



THE SOUTHWESTERN SURGICAL CONGRESS

2012 Annual Meeting

March 25-28, 2012 | Terranea Resort | Rancho Palos Verdes, CA

SPONSOR & EXHIBITOR
PROSPECTUS



INVITATION TO EXHIBIT

Dear Colleagues,

Make your plans now to participate in the Southwestern Surgical Congress 64th Annual Meeting & Exhibition. This year's meeting will be held March 25-28, 2012, at the Terranea Resort in Rancho Palos Verdes, California.

The Southwestern Surgical Congress offers an innovative, high-quality, valuable educational program to stimulate and promote the progress of surgery to the general surgeons and associated specialty surgeons in the 18 states comprising the organization.

Each year, the Exhibition and Poster Displays are a highlight of the SWSC Annual Meeting. Through your participation at the SWSC Annual Meeting, your products and services will gain exposure to professionals with significant purchasing power.

In addition, you can show your support and increase your name recognition by offering an unrestricted grant in any amount.

So make plans now to exhibit and/or become a sponsor at the SWSC 64th Annual Meeting, March 25-28, 2012 at the Terranea Resort in Rancho Palos Verdes, California

James A. Edney, MD

Executive Director, Southwestern Surgical Congress

ABOUT THE SWSC

The Southwestern Surgical Congress is an organization of surgeons that fosters social and educational interaction between practicing general surgeons, surgical specialists and academicians through education, advocacy, the promotion of research and the introduction of innovative ideas and emerging technology with the ultimate goal of proving excellent patient care. Each year the annual meeting of the SWSC is carefully planned to provide state of the art and clinically relevant surgical education in an atmosphere of congenial and collegial social interaction. We invite you to the 64th Annual Meeting, March 25-28, 2012 at the Terranea Resort in Rancho Palos Verdes, California.

Our membership mix of academicians, basic scientists, clinical investigators, specialists and practitioners is a well-balanced partnership serving as the foundation upon which the rich tradition of the SWSC has been built. As a part of that tradition the SWSC embraces the new generation of surgeons that will push the frontiers of excellence in surgical care in the years to come. This dedication can be seen in the large numbers of surgical residents presenting original work at the Annual Meeting and the special awards to those young surgeons who demonstrate superior work.

As a regional surgical society, the SWSC strives to enhance the practice of general surgery not only within our member states but for the specialty as a whole. The Congress actively advocates on behalf of the general surgeon at the American College of Surgeons with representation on the Board of Governors and the Advisory Council for Surgery. The SWSC is also represented on the American Board of Surgery and on the Editorial Advisory Board of the American Journal of Surgery.

WHY YOU NEED TO BE THERE

As a SWSC Exhibitor, you will have the opportunity to:

- Meet face to face with physicians involved in general surgical care
- Build further visibility for your company
- Expand your prospect base
- Strengthen existing customer relationships
- Target influential decision makers
- Generate new sales leads
- Reserve your booth space today for this event!
- Beverage Breaks, Breakfast, Posters and Welcome Reception are held in the Exhibit Area

GENERAL INFORMATION

MEETING LOCATION

Terranea Resort
100 Terranea Way
Rancho Palos Verdes, CA 90275
Telephone: 866.484.5558

EXHIBIT SET UP HOURS

Sunday, March 24 9am - 1pm

EXHIBIT HOURS

Sunday, March 25 1pm - 7pm
Monday, March 26 7am - 1pm
Tuesday, March 27 7am - 3:30pm

EXHIBIT TEARDOWN

Tuesday, March 27 3:30am - 5pm

HOUSING

SWSC Group Rates: \$300 Single/Double + Tax
Toll Free Reservations: 866.484.5558
Reservations should be made by February 24, 2012, to ensure group rate and availability.

SWSC MISSION STATEMENT

The purpose of The Southwestern Surgical Congress is to stimulate and promote the progress of surgery. The Southwestern Surgical Congress offers innovative, high-quality, valuable, educational programs to the general surgeons and associated specialty surgeons in the 18 states comprising the organization to stimulate and promote the progress of surgery. An annual meeting is held each year and an educational program is presented including scientific papers, discussions and clinics. The Congress engages in the publication of papers by its participants in the American Journal of Surgery.



EXHIBIT RULES & REGULATIONS

All dates and times are subject to change.

1. EXHIBIT DATE & HOURS

Sunday, March 25	1pm – 7pm
Monday, March 26	7am – 1pm
Tuesday, March 27	7am – 3:30pm

2. ASSIGNMENT OF BOOTH SPACE

Applications received from prospective exhibitors will be recorded in order of their receipt. Space will be assigned on a first-come, first-served basis. The Southwestern Surgical Congress (hereinafter referred to as “The Congress”), in the event of a conflict regarding space or other imperative conditions, shall have the right to assign space to the exhibitor, or rearrange the floor plan and/or relocate any exhibit at any time before or during the period of exhibition.

