

EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

SNACC 38th ANNUAL MEETING

OCTOBER 14-15, 2010

HILTON BAYFRONT HOTEL
SAN DIEGO, CA

If you market products and services to Neurosurgical and Critical Care Anesthesiologists, plan to exhibit at the only event dedicated exclusively to this highly-specialized audience!



The following is a list of companies that have supported the SNACC Annual Meeting in the recent past:

- Aspect Medical Systems
- Axon Systems
- Baxter Healthcare
- Cadwell
- Cook, Inc.
- DUPACO
- GE Healthcare
- Hospira
- Integra Foundation
- Integra Neurosciences
- Lippincott, Williams & Wilkins
- The Medicines Company
- Moberg Research / CNS Technology LLC
- Novo Nordisk
- PharMEDium Services, LLC

WELCOME TO THE SOCIETY FOR NEUROSCIENCE IN ANESTHESIOLOGY AND CRITICAL CARE 38TH ANNUAL MEETING

The Society for Neuroscience in Anesthesiology and Critical Care is a not-for-profit organization whose purpose is to advance the study of neurosurgical and critical care anesthesiology by fostering and encouraging research, education and scientific progress within the specialty. SNACC, a recognized subspecialty organization of the American Society of Anesthesiologists (ASA), supports, encourages and participates in the development and promotion of policies and programs of ASA and other professional organizations regarding neurosurgical and critical care anesthesiology.

This CME-approved educational program will present information with take-home value

The SNACC Annual Meeting has long been recognized for its thought-provoking programs, presenting information participants can take home and immediately put to use in their practices. The Annual Meeting educational program will help draw the type of valuable prospects you want to meet at your display.



Anesthesiologists who specialize in neuroscience and critical care will be coming from around the world to learn about treatments and procedures that include, but are not limited to:

Basic Monitoring Equipment

Airway Devices

Temperature Regulating Devices

Selected Pharmaceuticals

(antihypertensives, anesthetics, muscle relaxants, medications used in intensive care, etc.)

Monitors Used in the ICU

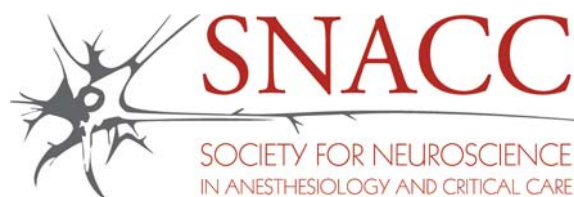
Catheters

Cerebral Function Monitors

(EEG, Transcranial Doppler, ICP Monitors, etc.)

Other Devices

(ultrasound techniques)



INCREASE YOUR COMPANY'S VISIBILITY WITH THESE SUPPORT OPPORTUNITIES!

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

Pre-Meeting Dinner Symposium

Thursday evening, October 14, 2010

A dinner symposium entitled "Translating Clinical Research Into Clinical Practice: Opportunities and Barriers" will be held Thursday evening. This event is well attended and 1.5 hours of Category I CME credit is planned to be offered.

Gold Sponsor: \$20,000

Program Sessions

Friday, October 15, 2010

Various significant topics in the field of neurosurgical anesthesia and critical care 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 Jennifer Hiltunen at 931-441-1836 or at jhiltunen@sasyes.com for more information.

Moderated Poster Discussion Sessions

Friday, October 15, 2010

Refreshments will be provided to attendees as they are led by moderators through the poster presentations covering the latest research and advances in neurosurgical anesthesia and critical care. Two moderated poster sessions will be held on Friday, where attendees can earn Category I CME credits.

Silver Sponsor: \$8,000

SNACC Young Scientist's Workshop

Thursday, October 14, 2010

2:00 - 5:15 p.m.

Financial and in-kind contribution support will be utilized to help cover meeting and administrative session costs for this important new session. Category I CME credits are planned to be offered.

Silver Sponsor: \$5,000

SNACC Evoked Potential Workshop (Support acquired)

Thursday, October 14, 2010

2:00 - 5:15 p.m.

Financial and 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 credits are planned to be offered. *(This session is being exclusively supported by Cadwell.)*



Non-CME Related Support/Marketing Opportunities

Annual Business Meeting Luncheon

Friday, October 15, 2010

The luncheon presents an opportunity for attendees to meet in small groups to review the day's learning experience as well as to receive an update on SNACC programs and activities.

