



SESPRS 2012 CORPORATE SUPPORT **and EXHIBIT OPPORTUNITIES**

2012 SESPRS Breast and Oculoplastic Symposium - Atlanta, GA
2012 Annual Scientific Meeting - Amelia Island, FL

Dear Prospective Exhibitor/Supporter,

We are pleased to invite you to support and/or exhibit at an SESPRS event! Reach SESPRS members and meeting attendees while enjoying first-class facilities in some of the Southeast's most popular meeting locations.

The Southeastern Society of Plastic and Reconstructive Surgeons is the oldest regional plastic surgery society in the United States, and the *Annual Scientific Meeting*, *Breast Surgery Symposium* and *Oculoplastic Symposium* are recognized by many as some of the most outstanding regional meeting in the country. Our 2012 meetings promise to be educational, exciting and entertaining. **We expect approximately 350 attendees at our January and June events, the vast majority of whom are plastic and/or reconstructive surgeons.**

This year's *Breast Surgery Symposium* offers insights into the full range of aesthetic and reconstructive surgery of the breast. "Live Surgery" will again be a part of this exciting event. *Oculoplastic Symposium* attendees will explore the latest techniques in aesthetic and reconstructive oculoplastic surgery, including what you need to know before and after surgery. Finally, the *Annual Scientific Meeting* will focus on basic and innovative scientific research or clinical studies which foster the pursuit of the highest levels of excellence in the specialty of Plastic Surgery.

Interested companies will find a variety of high-profile opportunities to increase their visibility, for a very reasonable cost. Opportunities include luncheons, theme dinners, receptions and sporting events, in addition to a variety of educational sessions for both surgeons and office staff. In return for supporting a program, you will be recognized for your support of the event with prominent signage and receive other appropriate benefits.

New for this year are special "package" support options that allow you to support all SESPRS meetings and receive recognition before, during and after these meetings.

In order to make your experience as an exhibitor more worthwhile, we are limiting the number of exhibit booths at all events, which we believe will create a more intimate environment in the exhibit hall. We also plan to hold multiple food and beverage functions within all exhibit spaces, thereby increasing traffic. We were excited to welcome new exhibitors in 2011, and are looking forward to your company joining us in 2012!

Exhibit booths and event support opportunities are reserved on a first-come, first-served basis. A tentative exhibit hall schedule and floor plan (subject to change) for the *Annual Scientific Meeting* is included here. An exhibit space contract is also included. **We regret that the exhibit hall for the *Breast and Oculoplastic Symposiums* are currently sold out**, though corporate support opportunities still remain. **We will begin assigning booth space for the *Annual Scientific Meeting* on Monday, February 6, 2012. Exhibit space contracts will be accepted from now until Friday, April 27, 2012.** Up-to-date information on all meetings is available at any time by visiting www.sesprs.org/meetings/.

We hope that you will accept our invitation to reserve an exhibit space and support these meetings. If you have any questions, please do not hesitate to contact either SESPRS Staff (info@sesprs.org) or myself (pdoherty@drohanmgmt.com). You may also call (703) 234-4067. We look forward to meeting you in 2012!

Sincerely,

Peter E. Doherty, CAE, Executive Director



SESPRS 2012 CORPORATE SUPPORT OPPORTUNITIES

2012 BREAST SURGERY SYMPOSIUM 2012 OCULOPLASTIC SYMPOSIUM 2012 ANNUAL SCIENTIFIC MEETING

In return for providing support for one or more of the events below, you will be recognized as official industry support for the event with prominent signage as well as other appropriate recognition. We hope that you will accept our invitation to become a valued partner and support SESPRS educational events.

New this year a re special “package” support options that allow you to support all SE SPRS meetings and receive recognition before, during and after these meetings. See the last page for a full list of options.

As is the case with exhibit booths, support for each of the events below will be secured on a first-come, first-served basis. Submit the form below, along with an indication of your company’s preferred choice(s), and an SESPRS representative will contact you. Contact us at (703) 234-4067 for more information.

