

ASSOCIATION FOR SURGICAL EDUCATION

# SURGICAL EDUCATION WEEK 2022

Association for Surgical Education Annual Meeting: May 3-5, 2022

Association of Program Directors in Surgery: May 5-7, 2022



May 3-7, 2022  
Grand Hyatt, San Antonio, Texas



## Exhibitor Prospectus

[www.surgicaleducation.com](http://www.surgicaleducation.com)

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

To apply to exhibit, please use the following link:

<https://www.surgicaleducation.com/sew-exhibitor-application/>

Over **900 attendees** representing medical schools and educational institutions throughout the United States and Canada.

## Why You Need To Attend

- ◇ To gain access to over 900 attendees representing medical schools and educational institutions throughout the United State and Canada and including chiefs of surgery; directors of surgical residency and clerkship programs; and surgical residents
- ◇ To showcase your products and services to these physicians who are instrumental in the decision making process for surgical equipment and educational materials. Many of the attendees are responsible for and actively involved in surgical education programs with a dedicated interest in adult learning, performance evaluation, research design, curriculum development and teaching
- ◇ To meet these prominent leaders face-to-face in a relaxed, convenient location

## What Are The Benefits To You

- ◇ Exhibits are located in a high-traffic area, in the foyer outside of the general session room
- ◇ Refreshment breaks are scheduled in the exhibit area to maximize traffic
- ◇ Exhibitor Passport Program encourages attendees to visit each booth to qualify for a prize drawing
- ◇ Acknowledgement of support in meeting app, signage and break slides and from the podium during general sessions and ASE Awards Banquet

## Exhibit Specifications

The tabletop rental fee includes:

- ◇ One 6' x 2' draped display table
- ◇ Two side chairs
- ◇ Tabletop exhibitor ID sign
- ◇ Exhibitor badges (four per exhibiting company)

## Fees, Payments & Cancellations

**FEE: \$1,700 (ON OR BEFORE JANUARY 28, 2022)**

**\$1,850 (AFTER JANUARY 28, 2022)**

Complete payment must accompany the Application to Exhibit. Notice of cancellation of exhibit space must be made by the exhibitor prior to March 4, 2022. All cancellations received by this date will be refunded. However, a nonrefundable processing fee of \$50 will be withheld. No refunds will be issued after March 4, 2022.

## Exhibit Space Assignments

Exhibit spaces will be reserved on a first-come, first-served basis as payments and applications are received. **NOTE** – **Space is limited so you are encouraged to submit your application as soon as possible.**

## Reserve Your Exhibit Space Today!

To apply to exhibit, please use the following link: <https://www.surgicaleducation.com/sew-exhibitor-application/>

## Questions:

Jenay Root  
Development Manager  
Phone: 310-215-1226, ext. 127  
Email: [jenay@surgicaleducation.com](mailto:jenay@surgicaleducation.com)

## Hotel Reservations

A discounted rate of \$249 has been secured for Surgical Education Week attendees and exhibitors at the Grand Hyatt, San Antonio, Texas. The hotel reservations link will be provided in the Exhibitor Confirmation Kit which will be emailed in February.

## Shipping, Electrical, Internet and AV

Shipping instructions and order forms for electrical, internet and AV will be included in the Exhibitor Confirmation Kit which will be emailed in February.

## Physical Distancing Guidelines

Physical distancing will be observed in accordance with CDC, city, state and hotel guidelines. Details to be provided.

### Association For Surgical Education

PRESIDENT: Adnan Alseidi, MD, EdM  
PROGRAM CHAIR: Aimee Gardner, PhD

### Association of Program Directors in Surgery

PRESIDENT: Douglas S. Smink, MD, MPH  
PROGRAM CHAIR: Cary Aarons, MD

# EXHIBIT SCHEDULE

*Times subject to change*

*Exhibits located in the Lone Star Ballroom Foyer, immediately outside of the general session room*

## **Wednesday, May 4**

- ◇ Exhibits Open: 9:00 am to 4:00 pm
- ◇ Morning and Afternoon Breaks in Exhibit Area

## **Thursday, May 5**

- ◇ Exhibits Open: 9:00 am to 4:00 pm
- ◇ Morning and Afternoon Breaks in Exhibit Area

## **Friday, May 6**

- ◇ Exhibits Open: 9:00 am to 1:00 pm
- ◇ Morning Break in Exhibit Area



## **EXHIBIT INSTALLATION & DISMANTLE**

Set-Up Hours: Tuesday, May 3 from 4:00 pm to 8:00 pm

Teardown Hours: Friday, May 6 from 1:00 pm to 4:00 pm

## PREVIOUS EXHIBITORS

3D Simbionix  
American College of Surgeons  
Applied Medical  
Caresyntax, Inc.  
Decker Medicine  
Digital Surgery  
Discourse LLC Virtual Patients  
Elsevier, Inc.  
GIBLIB  
Ethicon  
HCA Training Program Outreach  
Intuitive Surgical  
JOMI Surgical Video Journal  
Journal of Surgical Education (JSE)  
Keck School of Medicine of USC - Master of  
Limbs & Things, Ltd.  
Listrunner  
McGraw-Hill Education  
Medical-X  
Medtrics Lab  
MileMarker  
MyEvaluations.com, Inc.  
myTIPreport  
NYU WISE Programs  
Olympus  
Osler Institute  
SensOR Medical Laboratories, Ltd.  
SonoSim, Inc.  
SurgiReal Products, Inc.  
Surgical Council on Resident Education (SCORE)  
Surgical Science  
thumbroll  
TrueLearn  
University of Illinois at Chicago College of  
Medicine  
Wolters Kluwer

