

The logo for the APSA 39th Annual Meeting is set against a dark purple background. It features a light green, stylized leaf-like shape with a white outline. Inside this shape, the letters "APSA" are written in a bold, dark purple serif font, with "39<sup>th</sup>" in a dark purple script font below it. Below the leaf shape is a dark purple oval with a white outline containing the words "Annual Meeting" in a white serif font.

**APSA**  
39<sup>th</sup>  
Annual Meeting

The background of the right side of the page is a photograph of a waterfall cascading over rocks, with white water and mist. The sky above is filled with large, white, fluffy clouds.

Exhibit & Support Opportunities:  
Program and Contract

JW Marriott Desert Ridge Resort & Spa  
Phoenix, AZ USA

May 29–June 1, 2008



American Pediatric  
Surgical Association

## Expand Your Resources and Market Reach with APSA.

Create brand awareness, network with leaders in the medical industry, build knowledge about your customers and support the world's premier pediatric surgical association. Targeted marketing at the American Pediatric Surgical Association (APSA) 39th Annual Meeting provides direct access to pediatric surgeons, managers, nurses and other medical professionals.

Members of APSA have helped advance research and education in the pediatric surgery field for more than 35 years. APSA is widely recognized as the world's premier pediatric surgical association and its members are greatly respected in the medical and surgical communities.

Tap the marketing and sales power of this vital nonprofit association and its network of international members by becoming an APSA supporter or exhibitor. Annual meeting speakers and participants share research and advances in the field of pediatric surgery and patient care. APSA members represent leaders and decision-makers in their field; training program directors, private practitioners and educators will be in attendance. The APSA 39th Annual Meeting is the ideal marketing platform to reach the global medical and pediatric surgery communities. Take advantage of these support and exhibit opportunities.

APSA marketing specialists can work with you to develop a program that fits your business needs and your budget.

### Your benefits:

- Highly concentrated, exclusive exposure to an international audience of surgeons, nurses, office managers, trainers and professors
- Extended visibility at the APSA 39th Annual Meeting, on the APSA Web site, and in meeting materials
- Recognition as an industry leader and supporter

If you are interested in supporting an event or in exhibiting opportunities, contact Shalini D'Souza, APSA Exhibit Manager, at 847/480-9576, Ext. 275, or [sdsouza@eapsa.org](mailto:sdsouza@eapsa.org), to ensure your organization has a leading role at this extraordinary event.

APSA is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education (CME) for physicians.



May 29–June 1, 2008

JW Marriott Desert Ridge Resort & Spa  
Phoenix, AZ USA

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

**The APSA Annual Meeting draws  
600-700 attendees from around  
the world each year.**

Attendees represent academia, government, hospitals and private practice. They are pediatricians, pediatric surgeons, nurses, training directors and managers who have influence over the products and services used in their universities, hospitals and practices. We strongly encourage you to show your support for APSA by taking advantage of these high-visibility opportunities.

## APSA 2008 Support Opportunities

### Traditional Supporter \$3,000

Traditional Supporters help APSA bring together the many key elements of a successful meeting. Your presence will be felt by delegates throughout the meeting and remembered appreciatively long after.

Available supported events include the Wine and Cheese Poster Reception, Refreshment Breaks, Breakfasts, the Companion Program and daily audiovisual equipment.

#### Supporters receive the following recognition:

- Description (up to 100 words) of your organization in the Final Program †
- Organization name and logo on signs in function area during the supported program
- Organization name in the Preliminary and Final Programs†
- Acknowledgement on scrolling slides in the meeting room with other supporters of the same level
- Acknowledgement on signs in the registration area with other supporters
- Organization name in a thank you message on the APSA Web site following the annual meeting and via e-mail to all APSA members
- President's acknowledgement from the podium, recognizing your organization as a supporter of the annual meeting
- Right to include the APSA logo with the phrase "Proud Supporter of the American Pediatric Surgical Association's 39th Annual Meeting" on organization materials distributed between Feb. 9 and June 1, 2008.

### Silver Supporter \$5,000

Silver Supporters enjoy the option of supporting either a traditional educational session or a networking event. These opportunities provide remarkable visibility at the APSA Annual Meeting. Available supported events include the annual Golf Tournament, Fun Run, Tennis Tournament and the Robert E. Gross Lecture. Or, enjoy time speaking with APSA members at your own Industry-Sponsored Session.

#### Silver Supporters enjoy the following benefits:

- Description (up to 100 words) of your organization in the Final Program †
- Organization name and logo on signs in function area during the supported program
- Organization name in the Preliminary and Final Programs†
- Acknowledgement on scrolling slides in the meeting room with other supporters of the same level
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- Link to your organization Web site from the APSA Web site following the annual meeting

### Innovative Visibility:

Take advantage of a high-visibility support opportunity. Agree to become a **Silver Supporter** for the APSA hotel keycard program and ensure that all APSA 39<sup>th</sup> Annual Meeting attendees see your company name and logo. Your company name and logo will be printed on hotel keycards distributed to APSA meeting attendees when they arrive at the JW Marriott Desert Ridge Resort & Spa. Plus, you will receive the same recognition as other silver-level supporters throughout the meeting.