Contact Information (Please Print):

Company Name: _____

Contact Person: _____ Title: _____

(The individual listed above will be the primary contact for SESPRS and receive all sponsorship correspondence.)

Address: _____

City: _____ State: _____ Zip/Postal Code: _____

Phone: (____) _____ Email: _____

Listed below are the remaining opportunities for corporate support. Fees and availability are as of October 19, 2011. Please check the support opportunities below for which your company is interested.

- 1. “Package” Support Option - Provides Recognition at All Events** \$ _____
See 2012 Support Level Opportunities page. Then, indicate choice to the right, in USD.

ANNUAL SCIENTIFIC MEETING OPTIONS

- | | |
|--|--------------------|
| <input type="checkbox"/> 2. General Educational Sessions | \$25,000 |
| <input type="checkbox"/> 3. Office Staff Educational Program | \$10,000 |
| <input type="checkbox"/> 4. SESPRS Board of Directors Dinner | \$10,000 |
| <input type="checkbox"/> 5. Opening Cocktail Reception | \$20,000 |
| <input type="checkbox"/> 6. Theme Dinner | \$30,000 |
| <input type="checkbox"/> 7. Past Presidents Dinner | \$5,000 |
| <input type="checkbox"/> 8. SESPRS Annual Golf Tournament | \$7,500 |
| <input type="checkbox"/> 9. SESPRS Annual Tennis Tournament | \$1,500 |
| <input type="checkbox"/> 10. Presidential Black Tie Reception and Dinner | \$30,000 |
| <input type="checkbox"/> 11. Spouses' Hospitality Suite | \$3,500/day |
| <input type="checkbox"/> 12. Meeting Breakfast/Break Snacks in Exhibit Hall | \$5,000/day |
| <input type="checkbox"/> 13. Day of Departure Buffet Lunch | \$7,500 |

Please indicate your company's 1st choice (list by item number): _____

2nd choice (list by item number): _____ **3rd choice** (list by item number): _____

Attestation: On behalf of my company, I attest that am aware of all ACCME regulations regarding corporate support and agree to comply with all regulations as they are now and as they may be amended.

Signature: _____ **DATE:** _____

Corporate Support Selection Forms may be scanned and e-mailed to info@sesprs.org or faxed to: (703) 435-4390. All others, please mail to: SESPRS – Annual Meeting Support, 12100 Sunset Hills Road, Suite 130, Reston, VA, 20190 USA

Payment: A completed form and partial payment must be received by **Thursday, March 31, 2012**, to ensure inclusion in the final program book. 50% payment is due on or before March 31, 2012. Full payment must be received on or before **April 30, 2012** or company will forfeit support opportunity. If support opportunity is forfeited, a full refund of any fees paid, minus a 10% administrative fee, will be paid to the company.

SOUTHEASTERN SOCIETY OF PLASTIC AND RECONSTRUCTIVE SURGEONS



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2011-2012

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Brandon, Mississippi

C. Scott Hultman (2014)
Chapel Hill, North Carolina

John T. Lindsey (2014)
Metairie, Louisiana

Society Office
12100 Sunset Hills Road
Suite 130
Reston, VA 20190-3221
Phone: 703-234-4067
Fax: 703-435-4390
www.sesprs.org

2012 Annual Support Level "Package" Opportunities

Diamond Level - \$60,000

- 2 Six (6') Foot Table Top Exhibit at 2012 Oculoplastic & Breast Meetings
- 1 Six (6) Foot Table Top Exhibit at 2012 June Annual Meeting
- 1 Physician Registration to 2012 Oculoplastic and Breast Meeting
- Special Signage in Exhibit Hall (Society Approved)
- Logo in all Printed Meeting Materials
- Logo on Website for Next 12 Months, with the Option to Send Pre-show E-mail Message to Attendees
- Marketing Materials in all Registration Packets (Limit - 1-8x10 or 1- Large Post Card Size, Provided by Your Company), and an Opportunity to Mail a Promotional Letter/Brochure to All Attendees
- Special Mention at All Meeting Events, and Company Logo on Hotel Key Cards (1st company to sign up)

