



# EXHIBITOR PROSPECTUS

*September 24-26, 2010*

*The Swissôtel Chicago*

*Chicago, Illinois*

*Gail Randel, M.D., Program Chair*

*Lauren Berkow, M.D., Program Co-Chair*

*Elizabeth C. Behringer, M.D., President of SAM*

*Carin A. Hagberg, M.D., Executive Director of SAM*

Jointly Sponsored by

Society for Airway Management and University of Massachusetts Medical School

Office of Continuing Education



# SAMPLE Agenda At-A-Glance

## Friday, September 24, 2010

7:00-7:45 AM Registration/View Exhibits/Continental Breakfast  
7:45-8:00 AM Opening Statements: Program Chair: Gail Randel, M.D.  
President: Elizabeth C. Behringer, M.D.

### **SESSION I: Training in Advanced Airway Management Techniques**

8:00-8:25 AM Training in Advanced Airway Management: An International Experience  
8:25-8:50 AM Hospital Wide Change in Practice: Johns Hopkins, Baltimore MD  
8:50-9:15AM Comprehensive Airway Program at Northwestern University , Chicago IL  
9:15-9:45 AM How to incorporate Fiberoptic skills into your practice  
9:45-10:00 AM Panel Discussions  
10:00-10:15 AM Poster Viewing / Break / Visit Exhibits

### **SESSION II: New Modalities of Airway Assessment**

10:15-10:45 AM What's New in Preoperative Assessment of the Adult Airway?  
10:45-11:15 AM Ultrasonography for Airway Assessment: Is It Useful?  
11:15-11:45 AM Airway Evaluation Prior to Extubation: What Goes in Shouldn't Necessarily Come out  
11:45-12:00 PM Panel Discussion  
12:00:00-1:30 PM Lunch on Your Own  
SAM Committee Meetings: Lunch Provided for Committee Members

### **SESSION III: Abstract Oral Presentations**

1:30-3:15 PM Six Abstract Presentations: (8 min presentation/5 min discussion)  
Two SAM Grant Recipient Presentations  
3:15-3:30 PM Presentation of Awards

### **SESSION IV: Hands-on-Workshops and Patient Simulation**

3:15-6:30 PM

**SAM Business Meeting** 6:30-7:30 PM General Membership Meeting  
7:30-10:30 PM Board of Directors' Meeting

**Saturday, September 25, 2010**

7:15-7:45 AM Registration, View Exhibits, Continental Breakfast

**SESSION V: Maintaining Oxygenation**

7:45-8:10 AM What is an Oxylator?

8:10-8:35 AM Apneic Diffusion Oxygenation: Relevance to Modern Practice

8:35-9:00 AM Maintaining Oxygenation in the Trauma Victim: Unique Considerations

9:00-9:30 AM Extracorporeal Membrane Oxygenation

9:30-9:45 AM Panel Discussion

9:45-10:00AM View Posters/Break/Visit Exhibits

**SESSION VI:**

10:00-10:30 AM DAS Representative Lecture: Patients, Principles and Paradigms – Dr. David Bell

10:30-11:15 AM Ovassapian Lecture: Cervical Spine Mechanics, Instability and Airway—Michael Todd, M.D.

11:15-11:45 AM China Representative – TBA

11:45-12:00 PM Panel Discussion

**SESSION VII A: Expert's Round Table Discussion (lunch included)**

12:00-1:30 PM Research in Airway Management—How to Get Started?

Optimizing Awake Intubation

Airway Management of the Morbidly Obese Patient

Evaluating Airway Devices—Which to Use in Your Practice

**Trainee Section:** Round table with the Experts: Videolaryngoscopy: Effective and Appropriate Application of a new technology  
*(limited to 20 trainees—box lunch included)*

Pediatric ETTs—Cuffed or Uncuffed?

