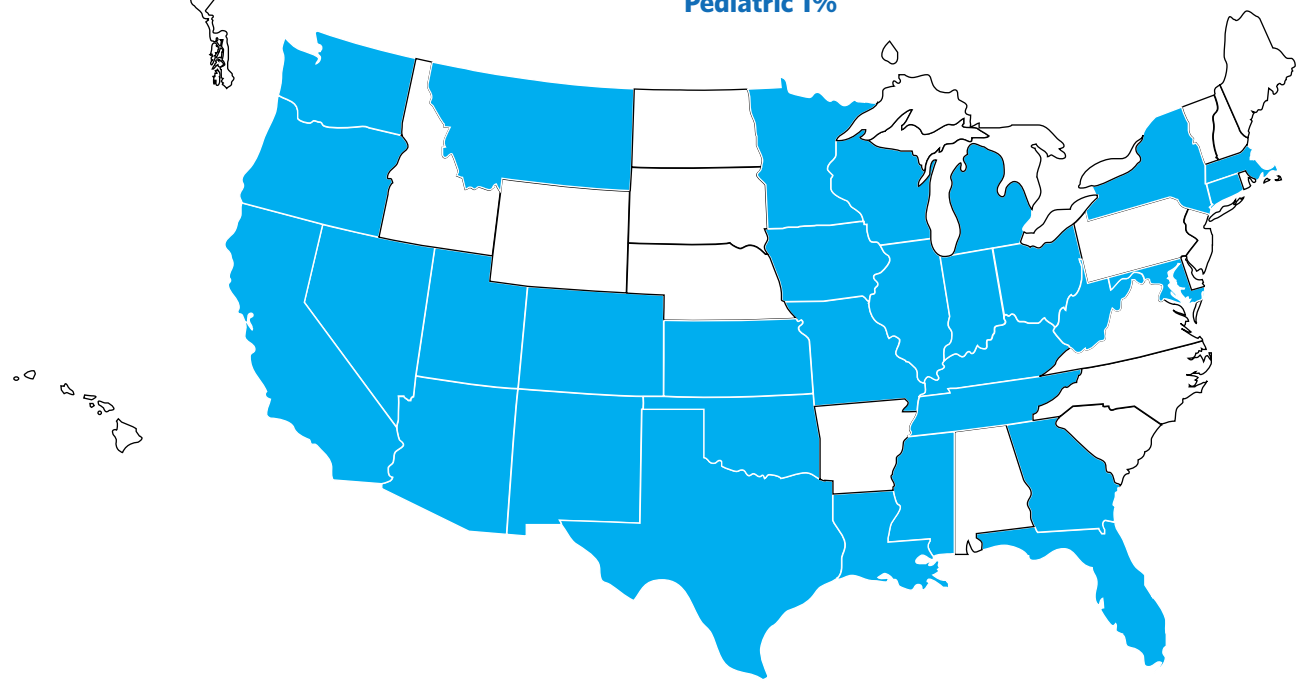
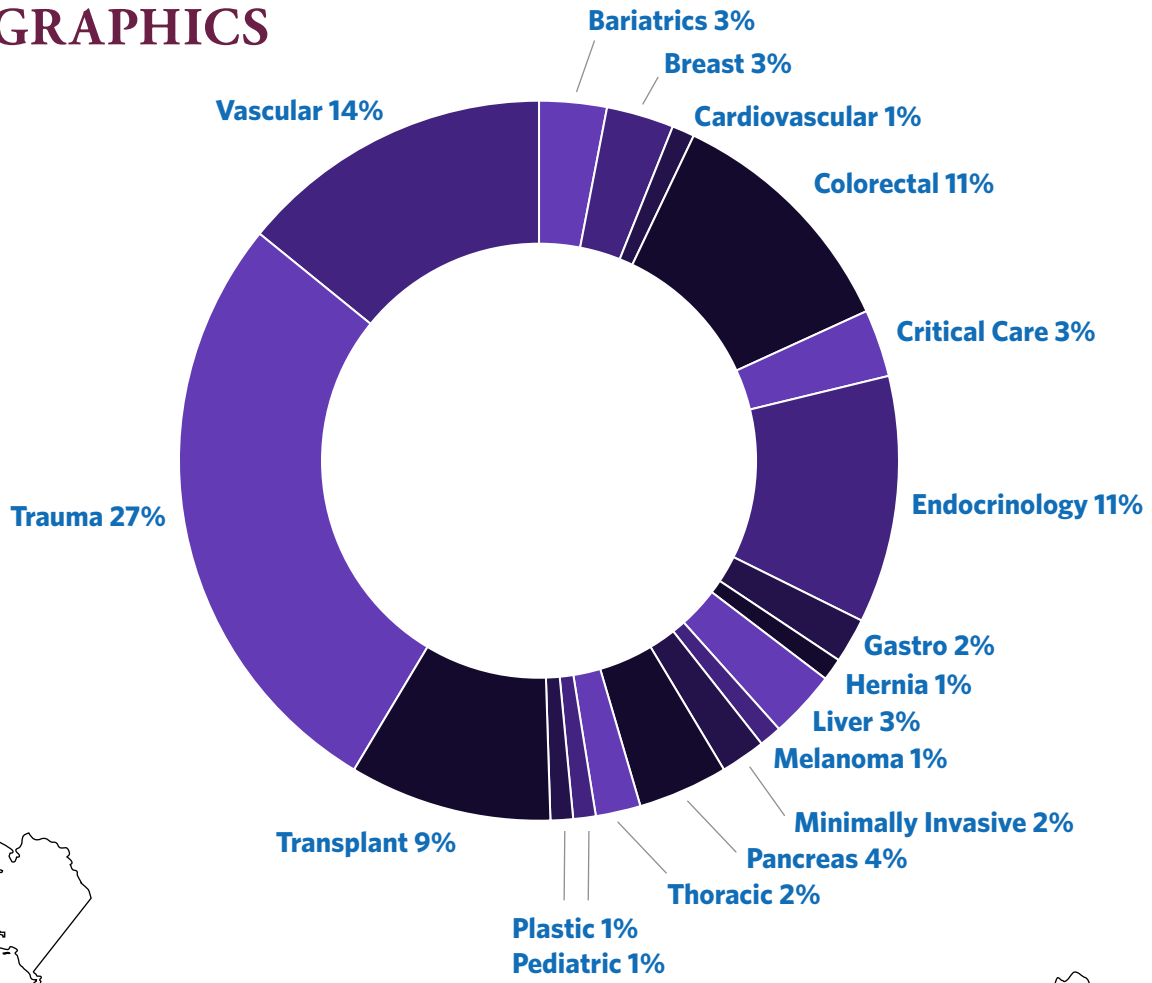
Medtronic  
3D Systems  
Acelity  
Bard Davol  
BK Ultrasound  
Cook Medical  
CSL Behring  
Genentech  
Intuitive Surgical  
Mallinckrodt Pharmaceuticals  
Pfizer Injectable  
Shire  
Ultralight Optics, Inc

