

*Invitation to*  
**EXHIBIT AND SPONSOR**



Western Surgical Association 126<sup>th</sup> Scientific Session  
**2018 ANNUAL MEETING**

November 3 – 6, 2018  
*San Jose del Cabo, Mexico*

JW Marriott Los Cabos  
Beach Resort & Spa





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## 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 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

#### JW Marriott Los Cabos Beach Resort & Spa

Fraccion Hotelera FH5-C1, Subdelegacion de la Playita,  
Puerto Los Cabos

San Jose del Cabo, Baja California Sur 23403  
Mexico

<https://www.marriott.com/hotels/travel/sdjw-jw-marriott-los-cabos-beach-resort-and-spa/>

**Reservations:** 800-223-6388

**Group Code:** WSAB

[Online reservation: Book your group rate for WSA 2018 Annual Meeting](#)

**Room Rate:** \$265 Single/Double (an additional 10% service charge per room night will be included on final hotel room bill, in lieu of gratuity for service staff at hotel)

**Housing Cut-Off: Wednesday, October 3, 2018**

Please keep in mind when making reservations online:

- Pre/Postdates may not be available through the link; please call reservations directly at 800.223.6388 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 800.223.6388 to speak with an agent.
- After October 3, 2018, 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

Saturday, November 3	3:00pm – 5:00pm	Exhibitor Setup
	6:30pm - 8:30pm	Welcome Reception
Sunday, November 4	6:00am – 12:00pm	Exhibits Open
Monday, November 5	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.

### 2017 EXHIBITORS & SPONSORS

Bard Davol Inc.	Prescient Surgical
Bk Ultrasound	Prytime Medical Devices, Inc.
CSL Behring	Shire
Hitachi Healthcare Americas	Sony Healthcare Solutions
Karl Storz	Ultra Light Optics Inc.
LifeCell, an Allergan Affiliate	University of Tennessee Physician
Olympus America Inc.	Executive MBA Program



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## SCHEDULE AT-A-GLANCE

### SATURDAY, NOVEMBER 3, 2018

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 4, 2018

6:00am – 12:00pm **Registration Open**  
6:00am – 7:00am **Continental Breakfast & Exhibit Viewing**  
7:00am – 8:45am **Scientific Session 1**  
8:00am – 10:00am **Spouse/Guest Hospitality and Breakfast**  
8:45am – 9:10am **Introduction of New Members & J. Bradley Aust Award**  
9:10am – 9:20am **Morning Beverage Break, ePosters and Exhibit Viewing**  
9:20am – 10:20am **Scientific Session 2**  
10:20am – 11:20am **Presidential Address | Mark S. Talamonti, MD**  
12:00pm – 5:00pm **WSA Golf Outing & Afternoon Activities**

### MONDAY, NOVEMBER 5, 2018

7:00am – 5:00pm **Registration Open**  
7:00am – 8:00am **Continental Breakfast, ePosterSession & Exhibit Viewing**  
8:00am – 10:20am **Scientific Session 3**  
8:00am – 10:00am **Spouse/Guest Hospitality and Breakfast**  
10:20am – 10:40am **Morning Beverage Break, ePosters & Exhibit Viewing**  
10:40am – 12:20pm **Scientific Session 4**  
12:20pm – 1:30pm **--Lunch on own--**  
1:30pm – 2:30pm **Discussion/Debate/Panel**  
2:30pm – 3:30pm **Video Session**  
3:30pm – 3:45pm **Afternoon Beverage Break, ePosters & Exhibit Viewing**  
3:45pm – 4:15pm **Nonie Lowry Oration**  
4:15pm – 4:45pm **Quick Shot Presentations**  
4:45pm – 5:15pm **WSA Annual Business Meeting**  
7:00pm – 11:00pm **President's Reception & Dinner Dance**

### TUESDAY, NOVEMBER 6, 2018

6:00am – 7:00am **Women in Surgery Breakfast**  
7:00am – 11:30am **Registration Open**  
7:00am – 8:00am **Continental Breakfast & ePoster Session**  
8:00am – 9:50am **Scientific Session 5**  
9:50am – 11:15am **Scientific Session 6**  
**Meeting Concludes**





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## WSA SPONSORSHIP OPPORTUNITIES

### Gold Level Sponsorship \$10,000

- Premium booth selection
- One exclusive pre and post meeting email blast to attendees
- Two mobile app notifications to attendees  
*(prepared and posted by the association)*
- One logo on association website
- Two tickets to the welcome reception
- Acknowledgment as gold sponsor in final program
- Acknowledgment as gold sponsor in meeting app
- Acknowledgment 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 mobile app notification to attendees  
*(prepared and posted by the association)*
- One logo on association website
- Acknowledgment as silver sponsor in final program
- Acknowledgment as silver sponsor in meeting app
- Acknowledgment 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

### Bronze Level Sponsorship \$5,000

- One logo on association website
- Acknowledgment as bronze sponsor in final program
- Acknowledgment as bronze sponsor in meeting app
- Acknowledgment 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

### Virtual Exhibit Booth Sponsorship \$1,000

**NEW!** Reach beyond your office walls and make your organization visible to in-person attendees without staffing a booth. Virtual exhibitors receive access to a kiosk in the exhibit hall that will be customized with your branding and loaded with content of your choosing. Take advantage of this opportunity to showcase videos, products, services, contact information and more!

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

**Monday, November 5, 2018 | 12:30pm - 1:30pm**

- An Industry provided speaker for up to 40 minutes in a dedicated room
- Automatic upgrade to Gold Level Sponsor
- One email blast and mobile app notification to promote event to attendees.
- Basic audio and visual equipment
- Two mobile app notifications to attendees  
*(prepared and posted by the association)*
- One logo on association website
- Two tickets to the welcome reception
- Acknowledgment as gold sponsor in final program
- Acknowledgment as gold sponsor in meeting app
- Acknowledgment 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

### 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



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## 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

\$

#### Lunch Symposium — \$8,000

*(does not include food & beverage)*

\$

#### Virtual Exhibit Booth — \$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

\$

### 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

EMAIL ADDRESS

FIRST & LAST NAME

EMAIL ADDRESS

### PAYMENT INFORMATION

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

☐ **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