**SESSION VII B:**

12:30-1:45 PM Professor Poster Rounds

**SESSION VIII Airway Management in Austere Environments**

2:00-2:30 PM Prehospital Setting

2:30-3:00 PM Advanced Airway Management in the Emergency Room

3:00-3:30 PM Advanced Airway Management in the ICU

3:30-3:45 PM Panel Discussion

**SESSION IX A: Expert's Round Table Session**

4:00-5:00 PM Integrating Physician Wellness to Improve Decision Making

Using Simulation to Establish Competency in Airway Management

Obstetric Anesthesia-Airway Strategies for the Pregnant Patient

How to Set up an Advanced Airway Rotation into Your Practice

Cricoid Pressure for Rapid Sequence Intubation—Pro/Con

Airway Management in Remote Locations (MRI, Endoscopy/Neuroradiology)

**SESSION IX B:**

4:00-5:00 PM Professor Poster Rounds

6:00-9:00 PM Award Ceremony and Cocktail Reception

**Sunday, September 26, 2010**

7:00-8:00 AM Registration, View Exhibits and Continental Breakfast

**SESSION X: Live and Learn: Unique Challenges in Airway Management**

8:00-8:25 AM Highlights from the SAM Discussion Forum

8:25-8:50 AM An Anesthesiologist's experience in Haiti

8:50-9:30 AM Bragging Rights: My Worst Airway Ever!!

9:30-9:45 AM Panel Discussion

9:45-10:00 AM Break/Poster Viewing

**SESSION XI: Journal Club—The Most Important Papers of 2008-2010**

10:00-10:30 AM Supraglottic Devices

10:30-11:00 AM Video Laryngoscopes

11:00-11:30 AM The Science Behind the American Heart Association Airway Management Guidelines: Future Directions

11:30-11:45 AM Panel Discussion

11:45-12:00 PM Closing Remarks:

Program Chair –Gail Randel, M.D.

Immediate Past President – Elizabeth C. Behringer, M.D.

Incoming President – Thomas Mort, M.D.

## GENERAL CONFERENCE INFORMATION

The *14th Annual Society for Airway Management Scientific Meeting* will be held at the Swissôtel Chicago, Chicago, Illinois on September 24-26, 2010.

The goal of the 14th Annual Society for Airway Management Scientific Meeting is to deliver current practical education in Difficult Airway management to all anesthesiologists, critical care physicians, emergency medicine physicians, otolaryngologists, trauma surgeons, certified nurse anesthetists, flight nurses, paramedics, trainees, and all other interested healthcare professionals. This course has been developed to feature international experts in the various fields of medicine dealing with airway management. Many aspects of difficult airway management, lectures, small group round table discussion sessions as well as an afternoon is devoted to Hands-On Workshop and Patient Simulator session. There is also Abstract and Scientific Exhibit Session with oral presentation of the most recent research in airway management.

### WHY SHOULD YOUR COMPANY EXHIBIT AT THE SOCIETY FOR AIRWAY MANAGEMENT MEETING?

- Access to the rapidly growing airway management market and those who have recognized the importance of airway management in all situations and fields of medicine.
- Targeted access and increased visibility to makers, implementers, and early adopters, including: anesthesiologists, otolaryngologists, emergency department physicians, and CRNAs.
- Exhibit hours and attendee traffic designed to maximize your exposure.
- Dedicated exhibit hours daily. Continental Breakfast, and refreshment breaks, will be served in the Exhibition Hall exclusively.
- Highly qualified leads. Exhibitors report that booth attendees are the decision makers and influencers who are highly interested in their products and services.
- Exhibitors and Sponsors are professionally identified via signage and conference materials.
- Growing impact. This annual conference attracts participants from all regions of the country and international presence.
- **If payment received by April 1st, the Company name will be acknowledged in the brochure.**

## GENERAL CONFERENCE INFORMATION (CONT'D)

**Target Audience** Anesthesiologists, emergency medicine physicians, otolaryngologists, trauma surgeons, paramedics, certified nurse anesthetists, flight nurses and all other allied health professionals assisting with airway management should attend.