Emerald Level - \$50,000

- 2 Six (6') Foot Table Top Exhibit at 2012 Oculoplastic & Breast Meetings
- 1 Six (6) Foot Table Top Exhibit at 2012 June Annual Meeting
- Special Signage in Exhibit Hall (Society Approved)
- Logo in all Printed Meeting Materials
- Logo on Website for Next 6 Months, with the Option to Send Pre-show E-mail Message to Attendees
- Marketing Materials in all Registration Packets (Limit - 1-8x10 or 1- Large Post Card Size, Provided by Your Company), and an Opportunity to Mail a Promotional Letter/Brochure to All Attendees
- Special Mention at All Meeting Events

Sapphire Level - \$40,000

- 1 Six (6') Foot Table Top Exhibit at 2012 Oculoplastic & Breast Meetings
- 1 Six (6) Foot Table Top Exhibit at 2012 June Annual Meeting
- Special Signage in Exhibit Hall (Society Approved)
- Logo in all Printed Meeting Materials
- Marketing Materials in all Registration Packets (Limit - 1-8x10 or 1- Large Post Card Size, Provided by Your Company)

Ruby Level - \$25,000

- 1 Six (6') Foot Table Top Exhibit at 2012 Oculoplastic & Breast Meetings
- Special Signage in Exhibit Hall (Society Approved)
- Marketing Materials in all Registration Packets (Limit - 1-8x10 or 1- Large Post Card Size, Provided by Your Company)

Pearl Level - \$15,000

- 1 Six (6') Foot Table Top Exhibit at 2012 Oculoplastic & Breast Meetings
- Marketing Materials in all Registration Packets (Limit - 1-8x10 or 1- Large Post Card Size, Provided by Your Company)

Please note that any combination of support equaling or in excess of one of the above amounts will automatically qualify a company for recognition at the levels indicated. This includes support for individual events or sessions.

Society Support Disclaimer : Printed company logos and/or company notations will comply with the rules and regulations of the ACCME. Educational content and industry support will be separated to adhere to ACCME regulations, as mentioned above and in verbal recognition as the Society deems appropriate.



EXHIBIT SPACE INFORMATION – 2012 ANNUAL SCIENTIFIC MEETING

Conference Site:

Ritz-Carlton Amelia Island

4750 Amelia Island Parkway

Amelia Island, Florida 32034 USA

Phone: (904) 277-1100

Fax: (904) 261-9064

Web: <http://www.ritzcarlton.com/en/Properties/AmeliaIsland/Default.htm>

Exhibit Hall Hours (all times tentative as of September 20, 2011)

| | | |
|-------------------|---|---|
| Saturday, June 2 | 2:00 pm - 10:00 pm | *Set-up |
| Sunday, June 3 | 7:00 am – 12:45 pm 7:00 am – 8:00 am 10:15 am – 10:45 am | Exhibits Open Breakfast, Exhibit Hall Coffee Break, Exhibit Hall |
| Monday, June 4 | 7:00 am – 12:45 pm 7:00 am – 8:00 am 10:15 am – 10:45 am | Exhibits Open Breakfast, Exhibit Hall Coffee Break, Exhibit Hall |
| Tuesday, June 5 | 7:00 am – 1:00 pm 7:00 am – 8:00 am 10:15 am – 10:45 am | Exhibits Open Breakfast, Exhibit Hall Coffee Break, Exhibit Hall |
| Wednesday, June 6 | 7:00 am – 11:00 am 7:00 am – 8:00 am 10:15 am – 10:45 am 11:00 am 11:00 am – 8:00 pm | Exhibits Open Breakfast, Exhibit Hall Coffee Break, Exhibit Hall Exhibits Close *Dismantle |

*Special exceptions to the Set-up/Dismantle schedule may be made, but must be submitted to SESPRS in writing prior to the start of the meeting and agreed to by all parties.

