



# **Exhibitor Prospectus**

## **20<sup>th</sup> Annual SAM Scientific Meeting and Workshop**

**September 14-17, 2017**

**Newport Beach Marriott Hotel & Spa  
900 Newport Center Drive  
Newport Beach, CA 92660**

**Robert Naruse, MD, Program Chair  
Sim Jagannathan, MD, Program Co-Chair  
Lorraine Foley, MD, SAM President  
Carin A. Hagberg, MD, SAM Executive Director**

Joint Providership by

Society for Airway Management and University of Massachusetts Medical School Office of  
Continuing Medical Education



## Agenda At-A-Glance

### Thursday, September 14, 2017

Airway on Demand Course 6:00 PM – 9:00 PM (Part II Friday 1:00 PM – 3:00 PM)

6:00-8:30 PM Faculty/Vendor Reception

### Friday, September 15, 2017

7:00 - 7:45 am Registration & Continental Breakfast / View Exhibits

7:45 - 8:00 am **Welcome**  
Lorraine Foley, M.D., MBA., President  
Robert Naruse, M.D., Program Chair  
Sim Jagannathan, M.D. Program Co-Chair-

#### **Session I: Airway Management in the 21<sup>st</sup> Century, Are we there yet?**

**Moderator: Maya Suresh, M.D. Past SAM President**

8:00 - 8:20 am **Airway Management Teams**

8:20 - 8:45 am **Update on Airway Registry, Airway Communications, Database Registries, and Reporting Systems**

8:45 - 9:10 am **Education and Airway Management.**

9:10 - 9:35 am **Education for Non-Airway Experts**

9:35 - 9:50 am **Panel Discussion**

9:50 -10:15 am **Break/Poster Viewing/ Visit Exhibits**

#### **Session II: Update on Future Challenges in Airway Management**

**Moderator: Richard Cooper Past SAM President**

10:15 - 10:45 am **Update on Airway management of the Trauma Patient with emphasis on Craniofacial injuries**

10:45 - 11:15 am **Update on Current Management for patients at high risk for Aspiration**

11:15 - 11:45 am **Update on airway management for the morbid obese that requires urgent intervention**

11:45 - 12:00 pm **Panel Discussion**

12:00 – 1:15 pm **Lunch on your own**

**Optional Round Table with, TBA**

12:00 - 1:15 pm **SAM Committee Meetings:**

#### **Session III: Airway Management Investigators of the Future Research Forum**

##### **Abstract Oral Presentations**

**Moderator: Sim Jagannathan M.D., & David Wong, M.D.**

1:30 - 2:45 pm **Abstract Presentations**

2:45 – 3:00 pm **Presentation of Awards**

3:00 – 5:30 pm **Break/View Posters/Visit Exhibits**

#### **Session IV: Hands on Workshops & Airway Simulation**

**Moderators: Lauren Berkow, M.D., Ashutosh Wali, M.D., Joseph Quinlan, M.D., Lorraine Foley**

3:30 - 6:00pm **Workshops**

**SAM Business Meetings**

6:00- 7:00 pm            General Membership Meeting (*open*)  
7:30- 10:30 pm        Board of Directors Meeting (*by invitation*)

## Saturday, September 16, 2017

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

### Session V: Pro vs. Con Debates

Moderators: John Sakles, M.D.

7:45 - 8:15 am            Airway emergencies outside the OR Pro Intubation, Con SGA use

8:15 - 9:00 am            The OSA Obese patient and urgent surgery Video Laryngoscopy vs Awake Fiberoptic Intubation

9:00 - 9:30 am            Pediatric Extubation Pro Deep Extubation, Con Awake

9:30 - 9:40 am            Panel Discussion

9:40 - 10:00 am        Break/View Posters/Visit Exhibits

### Session VI: Plenary Session

Moderator: Lorraine Foley, M.D.

