

**2010 Annual Meeting**  
**November 12-14, 2010**  
**The Ritz-Carlton**  
**Naples, Florida**



**Sponsor and Exhibitor Prospectus**



**OTOLARYNGOLOGY**

**HEAD AND NECK SURGERY**



**FACIAL PLASTIC**



**RECONSTRUCTIVE SURGERY**



# Details

## About Us

The **Florida Society of Otolaryngology-Head & Neck Surgery (FSO-HNS)** is an organization whose interests include the promotion and advancement of the practice of otolaryngology in the State of Florida. FSO-HNS is an association designed to improve patient care through the support of education and research by empowering otolaryngologists in achieving the highest possible standards of professional ability and integrity. We advocate on behalf of our patients and our members.

The **Florida Society of Facial Plastic and Reconstructive Surgery (FSFPRS)** is the official organization representing facial plastic and reconstructive surgeons practicing in the State of Florida. Members of the FSFPRS are board certified plastic surgeons whose focuses are plastic surgery of the face, head, and neck and are uniquely qualified to perform cosmetic and reconstructive facial plastic surgery. FSFPRS members subscribe to a code of ethics that guides patient care.

## Meeting Description

The Annual Meeting of the FSO-HNS and FSFPRS is a three-day program designed for Otolaryngologists, Facial Plastic & Reconstructive Surgeons and other health care providers. We strive to create a program that is educational and informative using both nationally renowned speakers as well as our own physician members. We also include presentations from the Network of Florida Otolaryngologists and a resident paper competition that includes the three Florida Otolaryngology-Head and Neck Surgery Residency programs.

## Purpose

It shall be the purpose of these societies to: promote and encourage the organization and professional association of duly licensed doctors of medicine in the State of Florida who are specializing in Otolaryngology/Head & Neck surgery and Facial Plastic and Reconstructive Surgery; to promote in all respects the medical practice, continuing education and advancement of the disciplines of otolaryngology/head & neck surgery and facial plastic & reconstructive surgery; to promote scientific and professional exchange between members of these societies; to maintain and strive constantly to improve the high level of otolaryngic and facial plastic & reconstructive surgery care for the people of the State of Florida, to encourage rapid dissemination of knowledge concerning advances in techniques in the practice of otolaryngology/head & neck surgery and facial plastic & reconstructive surgery diagnostic methods; to promote in all respects through meetings, seminars, and publications the purposes of these societies and to create specialty medical societies that can represent its membership in all.



## Details

### Why Exhibit?

- FSO-HNS/FSFPRS promote this activity to all otolaryngologists and facial plastic & reconstructive surgeons in the southeast, including more than 700 doctors in Florida alone
- Interact with physicians face-to-face in an intimate meeting space
- Promote your company's new products and services and receive immediate feedback
- Develop relationships with leaders in influential business and medical communities of the southeast to generate sales leads
- Overcome objections and accelerate the buying process
- Create new relationships with leaders in influential business and medical communities of the southeast
- Network with fellow exhibitors and colleagues
- Gain an insight to your competitors' developments

### Who Exhibits?

- Manufacturers of otolaryngologic and facial plastic & reconstructive surgery products and equipment
- Manufacturers of aesthetic and cosmetic products and equipment
- Pharmaceutical suppliers
- Managed care providers
- Academic medical centers
- Management information system vendors
- Practice management product supplies



## **Past Exhibitors**

**Below is a list of companies who have exhibited in the past.**

**Acclarent**  
**Advanced Bionics**  
**Alcon Laboratories**  
**Allergan**  
**American Express- OPEN**  
**Anspach Companies**  
**ArthroCare ENT**  
**ASL Pharmacy**  
**ASSI Accurate Surgical**  
**Center for Custom Prosthetics**  
**Clinical Trials Management**  
**Cochlear Americas**  
**Cook Medical**  
**Cool View**  
**Danna-Gracey/Network of Florida Otolaryngologists**  
**Ellman International**  
**FNA Path**  
**FPIC**  
**Fraxel Reliant Technologies**  
**Gyrus ACMI ENT Division**

**Hill Dermaceuticals**  
**JEDMED Instrument Company**  
**Karl Storz**  
**Lutronic Inc.**  
**MAG Mutual**  
**Medafor Inc.**  
**Medtronic ENT**  
**NeilMed Pharmaceuticals**  
**Nextech Systems Inc.**  
**Olympus Surgical**  
**Oral Head and Neck Pathology Lab**  
**Physicians Recommended Products**  
**Pillar**  
**Porex Surgical, Inc.**  
**ProAssurance**  
**Rhytec, Inc**  
**Sanofi Aventis**  
**Sinus Dynamics**  
**Stryker**  
**Synthes CMF**  
**Xoran Technologies**



# Exhibitor Information

## The Ritz-Carlton in Naples, FL

Delight in the best of Florida's Paradise Coast at The Ritz-Carlton, Naples. Enjoy dazzling views of the Gulf of Mexico, warm golden sunsets and three miles of pristine beach. As a guest at the Naples Beach hotel, you may choose from six unique restaurants, indulge in luxurious world-class spa, or relax and enjoy pools and beach activities, including a wide selection of water sports.