Expectant number of participants: 225

## WHO WILL YOU FIND AT THE 14TH ANNUAL MEETING?

### BY SPECIALTY

Anesthesiologists	80 %
Emergency Medicine	10%
CRNA	5 %
Other	5%

### By Job Title

Physicians	85 %
Nurse/Nurse Practitioner	10 %
Other	5 %
( Medical Students, paramedics)	

## CONFERENCE VENUE

### THE SWISSÔTEL CHICAGO

323 E. Wacker Drive  
Chicago, IL 60601  
Phone: (312) 565-0565

## HOTEL ACCOMMODATIONS

*If you desire accommodations, the Society has arranged a special room rate of \$249.00 and up + applicable taxes per evening at the Swissôtel Chicago.*

Make your room reservations directly with the Swissôtel Chicago by calling **(888) 737-9477** or **(312) 565-0565**. You will need to identify yourself as a participant of the *14th Society for Airway Management Meeting* to receive this special rate. There are a limited number of rooms available at this special rate and this rate will expire on **August 24, 2010**. Reservation requests received on or after the August 24, 2010 will be accepted on a space availability basis however, the prevailing rack rates may not apply for any reservations made on or after August 24, 2010.

Check-in time is 3:00 pm / Check-out time is 12:00 pm. The *Swissôtel Chicago* has a two-day cancellation policy. If you are unable to attend the Meeting, you are responsible for calling the hotel directly to cancel your reservation. The *Swissôtel Chicago* will charge your credit card for being a no-show.

## GROUND TRANSPORTATION EASILY ASSESSABLE BY SHORT TAXI RIDE

## CONFERENCE MANAGEMENT CONTACT DENISE LEARY

Marketing/Events Manager  
University of Massachusetts Medical School  
Office of Continuing Education  
222 Maple Avenue  
Shrewsbury, MA 01545  
Phone: (508) 856-6943 Fax: (508) 856-6838  
Email: denise.leary@umassmed.edu

For Payment:

Anne-Marie Prince  
Society for Airway Management  
5753 Tanager Street  
Scherverville, IN 46375  
Phone: 773-834-3171  
Fax: 773-834-3166

WEBSITE: [WWW.SAMHQ.COM](http://WWW.SAMHQ.COM)

## Exhibit Hall Schedule

### Thursday, September 23, 2010

2:00 pm – 5:00 pm     Exhibitor Installation  
TBA                      Opening Reception

### Friday, September 24, 2010

7:00 am – 7:45 am     Exhibit Hall Open with Continental Bk  
10:00am – 10:10 am   Exhibit Hall Open with Refreshment Bk  
12:00 pm – 1:30 pm     Exhibit Hall Open ( Lunch)  
3:30pm – 6:00 pm     Airway Workshops

### Saturday, September 25, 2010

7:15 am – 7:45 am     Exhibit Hall Open with Continental Bk  
9:45 am – 10:00 am   Exhibit Hall Open with Refreshment Bk  
12:00 pm – 1:30 pm     Exhibit Hall Open

### Sunday, September 26, 2010

7:00am - 8:00 am     Exhibit Hall Open with Continental BK  
9:45 am- 10:00 am     Exhibit Hall Open break

## EXHIBITION HALL LOCATION

The Exhibition Hall is located in Grand III of the Swissôtel Chicago.

Continental breakfast, and refreshment breaks, will be served to attendees in the exhibition hall to help increase traffic.

## RECEPTIONS

Exhibitors and faculty reception will be held Thursday evening. TBA on time and place.

## EXHIBITOR RULES AND REGULATIONS

### APPLICATIONS AND ELIGIBILITY

Renting booth space in the exhibit area during the Society for Airway Management meeting for the purpose of promoting an applicant's products and/or services ("Exhibitor") must be made on the Application form ("Application") provided on page 11 of this prospectus by the Society for Airway Management Meeting (SAM). The Application and Exhibitor Rules & Regulations, ("Rules"), shall constitute the complete agreement between the parties regarding the subject matter herein ("Agreement") and may be amended by SAM from time to time. All Applications must contain all the information requested and be executed by an individual who has the

authority to act for the Exhibitor. SAM reserves the right to accept and reject any Application.

### AGREEMENT TO RULES

Each Exhibitor agrees to abide by the Rules published in this document. SAM shall have exclusive final determination in the matter of the interpretation and enforcement of all such Rules. Exhibitor agrees these Rules will be adhered to by the Exhibitor's employees, agents and guests. Every agreement and representation must be in writing and signed by an authorized representative of the Exhibiting company to be binding. The Agreement cannot be modified or canceled by the Exhibitor without prior consent of SAM

### ASSIGNMENT OF EXHIBIT SPACE

Exhibition space will be guaranteed once the Application and payment is received. Location and assignment of booth space will be determined by an authorized representative of SAM. **Any fees incurred for electrical power and internet access will be the sole responsibility of the Exhibitor. Also, all shipping charges and equipment transfer costs will be the sole responsibility of the Exhibitor.** All exhibits must be completely assembled by 4:00 am on Friday, September 24th so the exhibit area will be ready for the Opening Reception.