Western Surgical Association 125<sup>th</sup> Scientific Session  
**2017 ANNUAL MEETING**

November 4–7, 2017 Omni Scottsdale  
Resort & Spa at Montelucia  
Scottsdale, AZ



## DEMOGRAPHICS



# 2017 ANNUAL MEETING

November 4–7, 2017 Omni Scottsdale  
Scottsdale, AZ Resort & Spa at Montelucia



## SCHEDULE AT-A-GLANCE

### SATURDAY, NOVEMBER 4, 2017

8:00am – 12:00pm **WSA Executive Committee Meeting**  
3:00pm – 6:00pm **Registration Open**  
5:30pm – 6:30pm **New Members Reception**  
6:30pm – 8:30pm **Welcome Reception**

### SUNDAY, NOVEMBER 5, 2017

6:00am – 12:00pm **Registration Open**  
6:00am – 7:00am **Continental Breakfast, ePoster and Exhibit Viewing**  
7:00am – 9:10am **Scientific Session 1**  
8:00am – 10:00am **Spouse/Guest Hospitality and Breakfast**  
9:10am – 9:20am **Morning Beverage Break, ePosters and Exhibit Viewing**  
9:20am – 10:20am **Scientific Session 2**  
10:20am – 11:20am **Presidential Address | Kelly M. McMasters, MD, PhD**  
12:00pm – 5:00pm **WSA Golf Outing & Afternoon Activities**

### MONDAY, NOVEMBER 6, 2017

7:00am – 5:00pm **Registration Open**  
7:00am – 8:00am **Continental Breakfast, ePosters and Exhibit Viewing**  
8:00am – 10:20am **Scientific Session 3**  
8:00am – 10:00am **Spouse/Guest Hospitality and Breakfast**  
10:20am – 10:30am **Morning Beverage Break, ePosters and Exhibit Viewing**  
10:30am – 12:10pm **Scientific Session 4**  
12:30pm – 1:30pm **Video Session and Lunch Break**  
12:30pm – 1:15pm **Women in Surgery Luncheon**  
1:30pm – 3:30pm **WSA Special Discussion | Social Media**  
3:30pm – 3:45pm **Afternoon Beverage Break, ePosters and Exhibit Viewing**  
3:45pm – 4:15pm **Quick Shot Presentations**  
4:15pm – 5:15pm **WSA Annual Business Meeting**  
7:00pm – 8:00pm **President's Dinner Dance**

### TUESDAY, NOVEMBER 7, 2017

7:00am – 11:30am **Registration Open**  
7:00am – 9:00am **Continental Breakfast, ePosters and Exhibit Viewing**  
7:30am – 9:20am **Scientific Session V**  
9:20am – 9:50am **Nonie Lowry Oration**  
9:50am – 11:15am **Scientific Session VI**  
*Meeting Concludes*





## WSA SPONSORSHIP OPPORTUNITIES

### Gold Level Sponsorship \$10,000

- Premium booth selection
- One exclusive pre and post meeting email blast to attendees
- Two social media posts to attendees (*prepared and posted by the association*)
- One logo on association website
- Two tickets to the welcome reception
- Acknowledgement as gold sponsor in final program
- Acknowledgement as gold sponsor in meeting app
- Acknowledgement as gold sponsor in general session
- Acknowledgement as gold sponsor in exhibitor hall
- Acknowledgement as gold sponsor in registration confirmation email
- One six-foot table and two complimentary exhibitor registrations