3. RESERVATION AND OCCUPATION OF EXHIBIT SPACE

Half of the exhibit space rental fee is required with submission of your Application for Exhibit Space.

Space not fully paid for by March 25, 2012, is subject to cancellation or reassignment at the option of The Congress, without obligation for refund of earnest money deposit. Exhibitors with a balance due will not be allowed to set up their booth until the entire exhibit fee has been received by the Congress.

Any space not claimed and occupied for which no special arrangements have been made prior to Sunday, March 25, 2012, may then be resold or reassigned by The Congress, without obligation on the part of The Congress to refund any part of the booth rental. Exhibitors may not assign or sublet any space allotted to it and may not advertise or display goods other than those manufactured or sold by it in the regular course of its business.

Cancellation of rented booth space before February 24, 2012, will result in a \$100 release fee. If cancellation is made after February 24, 2012, The Congress will not be required to refund any part of the booth rental.

4. INSTALLATION OF EXHIBITS

Installation of exhibits must occur on Sunday, March 25, 2012 from 9:00am – 1:00pm. All exhibits MUST be installed by Sunday at 1:00pm.

After this hour, no installation work will be permitted without the special permission of The Congress.

5. REMOVAL OF EXHIBIT MATERIALS

All exhibits must remain intact (not dismantled or removed) until Tuesday, March 27 at 3:30pm.

6. EXHIBIT ARRANGEMENTS

The Congress will provide a 6’ draped and skirted table with 2 chairs and wastebasket. It also will provide signs with company name and booth numbers. All exhibits must be confined to the spacial limits as indicated on the floor plan.

No part of the display, excepting equipment therein, is permitted without prior permission granted by The Congress.

Flammable materials must be flame proofed before being taken into exhibit building.

Literature on display shall be limited to reasonable quantities (one-day supply). Fire department permits are required for open flame devices and use of compressed gases of dangerous chemicals.

7. CARE OF EXHIBIT SPACE

The exhibitor shall care for and keep in good order their occupied space.

Special cleaning of the booth and display equipment and material will be the exhibitor’s responsibility.

Exhibitors may not place anything in the aisles during open hours of the exhibition.

8. REGISTRATION AND BADGES

Each exhibiting company will be allowed three (3) booth personnel and will receive only three registration badges. All exhibitors shall register their personnel in advance. Any additions or changes in registration made during the meeting must be certified by a representative of the exhibiting firm or by the person in charge of the company’s booth space.

Admission to the exhibition will be by badge only. One badge will be furnished to each registrant at the time of registration. Official badges must be worn whenever the registrant is in the exhibition hall.

No more than three registered representatives per booth will be allowed in the exhibit hall at any one time.

Badges of Fellows, exhibitors, program participants and guests will show the name and connection of the wearer. Badges will not be transferable. The general public will not be admitted to the exhibition hall.



SALES CONTRACT

Please make an extra copy of this form and mail original to:
The Southwestern Surgical Congress, PO Box 412964, Kansas City, MO 64141

Application to exhibit dated this _____ day of 2011/12 by and between _____, hereinafter called "Exhibitor," and The Southwestern Surgical Congress, hereinafter called "The Congress."

I. In accordance with the following terms, conditions and regulations governing exhibits of The Congress, the undersigned hereby makes application for exhibit space(s), which application, when accepted by The Congress, becomes a contract. Terms and conditions listed under Exhibit Rules & Regulations, as well as those conditions under which exhibit space in the hotel is leased to The Congress, are part of this contract.

II. For general information and floor plans of exhibits, see accompanying brochure. (*Exhibit space is \$1500 for each 6' draped and skirted tabletop area.*)

III. The following are preferred exhibit locations as numbered on accompanying floor plan in order of preference. (*Exhibit Hall entrance is near booth number 1.*)

Preferred Booth Location: 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____

IV. List any probable exhibitor and/or products you **DO NOT WISH** to be in close proximity to your display: _____

List any probable exhibitor and/or products you desire **TO BE** in close proximity to your display: _____

V. Exhibitor information to be listed in the printed program as follows (please type or print neatly):

Company Name _____ City/State _____

VI. Please indicate name of person who is authorized to sign this contract and should receive ALL mail/info regarding exhibits at the Annual Meeting.