## EXHIBITOR RULES AND REGULATIONS (CONT'D)

### EXHIBITION FEES

#### 3 Levels of Participation:

##### Platinum (\$5,000)

Waived course fees for 3 Representatives  
Participation in airway workshop with separate table

##### Gold (\$3,000)

Waived course fee for 2 Representatives  
Participation in airway workshop with separate table

##### Silver (\$1,500)

Waived course fee for 2 Representatives  
(no Airway workshop participation)

**If would like Airway Workshop participation:**

**Additional cost:**

**\$500 for shared workshop table**

**\$1,000 for separate table**

#### All levels of exhibition fees include:

- exhibit space
- one 6' undraped table
- two chairs
- 7" x 44" black and white identification sign
- Company name and description will be listed in the On-site Program Guide.
- Scientific sessions and Faculty/Exhibitor social event.

A check, money order, VISA, Discover, American Express or MasterCard must accompany the Application. An additional 5% surcharge will be added with a credit card payment. If the Applications is received by March 25th, 2010, the Exhibitors will be listed on the Brochure. If the Exhibitor cancels on or after September 2, 2010, all monies will be forfeited. There is no rebate of fees for no-shows. If your booth is not installed by 6:30 pm September 24, 2010, you will be considered a no-show.

## ELIGIBILITY TO EXHIBIT

Exhibitors will not be permitted to display outside the confines of their assigned space. Exhibitors may not sublet, share, exchange, assign or apportion any part of the exhibition space allotted. Exhibitors are not allowed to represent, advertise or distribute literature for the products or services of any other company or individual except unless previously approved in writing by an authorized representative of SAM.

Exhibitors may have promotional giveaway items in their booth such as pens, hats, mugs, key chains, or other low value items that are not intrusive or disruptive to the conference. Exhibitors shall be solely responsible for complying with any law, rule, regulation or ordinance regarding such promotional giveaway items. All promotional items are subject to the approval of SAM.

Exhibitors shall be solely responsible for compliance with the applicable provisions of the Americans with Disabilities Act (ADA) with respect to the exhibition space.

## LIABILITY AND INSURANCE

The Society for Airway Management undertakes no duty to exercise care, nor does it assume any responsibility, for the protection and safety of the Exhibitor, its officers, agents, employees or guests, or for the protection of the property of the Exhibitor or its representatives, or property used in connection with the exhibition space, from theft or damage or destruction by fire, accident, or other cause. Small and easily portable articles shall be properly secured or removed after exhibition hours and placed in safekeeping by the Exhibitor.

IN ALL CASES, EXHIBITORS ARE REQUIRED TO MAINTAIN ADEQUATE INSURANCE OR SELF-INSURANCE COVERAGE AGAINST INJURIES TO PERSON AND DAMAGE TO OR LOSS OF PROPERTY AND MUST DO SO AT THEIR OWN EXPENSE. IT IS ESPECIALLY RECOMMENDED THAT ALL EXHIBITORS HAVE REPRESENTATIVES IN ATTENDANCE AT ALL TIMES WHEN THE EXHIBITS ARE OPEN AND ESPECIALLY WHEN EXHIBITS ARE BEING SET UP OR DISMANTLED, TO PROTECT THEM AGAINST LOSS OR DAMAGE.