Gold Sponsor: \$20,000

Meeting Program

The Meeting Program 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.

Silver Sponsor: \$7,500

Wine/Cheese Reception

Friday, October 15, 2010

This well-attended event provides your company with the opportunity to host the attendees as they unwind from a busy day of meetings. As the attendees mingle, they renew old acquaintances and make new ones.

Bronze Sponsor: \$5,000

Meeting Bag

This sturdy tote bag with handle will feature the SNACC logo on one side and the sponsoring company's logo on the other. (Product logos may not be used). It will be distributed to SNACC attendees at registration. The bag will be 2-colors. Additional charges apply for additional colors.

Silver Sponsor: \$7,500

For more information, please contact Jennifer Hiltunen at (913) 441-1836 or email her at jhiltunen@sasyes.com.

SUPPORTER BENEFITS

Gold Supporter Benefits

- Four full meeting registrations, including access to the educational program, breaks and meals.
- Complimentary logo/description in the program.

Silver Supporter Benefits

- Two full meeting registrations, including access to the educational program, breaks and meals.
- Complimentary logo/description in the program.

Bronze Supporter Benefits

- Two full meeting registrations, including access to the educational program, breaks and meals.
- Complimentary logo/description in the program.

All Supporters Will Enjoy The Following Benefits:

- Acknowledgment on the SNACC Website and in the SNACC Fall Newsletter.
- On-site signage in heavy traffic areas.
- Special recognition announcements at the opening of the meeting and sponsored event.



CRITICAL DEADLINES

SNACC Meeting Program 'thank you' recognition and/or sponsorship: Agreements and company logo (jpg format preferred), description and contact info must be received by August 20, 2010

To receive recognition in the Fall SNACC Newsletter: Agreements and company logo (jpg format preferred) must be received by August 20, 2010

To receive recognition on the SNACC Website: Agreements and company logo (jpg format preferred) must be received by September 15, 2010

To receive recognition on meeting signage: Agreements and company logo (jpg format preferred) must be received by September 15, 2010



EXHIBITOR RULES AND REGULATIONS

1. Exhibit Space Fees:

Before August 6, 2010. . . . \$1,800
After August 6, 2010 \$1,950

The price of the exhibit space includes in addition to the space itself, a 30 in. x 6 ft. draped table and two chairs, a description in the program, and one full registration for the meeting. There is a fee of \$50 per person for additional representatives. Your exhibitor badge will allow entrance to the exhibit area and access to the general sessions on a space-available basis only.

Badge Distribution: Those who have registered in advance may pick up their badge on-site at the SNACC Registration Desk. A pre-registered representative of the company may sign for all badges for that company.

Vendor Badges: Individuals who wish to view the displays but are not affiliated with an exhibiting company may register for \$100.

2. Cancellation Fee

No refunds or cancellations after September 3, 2010.

3. Display Hours

The displays are located in the Sapphire Ballroom, Level 4 and will be open to attendees as follows:

Friday, October 15, 2010

7:00 - 7:45 a.m.

Continental Breakfast

10:15 - 10:45 a.m.

Coffee Break

12:00 - 1:15 p.m.

Business Luncheon and Awards Presentation

3:00 - 3:30 p.m.

Coffee Break

6:10 - 7:40 p.m.

Wine and Cheese Reception in Exhibits Hall (optional)

4. Display Installation

Hours for installing table top or 6 ft. displays:

Friday, October 15, 2010

6:00 – 6:45 a.m.

5. Display Dismantling

Hours for dismantling the table top or 6 ft. displays:

Friday, October 15, 2010

3:30 - 4:00 p.m. or after the evening reception in the exhibits hall.

6. Display Standards

Display 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 SNACC meeting does not constitute a SNACC endorsement of the product or service, or the claims made. Drugs or devices which require premarket 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. SNACC reserves the right not to sell space for exhibition of any product or service that is at issue or in litigation with a government agency.

7. Permissible Displays/Product and Material Distribution

All business activities of the exhibitor must be within the exhibitor's allotted exhibit space. At the request of SNACC, made at any time or times before or during the exhibits, the exhibitor must promptly furnish SNACC 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. SNACC 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 SNACC considers undesirable for any reasons. This provision applies to exhibitor's conduct, articles, printed matter, samples, questionnaires or anything that SNACC deems objectionable. If SNACC decides that any of these do not meet its standards or are not suitable, the exhibitor must at once comply with SNACC demands or can withdraw and, if appropriate, receive a refund of the rental fee paid, prorated for the unused time.