Your Exhibit Space Rental Includes:

- An 8 foot wide space with 6 foot long table, two chairs and a waste basket. Exhibits are meant to be tabletop, though backdrops and pop-up displays may be used behind the table as needed.
- The exhibition area is carpeted.
- Two (2) complimentary registration badges for company staff (additional staff may register at a cost of \$250.00/person).
- A listing in conference materials and on-site signage.
- Exhibitor ribbons for all staff.
- **NEW FOR 2012** - A copy of the *Program-At-A-Glance*, available on-site to all attendees.

Badges

Each exhibit space includes two complimentary registration badges that allow entrance to the following meeting events: the Saturday Opening Night Reception, Sunday Theme Dinner, continental breakfasts and breaks. Tickets for the Annual Black Tie Dinner will be available for sale at Registration or in advance at www.sesprs.org. **BADGES ARE NOT TRANSFERABLE.** Additional badges for other representatives may be obtained by including your request on the registration form.

Electrical/Furniture

An electrical order form for services available through the hotel will be provided as needed. Additional furniture will be handled directly with the hotel. An order form will be provided as needed.

Decorating

Exhibit space may be decorated at your company's discretion. However, no banners may be hung along the walls of the Public Areas. In addition, nothing is to be hung from the ceiling or placed over exit doors or located to conceal or obscure any exit. Questions regarding decorating and/or hanging of banners and displays may be directed to SESPRS staff as needed. Staff will consult the hotel if necessary. Exhibit booths will be inspected prior to the show's opening to ensure that all structures and decorations are erected and have been displayed in an appropriate manner. Necessary adjustments will be communicated to company representatives as needed prior to the start of the show.

Audio/Visual Services

Audio / Visual services are available through the Resort. They provide complete in-house event technology with state of the art equipment and professional technicians. An order form will be provided as needed.

Internet Services

The Resort provides various Internet Service options. Information on Internet Services will be provided upon request.

Shipping Information

Packages for functions should not be delivered to the hotel more than three(3) days prior to the meeting. Any packages or boxes larger than any combination of 500lbs. must be stored at a local warehouse and delivered to the Resort at the client's request with prevailing charges for such service. Delivery at warehouse must be received at warehouse one week prior to the function. Please note that the hotel storage facilities are extremely limited.

Packages shipped out will be assessed a \$10.00 handling fee per box, in addition to the actual shipping cost. Medium sized crates will be charged \$25.00 per crate and large sized crates will be charged \$75.00 per crate. Details regarding these charges are available by contacting Laia Climent at (904) 491-6724.

The following information must be included on all packages to ensure proper delivery:

SESPRS Annual Meeting
Client's Name
Date of Function
The Ritz-Carlton Amelia Island
Attn: Laia Climent
4750 Amelia Island Parkway
Amelia Island, Florida 32034 USA

The hotel will gladly ship your letters or packages outbound via Federal Express or UPS. Shipping fees can be charged directly to your own FedEx/UPS account (please have your FedEx/UPS account number ready **or** bring your own labels). Alternatively, the following FEDEX and UPS ship centers are conveniently located near the hotel:

FedEx Office Print & Ship Center
1470 Sadler Rd
Fernandina Beach, FL 32034
(904) 277-4037

The UPS Store
1417 Sadler Rd
Fernandina Beach, FL 32034
(904) 277-0820

Additional charges will apply for all packages requiring packaging, taping, etc. If you have any questions or concerns regarding shipping/receiving please contact the Ritz-Carlton Business Center.

Loading Dock and Move-In Instructions

Equipment must be loaded and unloaded at the loading dock or at the pre-loading dock in accordance with the Resort's rules and local ordinances. In accordance with the Resort's policies and procedures, a Loss Prevention Officer or Audio-Visual Supervisor will oversee all loading and unloading of equipment. There will be a charge of \$60.00 per hour for Monday through Friday, 7:00 am to 12:00 am and a charge of \$90.00 per hour for Monday through Friday, 12:00 am to 7:00 am, and all day Saturday, Sunday and holidays, with a 4-hour minimum for this service. Other details will be provided by the Ritz-Carlton upon request.