Name _____ Title _____

Mailing Address _____ City/State/ZIP _____

Telephone _____ Fax _____ E-mail _____

VII. Payment Information

Exhibit Space @ \$1500 \$ _____
Additional Grant @ \$ _____ \$ _____
TOTAL DUE \$ _____

Check to be made payable to: The Southwestern Surgical Congress. Tax ID #73-0588502
 Credit Card: American Express Discover MasterCard Visa

MAIL COMPLETED FORM TO

The Southwestern Surgical Congress
PO Box 412964
Kansas City, MO 64141

Telephone: 913-402-7102
Email: meetings@swscongress.org
Fax: 913-273-9940

Account No. _____ Exp Date _____

Cardholder Signature _____ Cardholder Name (*Please print*) _____

Street Address And Zip Code Where Credit Card Statements Are Sent To _____



EDUCATIONAL GRANT OPPORTUNITIES

DEDICATED LECTURES

Additional acknowledgments for the following sponsorship opportunities include recognition of your contribution on the opening slide of the lecture funded. Enjoy the recognition of having your name associated with one of the following lectures.

PRESIDENTIAL ADDRESS **\$1,000**

This lecture honors the SWSC President, Robert McIntyre, MD of the University of Denver, Denver, CO, and gives him the opportunity to address The Congress about a topic of importance to surgeons.

CLAUDE H. ORGAN, JR. MEMORIAL LECTURE **\$1,000**

Established in 1996, this lecture recognizes Dr. Organ's tireless dedication to the Southwestern Surgical Congress and the surgical profession. Dr. Organ served as President of the SWSC in 1984, and also served as the 84th President of the American College of Surgeons.

THOMAS G. ORR MEMORIAL LECTURE **\$1,000**

Dr. Orr was Chairman of the Department of Surgery at The University of Kansas for 25 years, Editor of the standard textbook "Operations of General Surgery," and in 1950, he served as SWSC's second president. This lecture was established in 1966.

EDGAR J. POTH MEMORIAL LECTURE **\$1,000**

Dr. Poth was Professor of Surgery at the University of Texas - Galveston for 46 years, an internationally renowned GI surgeon, and SWSC's 15th president in 1963. This lecture was established in 1975.

CLINICAL SESSIONS

Additional acknowledgments for the following sponsorship opportunities include recognition of your contribution on the opening slide of the session.

SCIENTIFIC SESSIONS **\$1,000 EACH**

The scientific sessions scheduled during the conference are the core of this educational event. Approximately 35 papers, selected from more than 200 submitted abstracts, will be presented and discussed. Categories include abdominal/gastrointestinal, breast, cardiothoracic, endocrine, infection/antibiotics, oncology, trauma, and vascular.

SPECIAL SESSIONS **\$1,000 EACH**

SWSC colleagues discuss topics through the special session lectures. Topics in the recent past have included minimally invasive treatment options and advanced technology for surgeons.

SCHOLARSHIPS & AWARDS

SWSC ANNUAL MEETING SCHOLARSHIPS **\$500 EACH**

Scholarships make it possible for residents needing financial assistance to attend the Annual Meeting. Help residents gain access to educational sessions, networking opportunities, and the SWSC Exhibit Hall.

Additional acknowledgments of support include a slide with company logo as scholarships are announced.

SCHOLARSHIPS & AWARDS CONT.

JACK A. BARNEY AWARD **\$1,500**

This award was established in 1986 to recognize the service of Dr. Jack A. Barney, who served as Secretary-Treasurer of the SWSC from 1966-1986. This prestigious award goes to the best paper presented by a resident. You can help SWSC present this honor while enjoying your company's association with this award.

Additional acknowledgements of support include a slide with company logo during award presentation and company name on the award itself.

OUTSTANDING POSTER AWARD **\$1,000**

Each year at the Annual Meeting one poster is recognized as the "Outstanding Poster" of all submitted. Help support this educational activity for attendees and friendly competition amongst presenters. Additional acknowledgements of support include a slide with company logo during award presentation and company name on the award itself.

SPECIAL EVENTS

Additional acknowledgements for the following support opportunities include signage at the event venue.

PRESIDENTIAL RECEPTION **\$3,000**

The President's Reception is the social highlight of the conference. Members, spouses and families enjoy food and drink, music, and entertainment as they network, renew friendships, and make new acquaintances.

Additional acknowledgements also include the opportunity for contributor representatives in the receiving line.

GRADUATE MEDICAL EDUCATION LUNCHEON **\$2,000**

This popular luncheon is attended by nearly 100 residents and program directors and includes a keynote speaker discussing issues relevant to graduate medical education.

ADDITIONAL OPPORTUNITIES GRANTS

The SWSC Executive Council is willing to entertain other contribution opportunities to suit your needs and provide you with maximum exposure to our members.