8. Facility

Hilton San Diego Bayfront Hotel
1 Park Boulevard
San Diego, CA 92101
Phone: (619) 564-3333
Fax: (619) 564-3344

9. Shipping Information

The hotel has provided the following information.

Labels should read:

Name (of on-site person picking up)
Company Name
C/O Hilton San Diego Bayfront
One Park Boulevard
San Diego, CA 92101
ATTN: UPS Store/ Business Center

Hold for guest arrival

Delivery destination and date

Phone

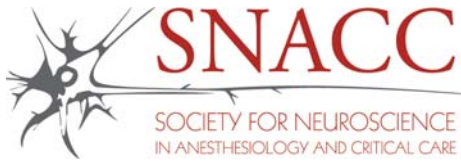
Fax

Number of packages in that shipment

10. Hotel Accommodations

Please be sure to visit the ASA Web site for further details at www2.asahq.org.





SPONSORSHIP/EXHIBITOR CONTRACT

38th ANNUAL MEETING

OCTOBER 14-15, 2010 ♦ SAN DIEGO, CA

EXHIBIT SPACE FEES:

On or Before August 6, 2010: \$1,800
After August 6, 2010: \$1,950

Exhibit spaces consist of a 30 in. x 6 ft. draped table and two chairs, one full registration for the meeting, and a description in the program.

Please reserve an exhibit space for my company at the SNACC 38th Annual Meeting, October 15, 2010 in San Diego, CA.

Special Requests: _____

Please e-mail a description of your company for inclusion in the Meeting Program to Jennifer Hiltunen at jhiltunen@sasyes.com. Please limit descriptions to 30 words or fewer.

----- PLEASE PRINT OR TYPE -----

Exhibitor Name (Full Legal Name) _____

Contact Name (To whom all correspondence is sent) _____

Display Name (Name displayed on booth sign, if different from legal name) _____

E-mail _____

Exhibitor Address _____

City _____ State _____ ZIP 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 at the SNACC 38th Annual Meeting, and agrees to the terms and conditions set forth herein.

Authorized Signature _____ Date _____
(Not valid unless signed)

SPONSORSHIP OPPORTUNITIES

Please check the sponsorship opportunity you wish to support.

- Annual Meeting Luncheon: \$20,000
- Wine/Cheese Reception: \$5,000
- Meeting Program: \$7,500
- Meeting Bag: \$7,500

PAYMENT INFORMATION

(Payment in Full Must Accompany Completed Application)
If paying by company check, please make checks payable to Strategic Alliance Services and return with this form. Credit card payments can be faxed to (913) 441-1837. Charge on credit card will appear from Strategic Alliance Services.

PAYMENT TYPE:

- Check VISA MasterCard AmericanExpress

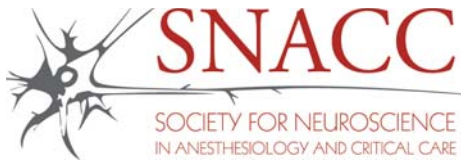
Society for Neuroscience in Anesthesiology and Critical Care

c/o Strategic Alliance Services
Attn: Jennifer Hiltunen
4611 Chouteau Street • Shawnee, KS 66226
Phone: (913) 441-1836 • Fax: (913) 441-1837

Printed Name on Card _____

Card # _____ Exp. Date _____

Authorized Signature _____



REQUEST TO PROVIDE COMMERCIAL SUPPORT FOR EDUCATIONAL ACTIVITIES

38th ANNUAL MEETING ♦ OCTOBER 14-15, 2010 ♦ SAN DIEGO, CA

----- 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/ print 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 SNACC 38th 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 _____ Date _____
(Not valid unless signed)

SPONSORSHIP OPPORTUNITIES

Please check the sponsorship opportunity you wish to support.

- Pre-Meeting Dinner Symposium: \$20,000
- Program Sessions: Call for pricing
- Moderated Poster Discussion Sessions: \$8,000
- SNACC Young Scientists Workshops: \$5,000
- In-kind Contributions

Describe: _____

Other: _____

Society for Neuroscience in Anesthesiology and Critical Care

c/o Strategic Alliance Services

Attn: Jennifer Hiltunen

4611 Chouteau Street • Shawnee, KS 66226

Phone: (913) 441-1836 • Fax: (913) 441-1837