Conditions of Exhibitor Agreement:

1. **Assignment of Space: SESPRS will determine exhibitor space assignment.** Once space is approved, an exhibit may only be moved with the mutual consent of SESPRS and the specified exhibitor.
2. **Payment:** Full payment is required with a completed application for exhibit space. A completed form and payment must be received by Friday, **April 27, 2012**, to ensure inclusion in the hall and other conference materials. However, it is possible that the hall will sell out prior to this date. If this occurs, space will be assigned on a first-come, first-served basis.
3. **Cancellations:** Cancellations in writing to SESPRS on or before , **April 27, 2012** will receive a refund of the exhibit fee minus a 20% administrative fee. Cancellations in writing **between April 28 and May 31** will receive a refund of 50%. No refunds will be made for cancellations received after **May 31, 2012**.
4. **Care of Exhibit Space:** Exhibitors must maintain and keep their exhibit space and the contracted space in good order, at their expense.
5. **Insurance:** In all cases, exhibitors wishing to insure their goods must do so at their own expense. Please send SESPRS proof of insurance.
6. **Protection of Exhibit Space:** Nothing shall be posted, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the hotel without the permission of SESPRS and/or a representative of the hotel. Packing, unpacking, and assembly or exhibits shall be done in designated areas and conform to instructions of SESPRS or hotel representatives.
7. **Default Occupancy:** An exhibitor who fails to occupy contracted space is not relieved of the obligation to pay for such space at the full rental price, and SESPRS shall have the right to use that space upon the show's opening.
8. **Use of Space:** Exhibits will only be permitted in the official exhibit area established by SESPRS. There shall be no sales of any kind, for neither cash nor credit, for immediate or future delivery, nor shall there be any order taking.
9. **Cancellation or Relocation of Meeting:** If cancellation or relocation of the meeting is due to circumstances within SESPRS's control, SESPRS's liability will be limited to a refund of fees to the exhibitor. If SESPRS has no control over the cancellation or relocation, SESPRS will have no liability of any kind, but may at its discretion, refund any fees paid by the exhibitor.
10. **Liability:** SESPRS does not assume any responsibility for the protection of property of the exhibitor or their representatives, or of the property used in connection with the exhibit, from theft, damage, or destruction. Small or easily portable articles shall be properly secured or removed after exhibit hours and placed in safekeeping by the exhibitor. The exhibitor agrees to hold SESPRS harmless from all such claims and claims of liability of any kind arising from the activities of the exhibitors, its representatives, or from the display or use of property of the exhibitor. SESPRS shall not be liable for failure to provide space to an exhibitor if non-delivery is due to destruction to the building or the exhibit space.
11. **Distribution of Printed Material:** Distribution of materials by exhibitors or their agents is limited to the area rented by the exhibitor. Flyers or other printed material may NOT be delivered to hotel rooms of SESPRS registrants without advance permission from the resort and SESPRS. Any costs for such authorized distribution shall be the sole responsibility of the exhibitor. Other than the above, advertising circulars, brochures, etc. may only be distributed from exhibit tables and may not be placed in any meeting room or in the SESPRS registration area.
12. **Exhibitor Seminars, Lectures, Food Functions, Etc:** As a condition of receiving exhibit space, the Exhibitor agrees not to conduct sponsor, or promote any general seminars, lectures, or clinics in the same geographical area (within a radius of 50 miles) for a period of three days prior to or following the annual meeting.
13. **Food or Beverage in Exhibitor Booths:** No food, beverages or tobacco products of any type may be sold or distributed from an exhibitor table.
14. **Price List:** Advertisements, exhibit materials or promotion may include prices, but shall not make price comparisons with competitive products.
15. **Removal of Exhibits by SESPRS:** SESPRS has the right to prohibit, bar, prevent and remove any exhibit or proposed exhibit, or any part or portion thereof, which in the judgment of SESPRS is unsuitable or inappropriate for the exhibition. Such right shall extend to, but shall not be limited to, all

equipment, materials, displays, installations or other items or things consisting of, part of, or used or distributed in connection with such exhibit. Specific punitive actions may be taken against companies that are determined by SESPRS to have violated any provision of these rules and regulations.