## EXHIBITOR RULES AND REGULATIONS (CONT'D)

Exhibitor agrees to indemnify, defend and hold SAM, its officers, directors, agents, employees, parent, subsidiaries and affiliates, harmless for any damages or charges imposed for violations of any law, rule, regulation or ordinance, as well as, any failure to strictly comply with the applicable terms and conditions contained in the agreement between the Swissôtel Chicago regarding the Exhibition Space. Further, Exhibitors shall at all times protect, indemnify, save, defend, and hold harmless SAM and the Swissôtel Chicago, its officers, directors, agents and employees against and from any and all loss, cost (including attorney fees), damage, liability, or expense, without limitation, arising from or out of or by reason of the activities of the Exhibitor, its employees, agents, business invitees, or guests, the use of the exhibition space (or any part thereof) or the exhibit or display itself, including without limitation, any property damage or of any accident or bodily injury or other occurrence to any person or persons, including the Exhibitor, its agents, employees, guests and business invitees. The Exhibitor understands that neither SAM nor the Swissôtel Chicago maintains insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

### REQUIREMENTS OF BOOTH STAFF

Each Exhibitor package includes complimentary Conference passé depending on level of donation. Additional Exhibitor representatives or guests will need to register as an attendee to gain access to all scientific sessions and social events. Each Exhibitor must have at least one representative operating the exhibit booth during all official exhibiting hours as published by SAM. Exhibitors are asked not to conduct product demonstrations during regularly scheduled scientific sessions and must agree to immediately terminate if requested by SAM conference management.

### BOOTH CONSTRUCTION

Obstructive displays are not permitted. SAM shall have full discretion and authority on the placement, arrangement, and appearance of the booth displayed by the Exhibitor, and may require the replacing or rearrangement of the booth within the exhibit space. Exhibitors and their agents shall not injure or deface the wall, floors, carpeting, and/or ceiling of the building or equipment provided by the Hotel. No pins, tacks, or adhesives of any kind are permitted on any Hotel wall, door or column. Any tape applied to the floor by the exhibitor must be approved by the SAM conference management. If any damage appears, the Exhibitor is liable to the Swissôtel Chicago Hotel.

### SOUND RESTRICTIONS

Verbal announcements, tape recordings, radios, closed circuit TV, or video-loop TV, sound-slide presentations, motion pictures, or other attention-getting devices are permitted as long as the sound is contained within the allotted exhibit space and does not interfere with the activities of other Exhibitors. SAM conference management may ask Exhibitors to terminate sounds.

### Services Provided to Exhibitors

All services contracted by the Exhibitor from 3rd party vendors including without limitation shipping, drayage, electrical, telephone, security, and equipment rental, must be ordered and paid for by the Exhibitor. Electric, Internet access, phone line access may be obtained directly from the Swissôtel Chicago.

## EXHIBITOR RULES AND REGULATIONS (CONT'D)

### CANCELLATION BY EXHIBITOR

Should the Exhibitor be unable to occupy the exhibit space, notification of cancellation must be submitted in writing to SAM conference management. If Exhibitor cancels on or after September 2, 2010, all monies will be forfeited. There is no rebate of fee for no-shows. If your booth is not installed by 6:30 am September 24, 2010, you will be considered a no-show.

Further, if an Exhibitor fails to install a display in the assigned exhibition space, or fails to otherwise occupy the space, or fails to pay the exhibit space fee, or fails to comply with other provisions of this Agreement, SAM shall have the right without notice to the Exhibitor to take possession of said exhibition space and the Exhibitor agrees to pay any deficiency or any other loss or damage suffered by SAM resulting from such failure to comply.

### CANCELLATION OR RELOCATION OF CONFERENCE

In the event of cancellation or relocation of the 14th Annual Meeting, due to circumstances within the Society for Airway Managements' control, the liability of the Society shall be limited solely to a refund of any exhibition fee payments made to Society by the Exhibitor.

In the event the Society has no control over the cancellation or relocation of the Meeting, the Society shall have no liability of any kind.

Performance of this agreement is contingent upon the Society's ability to perform, and the Society shall not be responsible for any loss, damage, or delay due to strikes, lockouts, acts of God, government restriction, enemy action, civil commotion, unavoidable casualty or other causes similar or dissimilar, beyond the control of the Society.

### SHIPPING & RECEIVING DIRECTLY TO HOTEL

See page 12 for detailed shipping instructions to and from the Swissôtel Chicago.

### LOST AND FOUND

SAM and the Swissôtel Chicago are not responsible for damages or loss of any merchandise or articles left in the Hotel, meeting rooms, public rest rooms, restaurants, etc. however, the Hotel maintains a Lost and Found Department in the event items are found.