### Silver Level Sponsorship \$8,000

- Priority booth selection
- One social media post to attendees (*prepared and posted by the association*)
- One logo on association website
- Acknowledgement as silver sponsor in final program
- Acknowledgement as silver sponsor in meeting app
- Acknowledgement as silver sponsor in general session
- Acknowledgement as silver sponsor in exhibitor hall
- Acknowledgement as silver sponsor in registration confirmation email
- One six-foot table and two complimentary exhibitor registrations

### Bronze Level Sponsorship \$5,000

- One logo on association website
- Acknowledgement as bronze sponsor in final program
- Acknowledgement as bronze sponsor in meeting app
- Acknowledgement as bronze sponsor in general session
- Acknowledgement as bronze sponsor in exhibitor hall
- Acknowledgement as bronze sponsor in registration confirmation email
- One six-foot table and two complimentary exhibitor registrations

### Breakfast or Lunch Symposium \$8,000 Plus Food and Beverage

**Sponsor our Women in Surgery Luncheon:** This symposium is a special opportunity that highlights increasing the population of women surgeons and creating mentorship opportunities

- An Industry provided speaker for up to 40 minutes in a dedicated room
- Basic audio and visual equipment
- Acknowledgment as sponsor in final program
- Acknowledgment as sponsor in general session
- Acknowledgment as sponsor in exhibitor hall

### Electronic Hotel Key Card \$5,000

- Customized hotel guest room key cards
- Features your company name, logo and message
- Pre-approval of design is required

### Premium Advertising \$1,000

- The placement of one 6x3 banner sign displaying your companies name, logo and message
- Placed in high traffic area (*sign provided by sponsor*)

### Sponsor Spotlight \$2,500

- A company representative to speak before the attendees during one exhibit hall refreshment session
- This speaking platform allows the representative 10-15 minutes dedicated speaking time

### Email Blast \$1,000

- One exclusive and pre-approved email blast to attendees prior to the meeting
- Announce your attendance as an official sponsor, workshops or symposia

### Mobile Kiosk Sponsorship \$5,000

- Provide attendees with state of the art mobile charging stations for smart phones and tablets.
- Locked charging stations will be located in the exhibit hall allowing unique branding opportunities for sponsors
- Charging kiosks allow for promotional videos and branded media to be looped on the 19" LCD screen

### Mobile App Sponsorship: \$1,000

- Access to send direct customized messages to attendees
- Premium company banner or splash screens with contact information
- Post meeting metrics with "clicked on" and "click through rate"

Western Surgical Association 125<sup>th</sup> Scientific Session  
**2017 ANNUAL MEETING**

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 Scottsdale, AZ Resort & Spa at Montelucia**



# REGISTRATION

## DETAILS & FEES

Each exhibiting company will be given a 6' tabletop display, along with recognition in the final program, meeting app, and signage displayed during the meeting and recognition at the podium in the general session. Companies can participate as an Exhibitor for a fee of \$1,800.

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

CONTACT NAME

PHONE NUMBER

E-MAIL

**Exhibit Fee** \$ 1,800

*Please designate amount of grant or marketing/exhibit support below:*

**Educational Grant** \$ \_\_\_\_\_

**Marketing / Exhibit Support** \$ \_\_\_\_\_

**Hotel Keycards** — \$5,000 \$ \_\_\_\_\_

**Gold Level Sponsorship** — \$10,000 \$ \_\_\_\_\_

**Silver Level Sponsorship** — \$8,000 \$ \_\_\_\_\_

**Bronze Level Sponsorship** — \$5,000 \$ \_\_\_\_\_

**Sponsor Spotlight** — \$2,500

**Breakfast or Lunch Symposium** — \$8,000  
*(does not include food & beverage)* \$ \_\_\_\_\_

**Premium Advertising** — \$1,000 \$ \_\_\_\_\_

*Per ACCME regulations, please note that the exhibit fee of \$1,800 is separate from any meeting support or education grant.*

**TOTAL DUE** \$ \_\_\_\_\_

## PAYMENT INFORMATION

**Check** — Payable to **'Western Surgical Association'** and mail to the address listed above.

**Credit Card** — Indicate credit card to be charged and email to [wsa@lp-etc.com](mailto:wsa@lp-etc.com):

AmEx  MC  VISA  Discover

NAME AS IT APPEARS ON CARD

CARD NUMBER

EXPIRATION DATE

SIGNATURE

CREDIT CARD BILLING ADDRESS

CITY / STATE / ZIP

**Please complete all sections and return via email [wsa@lp-etc.com](mailto:wsa@lp-etc.com) or mail to:**

**Western Surgical Association**

PO Box 219191

Kansas City, MO 64121-9191

t: 913-402-7102

[wsa@lp-etc.com](mailto:wsa@lp-etc.com)

[www.westernsurg.org](http://www.westernsurg.org)

Tax ID: 237299969

## 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