16. **Selling of Products or Services:** All transactions must be conducted in a manner consistent with the professional nature of the exhibits.
17. **Pre-Meeting Mailings:** Mailings to SESPRS members or meeting registrants may be undertaken only with the explicit permission of SESPRS. Permission also is based on review and acceptance of specific proposals (materials) with rationale for pre-distribution and payment of an additional fee.
18. **Violation of Condition:** The following actions shall constitute a violation of Conditions of the Exhibitor Agreement: 1) violation of any municipal, state, or national laws, rules, or regulations, including safety codes; and 2) failure to follow procedures prescribed in this prospectus.
19. **Acceptance of Exhibit Contracts:** SESPRS may refuse space to any company or individual whose products or services, in the judgment of SESPRS, do not further the educational and/or scientific purposes of the annual meeting.



APPLICATION & CONTRACT FOR EXHIBIT SPACE

55th Annual Meeting of the Southeastern Society for Plastic and Reconstructive Surgeons
Ritz-Carlton Amelia Island, Amelia Island, Florida, June 4-8, 2012

Contact Information (Please Print):

Company Name: _____

Contact Person: _____ Title: _____

(The individual listed above will be the primary contact for SESPRS and receive all exhibit correspondence.)

Address: _____

City: _____ State: _____ Zip/Postal Code: _____

Phone: (____) _____ Email: _____

On-Site Representatives:

(Please use the back of this form if submitting more than three booth personnel.)

Name: _____ (Complimentary)

Name: _____ (Complimentary)

Exhibit Space Preferences (see previous page): 1st _____ 2nd _____ 3rd _____ 4th _____

We DO wish to be in close proximity to the following companies:

We DO NOT wish to be in close proximity to the following companies:

Attestation: On behalf of my company, I have read, understand and agree to the terms and conditions set forth in the *Terms of Exhibitor Agreement* section of this prospectus. In addition, I agree that my company will abide by all ACCME regulations regarding corporate support as they are now and as they may be amended.

Signature: _____ DATE: _____

Registration Fees:

Exhibit Table (Commercial Companies) _____ @ \$1,500/table \$ _____

Additional representatives (two included in exhibit fee) _____ @ \$250/person \$ _____

(List additional representatives on back or in separate correspondence)

Total (US Dollars): \$ _____

Payment by Credit Card **Payment by Check** (made payable to *SESPRS*)

Check one: Visa Mastercard AMEX

ACCOUNT NUMBER: _____ EXP. DATE: MONTH _____ /YR _____

SIGNATURE: _____ NAME ON CARD: _____

Credit Card Exhibition Reservations may be scanned and e-mailed to info@sesprs.org or faxed to: (703) 435-4390. All others, please mail to: SESPRS - Exhibits, 12100 Sunset Hills Road, Suite 130, Reston, VA, 20190 USA. Call (703) 234-4067 for more information.

Payment: Full payment is required with a completed application for exhibit space. A completed form and payment must be received by **Friday, April 27, 2012**, to ensure inclusion in the hall and in related materials. However, it is possible that the hall will sell out prior to this date. If this occurs, space will be assigned on a first-come, first-served basis. **Cancellations:** Cancellations in writing to SESPRS on or before **Friday, April 27, 2012** will receive a refund of the exhibit fee minus a 20% administrative fee. Cancellations in writing **between April 28 and May 31** will receive a refund of 50%. No refunds will be made for cancellations received after **May 31, 2012**.

SESPRS 2012

Salon II

service