10:00 - 10:30 am        DAS Speaker:

10:30 - 11:15 am        Ovassapian Lecture:

11:15 - 11:45 am        International Speaker: *Rescue ventilation through a small-bore transtracheal cannula and expiratory ventilation assistance. Dietmar Enk*

11:45 - 12:00 pm        Panel Discussion

12:00 - 1:00 pm        Expert's Round Table Session

1. Best approach to awake intubation
2. Organizing an Airway Rotation in your Department
3. Pre-Hospital and ED Airway Challenges
4. Airway Training for Ancillary Personnel
5. Pediatric Airway Management: New Equipment & New Techniques
6. Jet Ventilation/Hunsaker Catheter/Ventrain Device

1:00 - 2:00 pm            Poster Rounds I

### Session VII: SAM Chapters Presentation

Moderator: P. Allan Klock, M.D.

2:00 - 2:20 pm

2:20 - 2:40 pm

2:40 - 3:00 pm

3:00 - 4:00 pm            Poster rounds II

4:00 - 5:00 pm            Airway Jeopardy Tracey Straker (residents only)

7:00 - 10:00 pm        Award Ceremony and Dinner - TBA

## **Sunday, September 17, 2017**

**7:15-8:00am**                    **View Exhibits/ Continental Breakfast**

### **Session VIII: Airway Challenges in Pediatrics and Geriatrics**

**Moderator: Lauren Berkow, M.D.**

**8:00 - 8:30 am**                    **Airway Challenges in Neonates**  
**8:30 - 9:00 am**                    **Airway Challenges of the Geriatric patient**  
**9:00 - 9:30 am**                    **Airway Challenges in the Pediatric years beyond neonatal years**  
**9:30 - 9:45 am**                    **Panel Discussion**  
**9:45 - 10:00am**                    **Break/ Refreshments**

### **Session X: Current and Future Trends**

**Moderator: Michael Aziz, M.D.**

**10:00 - 10:20 am**                    **SAM and Future Projects in Airway Research**  
**10:20 - 10:45 am**                    **What is hot in the Airway Forum**  
**10:45 - 11:15 am**                    **SAM Projects Reports and Updates**  
**11:15 - 11:30 am**                    **SAM and Reference Project**  
**11:30 - 11:45 am**                    **Panel Discussion**  
**11:45 - 12:00 pm**                    **Closing Remarks**  
Robert Naruse, M.D.  
Sim Jagannathan, M.D. **(2018 Chair)**

## **GENERAL CONFERENCE INFORMATION**

The *20th Annual Society for Airway Management Scientific Meeting and Workshop* will be held at the Newport Beach Marriott Hotel and Spa, September 14-17, 2017.

The goal of the *20th Annual Society for Airway Management Scientific Meeting and Workshop* is to deliver current practical education in Difficult Airway management to anesthesiologists, critical care and emergency medicine physicians, otolaryngologists, trauma surgeons, certified nurse anesthetists, flight nurses, paramedics, trainees, and 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 will be presented as lectures and small group round table discussions. An afternoon will be devoted to hands-on workshops and patient simulator sessions. There are also Abstract and Scientific Exhibit Sessions with oral presentations 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 manufacturers, distributors, users, and early adopters, including anesthesiologists, otolaryngologists, emergency department physicians, and CRNAs.
- Exhibit hours and attendee traffic designed to maximize your exposure.
- Dedicated daily exhibit hours. 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.