## EXHIBIT RULES & REGULATIONS

### Exhibitor Staff Conduct

Exhibitors must set-up, occupy and staff their exhibits during all hours exhibits are open. Failure to do so may result in ineligibility for future meetings. All participants affiliated with Exhibits must be registered as exhibitors (link and instructions to be provided in Exhibitor Confirmation Kit).

Interviews, demonstrations and the distribution of literature must be conducted within the exhibit area assigned to the exhibitor. Canvassing or distributing advertising materials beyond the perimeters of the exhibitor's own space will not be allowed. Additionally, exhibitors are not allowed to post signs relating to exhibits or any company activity outside the perimeters of the exhibitor's own space. When food and beverage are served in the exhibit area during breaks and receptions, exhibit personnel may participate but are expected to allow attendees to participate first.

### Subletting of Space

Exhibitors may not assign or apportion to others the whole or any part of the space allocated and may not display goods or services other than those manufactured or regularly distributed by applicants.

### Direct Sales in the Exhibit Area

No direct sales are permitted to take place in the exhibit area excluding book sales. Orders may be taken and processed for delivery elsewhere but product may not be conveyed in the exhibit area.

### Americans With Disabilities Act

Exhibitors shall be fully responsible for compliance with all applicable provisions of the Americans with Disabilities Act (ADA) with regard to their booth space. This includes, but is not limited to, the wheelchair access provisions.

# RULES & REGULATIONS

## Display of Investigational Products

All exhibitors must comply with FDA rules regarding display of investigational products. Display of any investigational products is not an endorsement by the ASE, APDS or ARAS. To comply with the Food and Drug Administration's Guidelines on Notices of Availability, any investigational product exhibited or graphically depicted should:

- ◇ Contain only objective statements about the product.
- ◇ Contain no claims of safety effectiveness or reliability.
- ◇ Contain no comparative claims to other marketed products.
- ◇ Be displayed solely for the purpose of obtaining investigator responsibilities.
- ◇ Display a statement: "Caution – Investigational Device – Limited to Investigational Use" (or similar statement) in prominent size and placement.

## Exhibitor Presentations

Exhibitor presentations may take place during any hours that the exhibit area is open to registrants. Exhibitor programs or presentations must be confined to the exhibitor's assigned exhibit space. The sound intensity of such activities as determined by ASE Management must not interfere with the activities of neighboring exhibitors. ASE Management reserves the right to determine at what point sound constitutes interference with others and whether it must be discontinued. Programs or presentations are to be straightforward in nature and must avoid the use of sideshow or theatrical gimmicks.

## Insurance and Liability

The exhibitor assumes entire responsibility and liability for losses, damages, and claims arising out of injury to any person, or loss of,

or damage to property when such loss, damage or injury is in any way connected to the exhibitor's participation in the exhibition. Exhibitors shall indemnify and hold harmless the Association for Surgical Education (ASE) Management, its officers, directors, agents, members and employees, and the designated meeting facilities, their agents, and employees from any and all such losses, damages and claims.

Exhibitors agree to protect, save and keep ASE Management and the Grand Hyatt, San Antonio, Texas forever harmless from any damage or charges imposed for violation of any law or ordinance whether occasioned by the negligence of the exhibitor or its agents as well as to strictly comply with the applicable terms and conditions contained in the agreement between the Grand Hyatt, San Antonio, Texas and the ASE regarding the exhibit premises and further an exhibitor shall at all times protect, indemnify, save and keep harmless the ASE and the Grand Hyatt, San Antonio, Texas against any and all loss cost damage liability or expense arising from, or out of or by reason of said exhibitor's occupancy and use of exhibit premises or part thereof.

While ASE Management will provide security, furnishing of such security shall not be deemed to affect the non-liability of ASE Management, its members, officers, representatives or official services contractors, or the Grand Hyatt, San Antonio, Texas to modify in any way the assumptions or risk provided herein.

If any part of the exhibit area is damaged or destroyed in such a way as to prevent ASE Management from allowing an exhibitor to occupy its assigned space during any portion of the exhibition or if same is prevented by strikes, acts of God, national emergency, or other causes beyond the control of ASE Management, exhibitors

will be charged for space during the time it was, or could have been occupied and exhibitors hereby waive any claim against ASE Management, its members, directors, agents, or employees, for losses or damages that may occur due to such inability to occupy assigned space.

## Photography

An exhibitor or its products may not be photographed or videotaped without the permission of the legitimate occupants of that exhibit space. ASE Management reserves the right to photograph exhibits for society purposes.