### Definite Visibility:

Take advantage of a high-visibility, support opportunity. Become a **Gold Supporter** for the APSA Internet kiosks and have your company name and logo installed as a screensaver and wallpaper on the computer stations located in the exhibit area. APSA meeting attendees will use these computer stations to check e-mail, browse the Internet and complete online evaluations during the APSA 39<sup>th</sup> Annual Meeting. Plus, you will receive the same recognition as other gold-level supporters throughout the meeting.

## Gold Supporter \$12,000

This high-visibility support level offers a variety of events, each one attracting the highest attendance levels at the meeting. Available supporter events include the APSA Welcome Reception, President's Reception and the annual Telesurgery Luncheon.\*

### Gold Supporters enjoy the following benefits:

- Description (up to 100 words) of your organization in the Final Program †
- Organization name and logo on signs in function area during the supported program
- Organization name in the Preliminary and Final Programs†
- Acknowledgement on scrolling slides in the meeting room with other supporters of the same level
- Acknowledgement on signs in the registration area with other supporters
- Organization name in a thank you message on the APSA Web site following the annual meeting and via e-mail to all APSA members
- President's acknowledgement from the podium, recognizing your organization as a supporter of the annual meeting
- Right to include the APSA logo with the phrase "Proud Supporter of the American Pediatric Surgical Association's 39th Annual Meeting" on organization materials distributed between Feb. 9 and June 1, 2008
- Link to your organization Web site from the APSA Web site following the annual meeting
- Exhibit booth at the annual meeting, including three complimentary badges

## Platinum Supporter \$25,000

This **exclusive**, premiere support opportunity ensures that your organization will receive top visibility at the APSA 39th Annual Meeting. Become the only Platinum Supporter and receive top recognition during the meeting.

### Platinum Supporters enjoy the following benefits:

- Description (up to 100 words) of your organization in the Final Program †
- Organization name and logo on signs in function area during the supported program
- Organization name in the Preliminary and Final Programs†
- Acknowledgement on scrolling slides in the meeting room with other supporters of the same level
- Acknowledgement on signs in the registration area with other supporters
- Organization name in a thank you message on the APSA Web site following the annual meeting and via e-mail to all APSA members
- President's acknowledgement from the podium, recognizing your organization as a supporter of the annual meeting
- Right to include the APSA logo with the phrase "Proud Supporter of the American Pediatric Surgical Association's 39th Annual Meeting" on organization materials distributed between Feb. 9 and June 1, 2008
- Link to your organization Web site from the APSA Web site following the annual meeting
- Exhibit booth at the annual meeting, including three complimentary badges
- Tote bag with your organization name and logo distributed to each meeting attendee at registration

*\*Note: the Telesurgery Luncheon Supporter will receive acknowledgement as a Gold Supporter and all the benefits derived from that level of support. The Telesurgery Supporter will pay only \$10,000 (not \$12,000) to APSA to cover the cost of lunch during the Telesurgery, will make all necessary audiovisual arrangements for the telesurgery production independently with the hotel or other audiovisual provider, and will pay the audiovisual equipment rental fees directly.*

*APSA staff will provide the hotel or other audiovisual provider's information and will be available to the Telesurgery Supporter to answer any questions or to act as a liaison.*

*† Names are included in the Preliminary and Final Programs if APSA headquarters receives an exhibit contract on or before the editorial deadlines. The deadline for the Preliminary Program is Jan. 9, 2008. The deadline for the Final Program is Feb. 1, 2008.*

## Gold and Platinum Supporters Receive:

One complimentary set of APSA member mailing labels. These labels can be used to contact APSA members and meeting attendees several weeks before the APSA 38<sup>th</sup> Annual Meeting to invite them to visit your exhibit booth and to highlight your products and services





## Exhibit Opportunities

### Exhibit: \$2,000 per 8' x 10' booth

Reinforce your organization's position or introduce your presence in the profession. Enhance productivity by building contacts and partnerships. Meet with people who are looking for your expertise.

### Exhibiting with APSA offers:

- A booth space at the annual meeting
- Three complimentary meeting badges, including tickets to the Thursday evening Welcome Reception
- Organization name in the Preliminary and Final Programs
- Acknowledgement on scrolling slides in the meeting room with other exhibitors
- Acknowledgement on signs in the registration area with other exhibitors
- Organization name in a thank you message on the APSA Web site following the annual meeting and via e-mail blast to all APSA members
- President's acknowledgement from the podium, recognizing your organization as an exhibitor

### Exhibit Dates and Hours

<b>Friday, May 30</b>	6:45 a.m. – 12:30 p.m.
<b>Saturday, May 31</b>	7 a.m. – 12:30 p.m.

Continental breakfasts and scheduled refreshment breaks will be served in the exhibit area daily.