### CONFLICTING MEETINGS & SOCIAL EVENTS

In the interest of the success of the entire conference, the Exhibitor agrees not to extend invitations, call meetings, or otherwise encourage the absence of conference attendees during official conference hours without a written waiver from the conference management. (Official conference hours are listed on page 7 of this prospectus.)

### USE OF SOCIETY FOR AIRWAY MANAGEMENT'S NAME AND LOGO

The logo and name of the Society for Airway Management cannot be used in promotional literature in a manner that may imply co-sponsorship or an endorsement from the Society for Airway Management

### NO SMOKING

The use of tobacco products is prohibited in the exhibit space at all times, including installation and dismantling.

**Exhibition Space Application**

Exhibiting Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Email: \_\_\_\_\_

Contact Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

On-Site Contact (if different from above): \_\_\_\_\_

Waived conference fees are allotted for each Exhibiting company depending upon level of donation( AS per page 8). Additional Exhibitor representatives will need to register separately at [www.umassmed.edu/cme/events](http://www.umassmed.edu/cme/events) and pay the full Conference registration fee.

**NAMES OF COMPANY REPRESENTATIVES AS THEY NEED TO APPEAR ON A NAME BADGE:**

Rep. 1: \_\_\_\_\_

Rep. 2: \_\_\_\_\_

Rep. 3: \_\_\_\_\_

**EXHIBIT SPECIFICATIONS:**

Exhibitor Profile — need electrical outlet      yes or no

**DEPOSIT & PAYMENT AUTHORIZATION:**

Exhibit Fees (Check all that apply)

PLATIUNUM \$5,000 \_\_\_\_\_

GOLD \$3,000 \_\_\_\_\_

SILVER \$1,500 \_\_\_\_\_

\$ 500 FOR WORKSHOP \_\_\_\_\_

\$1,000 FOR WORKSHOP WITH SEPARATE TABLE \_\_\_\_\_

TOTAL: \_\_\_\_\_

I have enclosed \$ \_\_\_\_\_

If payment by credit card please add 5% surcharge

Payment by check made payable to "Society for Airway Management" or by VISA, Discover, American Express, or MasterCard.

Type of Credit Card \_\_\_\_\_ Credit Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

I am an authorized representative of the Company with authority to sign this Application.

Authorized officer name: \_\_\_\_\_ Title: \_\_\_\_\_

Authorized officer signature: \_\_\_\_\_ Date: \_\_\_\_\_

Applications are considered binding and eligible only after the Application and payment are received and approved by the conference manager. By signing the Application, Exhibitor acknowledges that they have read, understand and will comply with the rules and regulations for exhibiting set forth in this Prospectus and any conditions set forth by the Swissôtel Chicago as they relate to exhibiting. **Please complete entire Application, sign, and mail with check or fax with credit card information Society for Airway Management, 5753 Tanager Street, Schererville, IN 46375 Attn Anne-Marie Prince, Phone 773-834-3171, fax 773-834-3166**

**FOR SAM USE ONLY:**

**Date Received:**

## SHIPPING INSTRUCTIONS

Directly to the  
The Swissôtel Chicago

Packages and Boxes may arrive as early as 3 business days prior to September 24, 2010

**SHIPPING ADDRESS:**                    *The Swissôtel Chicago*  
*323 E. Wacker Drive*  
*Chicago, IL 60601*  
*c/o Convention Service Mgr, Nick Dalto*  
*ATTN: Anne-Marie Prince*  
*Society for Airway Management*  
*Ballroom Level, Grand III*  
*Hold For: (your name, company name)*  
*Event Date: September 24-26, 2010*

Shipments should be scheduled to arrive at the Hotel not more than three days prior than September 24, 2010. Shipments delivered for retrieval the same day will be available after 12:00 PM. Please use these shipping instructions if you ship directly to the Hotel regardless of how plan to ship - FedEx, UPS, DHL and any other RUSH services the day before the conference or during the conference.

Due to the large volume of shipments handled by the Hotel, please follow addressing instructions carefully. All boxes shipped directly to the Hotel will incur handling charges. **Please note that all shipping charges and equipment transfer costs will be the sole responsibility of the exhibitor.**

### Return Shipments

Please bring pre-addressed labels, packing tape, and shrink wrap materials with you.