



CENTRAL SURGICAL ASSOCIATION  
MIDWEST SURGICAL ASSOCIATION

# 2017 ANNUAL MEETING

July 29 - August 1, 2017  
Chicago, IL



## INVITATION TO EXHIBIT



**CENTRAL SURGICAL ASSOCIATION  
MIDWEST SURGICAL ASSOCIATION**

**2017  
ANNUAL  
MEETING**



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## MEETING PURPOSE AND AUDIENCE

The joining of Central Surgical Association and Midwest Surgical Association produces a community of academic surgeons sharing the exchange of new information in surgery including minimally invasive surgery, trauma and critical care, surgical infection, surgical oncology, endocrine and pediatric surgery as well as surgery in general. Attendance includes chairs of major departments in the Midwest, directors of residency programs, area residents, as well as academic and private practice surgeons. Expected attendance is 275 surgeons primarily from the Central Region of The United States and Canada.

## WHY EXHIBIT?

Through your participation at the Central Surgical Association and Midwest Surgical Association Joint Meeting, your products and services will gain exposure to 250+ of the best surgical professionals in the Midwest, boasting significant purchasing power. The exhibit hall is strategically placed within daily food and beverage events, providing plenty of networking opportunities.

## EDUCATIONAL GRANT

The Central Surgical Association and the Midwest Surgical Association have a long history of quality academic research and welcome your company's support through educational grants.

## MARKETING/EXHIBIT SUPPORT

If you believe your company's current mission aligns with the program presented, please contact us at [csa-msa@lp-etc.com](mailto:csa-msa@lp-etc.com) or 913.402.7102. Grants must comply with ACCME guidelines and ACS regulations. Together with industry, these associations 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 sponsoring an educational session you draw attention to your company's commitment to the CSA/MSA mission. Your sponsorship will be highlighted on signage, in the program book, and on meeting title slides within the scientific session, as well as through recognition from the podium. Exhibitor passports will be given to each attendee upon their arrival, and there will be a drawing at the end of the meeting for an iWatch.

## HOTEL INFORMATION

### Westin Chicago River North

320 North Dearborn Street  
Chicago, IL 60654, United States

Phone: 312-744-1900

[Hotel Website \(www.westinchicago.com\)](http://www.westinchicago.com)

Traditional room without parking: \$264/night

Traditional room with overnight parking: \$299/night

### Housing cutoff July 11, 2017

## EXHIBIT HOURS

Sunday, July 30	7:30am - 12:30pm
Monday, July 31	7:30am - 1:00pm
Tuesday, August 1	7:00am - 11:30am

## EXHIBIT FEE

Exhibit fee is \$3,000 and includes a 6' tabletop display, along with (2) registrations and recognition in the final program, onsite signage and recognition at the podium in the general session.

## 2016 EXHIBITORS & SPONSORS

Acell, Inc.	Medtronic
BK Ultrasound	Merck
CAE Healthcare	Olympus Medical Group
Cook Medical	Pacira Pharmaceuticals
Ethicon	Pfizer Injectables
Integra Lifesciences	W.L. Gore & Associates, Inc.
Mallinckrodt Pharmaceuticals	

## CONTACT

### Central Surgical Association/Midwest Surgical Association

t: 913.402.7102

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

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

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



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## CSA/MSA SPONSORSHIP OPPORTUNITIES

### **Gold Level Sponsorship: \$10,000**

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

### **Bronze Level Sponsorship: \$5,000**

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

### **NEW! Exclusive Sponsorship Opportunity— Family Bowling Night: \$5,000**

This exclusive off-site social opportunity includes: lane rental, 1 drink ticket, pizza and appetizers for attendees as well as:

- Exclusive acknowledgement and announcement at the bowling event
- Up to 10 minutes of exclusive speaking time to address attendees
- Company logo displayed and informational items available during event
- Acknowledgement as sponsor in final program
- Acknowledgment as sponsor in general session
- Acknowledgment as sponsor in exhibitor hall

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

This is an exclusive sponsorship opportunity that includes:

- Customized electronic hotel key card with company logo provided to attendees staying at approved hotels.

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

This is an exclusive sponsorship opportunity providing:

- An Industry provided speaker for up to 60 minutes in dedicated room
- Acknowledgment as sponsor in final program
- Acknowledgment as sponsor in general session
- Acknowledgment as sponsor in exhibitor hall

### **Premium Advertising: \$1,000**

Exclusive opportunity to display your companies name.

- Placement of a 6x3 banner sign will be placed in high traffic areas of the main conference (sign provided by sponsor)





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## EXHIBITOR & SPONSORSHIP CONTRACT

### DETAILS & FEES

Exhibiting companies will be given a 6' tabletop display, along with recognition in the final program and recognition on signage displayed on-site. Companies can participate in the CSA/MSA Annual Meeting as an Exhibitor for a fee of \$3,000.

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**

\$ 3,000

*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**

\$ \_\_\_\_\_

**Family Bowling Night — \$5,000**

**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 \$3,000 is separate from any meeting support or education grant.*

**TOTAL DUE**

\$ \_\_\_\_\_

### PAYMENT INFORMATION

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

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

**CSA/MSA**

PO Box 219191

Kansas City, MO 64121-9191

t: 913.402.7102

CSA Tax ID # 38-6077274

MSA Tax ID# 51-0197240

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

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

### 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