MARKETING OPPORTUNITIES

GOLF TOURNAMENT **\$3,000**

The SWSC Golf Tournament is an afternoon of fun and healthy competition for attendees and guests. Additional acknowledgements also include a company representative to assist with the presentation of awards.

INDEPENDENT INDUSTRY SYMPOSIUM

The SWSC is offering a limited number of opportunities for interested vendors to host an independent educational symposium in conjunction with the SWSC Annual Meeting to highlight new education and information for practicing physicians. Available times include a Sunday afternoon educational session and reception, Monday or Tuesday breakfast session, or a Tuesday luncheon session.

The SWSC will assist in providing meeting space for the event. All additional food and beverage and audio visual costs are the responsibility of the hosting organization.



SUPPORT ACKNOWLEDGEMENT

SWSC sponsors receive prominent acknowledgment in a variety of ways, appropriate to each program or event. Acknowledgment typically includes:

- One or more acknowledgments in the membership newsletter
- Signage and other visuals at sponsored events
- Acknowledgment on web site
- Listing in the Membership Directory and Onsite Program

Representatives from sponsoring companies also are invited to the President's Private Reception with the members of the SWSC Executive Council during the Annual Meeting.

OFFICERS

Robert McIntyre, MD
President

David Antonenko, MD
President-Elect

Kenric Murayama, MD
Vice President

Clay Cothren Burlew, MD
Secretary-Treasurer

Ronald Stewart, MD
Recorder

James A. Edney, MD
Executive Director

Jeffrey Holloway, MD
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Nevada

David McCray, MD
New Mexico

Wayne Anderson, MD
North Dakota

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Oklahoma

Lars Aaning, MD
South Dakota

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Texas (Northern)

Ernie Gonzalez, MD
Texas (Southern)

Daniel Vargo, MD
Utah

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Wyoming

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STAFF

Nonie Lowry
Administrative Manager

Denise Higgs
Membership & Registration Coordinator

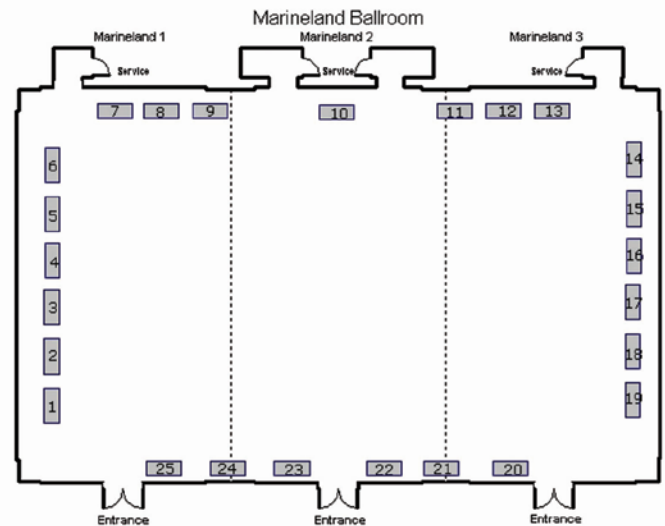
Jill Kawulok
Meeting Coordinator

Laura Fitzgerald
Financial Manager

Matthew Kemp
Graphic Designer

Melissa Kuethe
Webmaster

EXHIBIT FLOORPLAN



PREVIOUS EXHIBITORS

- | | |
|---|------------------------------|
| Aloka Ultrasound | LifeCell |
| American College of Surgeons – Foundation | Medicus Insurance |
| Bioptics | Merck & Co. |
| BK Medical Systems | Niti Surgical |
| Canica Design | Novartis |
| Cook Medical | Olympus Surgical America |
| Cooper Surgical | Sanofi-Aventi |
| Covidien | Saunders Mosby-Elsevier |
| Davol, Inc. | Simbionix |
| Ethicon Endo-Surgery | Star Surgical |
| Genzyme Biosurgery | Synovis Surgical Innovations |
| Gore & Associates | TEI Biosciences Inc. |
| Hollister, Incorporated | Tissue Science |
| I-Flow Corporation | Ure Sil, LLC |
| Karl Storz Endoscopy America, Inc. | ValleyLab |
| KCI | Vector Surgical |
| | Wolfe Tory Medical |

ATTENDANCE

2011 HAWAII		2009 SAN DIEGO	
Physicians	137	Physicians	148
Residents	95	Residents	89
Medical Student	9	TOTAL	237
TOTAL	241		
2010 TUSCON			
Physicians	138		
Residents	75		
Medical Student	10		
TOTAL	223		