### Exhibit Registration Price Includes

#### Each exhibit registration includes the following events:

Continental breakfasts, refreshment breaks and a ticket to the Thursday evening Welcome Reception. If you would like to sign up for any of the optional events, do so on the registration form, and indicate how you would like to handle payment. A registration form will be sent to you in your exhibitor services kit once you have contracted for a tabletop or booth exhibit.

### Booth Includes

Each 8' x 10' booth space will include one 6'x30" covered table, two chairs, one waste basket, 18' high back wall and 3' high side rail fabric drape, and ID sign. Freestanding exhibit booths are permitted.

### Space Assignment

Space assignments will be made in the order in which applications are received. Exhibitors wishing to avoid assignment of space adjacent to a particular competitor should indicate this on their application for exhibit space. Careful consideration will be given to such requests. The American Pediatric Surgical Association reserves the right to alter the floor plan at any time.

### Payment

Exhibits are \$2,000 for a booth. Discounted rates are offered for not-for-profit organizations (501(c)6 or 501(c)3 tax status). Full prepayment or a 50 percent deposit of the contracted space cost must be forwarded with the application for exhibit space. The balance is due by April 18, 2008. Checks, in U.S. dollars only, should be made payable to the American Pediatric Surgical Association and mailed to:

### American Pediatric Surgical Association

60 Revere Drive, Suite 500  
Northbrook, IL 60062 USA

### Cancellation Policy

Cancellations received in writing by April 18, 2008, will be subject to a 25 percent administrative fee. No refund is possible for cancellations received after April 18, 2008, if the exhibit space cannot be resold and the exhibit hall is not sold out. In the event that the space is resold, the refund is subject to a 25 percent administrative fee.

### Installing Exhibits

The exhibit area will be available for set up on Thursday, May 29, 2008, from 5:30 – 6:30 p.m. All exhibits must be installed by 6:30 p.m. Assembly of exhibits during the regularly scheduled exhibit hours is not permitted.

### Dismantling Exhibits

All exhibits must remain intact until the official closing time of Saturday, May 31, 2008, at 12:30 p.m., and may not be dismantled or removed, in whole or in part, before that time. After the close of exhibits, all material must be removed no later than 5 p.m. on Saturday, May 31, 2008.

### Official Contractor

All decorating and exhibit furniture will be handled by the official contractor, GES Exposition Services. The exhibitor services kit outlines prices and instructions for securing additional items for your exhibit, shipping and material handling, etc. The exhibitor services kit will be mailed to exhibitors a few months prior to the conference.

### Exhibit Personnel

All participants affiliated with exhibits must be registered. Each person will be issued an exhibitor badge and must be employed by the exhibiting organization or have a direct business affiliation. Exhibiting companies are limited to three complimentary registrations. Additional registrations are \$100 each.

### **Hospitality Suite/Event Scheduling**

Exhibitors and supporters are encouraged to host hospitality suites or other events during the APSA Annual Meeting. However, these events cannot conflict with any scheduled APSA Annual Meeting activities. Meeting hours are 6 a.m. – 8:30 p.m. on Thursday, 6 a.m. – 6:30 p.m. on Friday, 6 a.m. – 10 p.m. on Saturday and 7 – 11 a.m. on Sunday. Contact APSA for more information.

### **Security**

Exhibit management provides peripheral security guard service. However, it is the responsibility of each exhibitor to protect display material from loss or damage. Be certain that all small display and personal items are secure before leaving the display, even temporarily.

### **Special Needs**

Please contact Shalini D'Souza at APSA headquarters via email at [sdsouza@eapsa.org](mailto:sdsouza@eapsa.org); by phone at 847/480-9576, ext. 275, phone; or fax at 847/480-9282, if you have a disability that will require special accommodations.

### **Hotel Information**

APSA has negotiated with the JW Marriott Desert Ridge Resort & Spa to offer the special room rate of \$199 U.S. for single or double occupancy. All rates are subject to state and city taxes. To reserve a room, call the JW Marriott Desert Ridge Resort & Spa at 800/835-6206. Reservations must be made at the JW Marriott Desert Ridge Resort & Spa by April 26, 2008. The APSA 39th Annual Meeting room rate may not be available after April 26, so make your reservations early.

### **Air Travel Discount Information**

Airline reservations may be made through FCm Bannockburn Travel Solutions, the preferred agency for APSA meetings. When you call, ask for the group department and identify yourself as an APSA 39<sup>th</sup> Annual Meeting participant. FCm Bannockburn charges a processing fee on transactions but provides a discount to all APSA attendees. International callers call FCm Bannockburn Travel Solutions at 847/948-9111, ext. 3; callers from North America dial 866/341-7672.

### **For More Information, Contact**

Shalini D'Souza  
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Northbrook, Illinois 60062 U.S.A.  
Telephone: 847/480-9576 ext. 275  
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E-mail: [sdsouza@eapsa.org](mailto:sdsouza@eapsa.org)  
[www.eapsa.org](http://www.eapsa.org)

[INSERT FLOOR PLAN]