**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.

Expected number of participants: 250

**WHO WILL YOU FIND AT THE 20<sup>TH</sup> 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, fellows and paramedics)	

**CONFERENCE VENUE**

NEWPORT BEACH MARRIOTT HOTEL & SPA  
900 NEWPORT CENTER DRIVE  
NEWPORT BEACH, CA 92660

**HOTEL ACCOMMODATIONS**

*If you desire accommodations, the Society Special Rate Info will be posted soon.*

**CONFERENCE MANAGEMENT CONTACT**

DENISE LEARY

Direct Business Operations

University of Massachusetts Medical School

Office of Continuing Education

55 Lake Ave. North – S4-124

Worcester, MA 01655

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

Schererville, IN 46375

Phone: 773-834-3171

Fax: 773-834-3166

**WEBSITE: WWW.SAMHQ.COM**

**TWITTER: @SAMHQGLOBAL**

### **Exhibit Hall Schedule:**

#### **Thursday, September 14, 2017**

2:00 pm - 5:00 pm Exhibitor Installation

7:00 pm - 8:30 pm Vendor's Reception

#### **Friday, September 15, 2017**

7:00 am - 7:45 am Exhibit Hall Open with Continental breakfast

9:45 am - 10:15 am Exhibit Hall Open with Refreshment Break

12:00 pm - 1:30 pm Exhibit Hall Open (Lunch)

3:30 pm - 6:00 pm Airway Workshops

#### **Saturday, September 16, 2017**

7:15 am - 7:45 am Exhibit Hall Open with Continental breakfast

9:30 am - 10:00 am Exhibit Hall Open with Refreshment Break

12:00 pm - 2:00 pm Exhibit Hall Open

#### **Sunday, September 17, 2017**

7:15 am - 8:00 am Exhibit Hall Open with Continental breakfast

9:45 am - 10:00 am Exhibit Hall Open break

### **EXHIBITION HALL LOCATION**

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

### **RECEPTIONS**

Exhibitor and faculty reception will be held Thursday evening.

### **EXHIBITION FEES**

4 Levels of Participation:

#### **DIAMOND \$15,000**

- 6 x 10 exhibit tables x 2
- Waived meeting fees for 4 representatives
- SAM corporate membership fees for 1 year for 2 representatives

- Participation in Airway workshop with up to 6 airway devices being taught
- Advertising space in the quarterly Airway Gazette - full page for 1 year - Prominent Logo link on SAM website, [www.samhq.com](http://www.samhq.com), that links to corporate website
- Recognition at annual meeting - full page handout to be provided by the company
- **OPPORTUNITY TO HOLD PRIVATE FOCUS GROUP AT ANNUAL MEETING - OR SYMPOSIUM LUNCH (NO CME).**

#### **PLATINUM \$10,000**

- 8 x 10 exhibit tables x 2
- Waived meeting fees for 3 representatives
- SAM corporate membership fee for 1 year for 1 representative
- Participation in Airway workshop with up to 6 airway devices being taught
- Advertising space in the quarterly Airway Gazette - full page for 1 year - Prominent Logo link on SAM website, [www.samhq.com](http://www.samhq.com), that links to corporate website
- Recognition at annual meeting - full page handout to be provided by the company

#### **GOLD \$7,500**

- 8 x 10 exhibit table x 1
- Waived meeting fees for 2 representatives
- Participation in Airway workshop with up to 4 airway devices being taught
- Advertising space in the quarterly Airway Gazette - 1/2 page for 1 year - Prominent Logo link on SAM website, [www.samhq.com](http://www.samhq.com), that links to corporate website
- Recognition at annual meeting - half page handout to be provided by the company

#### **SILVER \$5,000**

- 8 x 10 exhibit tables x 1

- Waived meeting fee for 1 representative
- Participation in airway workshop with up to 2 airway devices being taught
- Advertising space in the quarterly Airway Gazette - 1/4 page for 1 year - Prominent Logo link on SAM website, www.samhq.com, that links to corporate website
- Recognition at annual meeting – half page handout to be provided by the company

### **ALL LEVELS OF EXHIBITION FEES**

#### **INCLUDE:**

- Exhibit space
- One 6' undraped table
- Two chairs
- Scientific sessions for waived representatives and Faculty/Exhibitor reception

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 Exhibitor cancels on or after September 1, 2017, all monies will be forfeited. There is no rebate of fees for no-shows. If your booth is not installed by 6:30 am September 15, 2017, you will be considered a no-show. The space may be reassigned or denied at the discretion of an authorized SAM or UMMS agent.

### **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. The Exhibitor and his employees, agents and guests agree to adhere to these rules. 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 are received. The 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.**

All exhibits must be completely assembled by 5:00 pm on Thursday, September 14th so the exhibit area will be ready for the Opening Reception.

#### **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 display product information and peer review journal reprints. Exhibitors shall be solely responsible for complying the OCME policies and ACCME Commercial Support Policies. All materials are subject to the approval of UMMS OCME

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 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 Newport Beach Marriott regarding the Exhibition Space. Further, Exhibitors shall at all times protect, indemnify, save, defend, and hold harmless SAM and the Newport Beach Marriott, 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 Newport Beach Marriott 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 access 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 Newport Beach Marriott.

### **SHIPPING/STORAGE**

Conference materials shipped to the Newport Beach Marriott must be clearly labeled with the name of the conference, dates of event, name of person who will claim package and date of the person's arrival. Due to limited storage facilities, the Hotel is unable to store display materials or show merchandise. Deliveries may be shipped for arrival five days prior to the event date and the Hotel will store the materials in a secure location pending the Group's arrival. Should guests require delivery of crates, boxes, or display material, it must first be coordinated with the Event Services Manager. Handling charges of \$7 per box to move boxes may be incurred based upon size, weight and storage of conference materials, there is a \$200 per pallet charge to move boxes to the meeting room.

**ELECTRICAL** - Can be ordered directly from the Hotel, at the Exhibitors expense.

### **LABOUR/DRAYAGE**

Exhibitors must provide their own labour for the unloading of trucks and transportation of equipment and display materials to and from the exhibit area. The hotel does not provide labour for this purpose. To avoid damage to flooring, wooden skids must be placed under all heavy pieces of equipment. Bolts and other fastenings must be countersunk below the surface of such skids, and sharp edges or nails that might scratch into the floor must be eliminated. The hotel will hold exhibitors liable for any damage to hotel property.

### **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 Newport Beach Marriott.

### **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 1, 2017, 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 14, 2017, 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 20th 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.

**LOST AND FOUND**

SAM and the Newport Beach Marriott 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: \_\_\_\_\_ Onsite Contact: \_\_\_\_\_

Waived conference fees are allotted for each Exhibiting company depending upon level of donations (as per page 7). Additional exhibitor representations will need to register separately and pay the full conference registration fee.

Names of company representatives as they need to appear on a name badge:

1. \_\_\_\_\_ 3. \_\_\_\_\_

2. \_\_\_\_\_ 4. \_\_\_\_\_

### Exhibitor fees – Check all that may apply

Diamond - \$15,000     Platinum - \$10,000     Gold - \$7,500     Silver - \$ 5,000

### List of Airway Equipment participating in Airway workshop

1. \_\_\_\_\_ 4. \_\_\_\_\_

2. \_\_\_\_\_ 5. \_\_\_\_\_

3. \_\_\_\_\_ 6. \_\_\_\_\_

### Payment Authorization: If payment is made by credit card please add a 5% surcharge.

Visa                       MasterCard                       Discover

Credit Card # \_\_\_\_\_ Expiration date: \_\_\_\_\_

Name as it appears on Card: \_\_\_\_\_ CVV: \_\_\_\_\_

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

Payment by check: Make payable to "Society for Airway Management" Any fees incurred for electrical power and Internet access will be the sole responsibility of the Exhibitor. Also, all shipping charges will be the sole responsibility of the Exhibitor. Applications are considered binding and eligible only after the Application and payment are received. 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 **Please complete entire Application, sign, and mail with check or fax with credit card information to Society for Airway Management, 5753 Tanager Street, Schererville, IN 46375 Attn Anne-Marie Prince, Phone 773-834-3171, fax 773-834-3166.**