Named to the 2009 Condé Nast Traveler Gold List, The Ritz-Carlton, Naples resort features:

- Stunning views of the Gulf of Mexico
- 450 guest rooms, including 35 suites, 70 Ritz-Carlton Club Level rooms and suites (each with a view of the beach and Gulf of Mexico, and all but eleven with private balconies), and two Presidential Suites.
- An exclusive world-class spa nestled in the grounds of this Naples, Florida, hotel—featuring more than 30 treatment rooms that combine relaxation and body therapies with wellness and nutrition programs and a complimentary fitness center.
- Six innovative dining experiences: The Grill, Gumbo Limbo, The Sushi Bar, Terrace, Poolside Café, The Lobby Lounge, The Gourmet Shop, and H2O Spa Café.
- Two heated outdoor pools including a family pool, an adults-only junior Olympic lap pool, a whirlpool, and a children's pool.
- New interactive environmental children's program, Nature's Wonders.
- A sleek, modern, high-tech entertainment lounge, featuring the latest in video games.
- More than 35,000 square feet of indoor and outdoor meeting space including the two-story Gulf-front Beach House.
- Access to the Tiburon Golf Club, two 18-hole Greg Norman-designed courses, offering championship golf and instruction at The Rick Smith Golf Academy, located nearby at The Ritz-Carlton Golf Resort, Naples.





# Exhibitor Information

The FSO/HNS and FSFPRS invite you to participate at their 2010 Annual Fall Meeting! If you market to otolaryngologists/head & neck surgeons or facial plastic and reconstructive surgeons practicing in Florida, you cannot afford to miss the FSO-HNS/FSFPRS Annual Meeting at The Ritz-Carlton in Naples, Florida.

## Exhibitor Set-Up

- Friday, November 12, 2010
- 7:30 a.m.- 12:15 p.m.
- Exhibitor Hall location - TBD
- One table = One 6 'x 2.5' table with a tablecloth and 2 chairs.
- Number of tables per exhibitor is dictated by Exhibitor level selected
- Exhibitor tables location will be assigned.
- Exhibitor packets may be picked up during the designated registration times.

## Exhibitor Breakdown

- Sunday, November 14, 2010
- 11:45 a.m.

## Exhibitor Hours

Please see the agenda for the actual exhibit times. Note that the exhibit times are subject to change. A final agenda will be emailed to registered exhibitors the week before the meeting. The Friday evening cocktail reception, continental breakfasts and all refreshment breaks will take place in the exhibitor hall.

### Friday, November 12, 2010

- Afternoon breaks
- Cocktail reception in exhibitor hall

### Saturday, November 13, 2010

- Continental breakfast
- Mid-morning breaks

### Sunday, November 14, 2010

- Continental breakfast
- Mid-morning breaks



# Exhibitor Information

## Shipping

If you wish, you may ship packages directly to the resort. Ship materials to:

**The Ritz-Carlton**  
**280 Vanderbilt Beach Rd.**  
**Naples, FL 34108**  
**(239) 598-3300**

Somewhere on the packages, put:

- Group Name/Contact: **FSO-FSFPRS/Amber Wesling**
- Your Company/Contact: *i.e. ABC Pharmaceuticals/Jane Smith*
- Meeting Date(s): **November 12-14, 2010**
- Number of Box : *i.e. “#1 of 3”, “#2 of 3”, #3 of 3*

**NOTE:** ALL shipments will be subject to a per-box/package/case/pallet handling fee that must be paid by the exhibitor prior to receiving packages during setup.

**NOTE:** Exhibitors will be responsible for all electrical and shipping charges. For details, contact Amber Wesling at 412-243-5181 x103 or at [awesling@cmemanage.com](mailto:awesling@cmemanage.com).



# Exhibitor Support Levels

<b>DIAMOND EXHIBITOR</b>	<b>\$5,000</b>
<b>PLATINUM EXHIBITOR</b>	<b>\$3,500</b>
<b>GOLD EXHIBITOR</b>	<b>\$2,500</b>
<b>SILVER EXHIBITOR</b>	<b>\$1,500</b>

	Company listing on promotional and onsite materials and FSO-HNS website	Pre-registration and final attendee mailing lists	One exhibit booth	Two exhibit booths	Two full-page ads in program/ Website banner ad for 90 days	One full-page ad in program/ Website banner ad for 60 days	One half-page ad in program/ Website banner ad for 30 days	50-word description in program
<b>Diamond Level</b>	✓	✓		✓	✓			
<b>Platinum Level</b>	✓	✓	✓			✓		
<b>Gold Level</b>	✓	✓	✓				✓	
<b>Silver Level</b>	✓	✓	✓					✓

**NOTE:** For details on reaching the sponsorship levels, please see the Exhibitor Application at the end of this prospectus.



## Support Add-ons

### **Coffee Break—\$1,000**

Hot tea and coffee will be available for attendees during the morning coffee breaks. Sponsors receive signs around the break area. For additional sponsorship, we'll provide reusable travel mugs featuring AOA and sponsor logos; or better yet, vouchers to visit your booth and collect mugs from you in person. A great opportunity for long-term exposure!

### **Conference Pens—\$500**

Pens featuring your company logo and the FSO-HNS/FSFPRS logo will be distributed to all conference attendees.

### **Conference Tablets—\$750**

Tablets featuring your company logo will be included in registration packets—a great opportunity for longer-term name recognition.

### **Continental Breakfast—\$750 (per vendor for up to 3 vendors or \$2,000 for one vendor)**

Breakfast takes place in the reception area among vendor booths and is ideal vendor-attendee meeting time. Sponsors will have the privilege of prominent company sign placement next to food stations with the additional option of providing logoed napkins.

### **Highlighters—\$600**

Highlighters will feature your logo with the FSO-HNS/FSFPRS logo.

### **Neck Wallets for Name Badges—\$750**

Your company logo will be featured on highly-visible neck wallets/name badge holders worn by attendees throughout the duration of the meeting.

### **Online Banner Ad/Logo\*—\$200 ad, \$75 logo**

Your advertisement will be featured at the top of our website. Includes a clickable link to your website. *\*Limited availability*



# Support Add-ons

## **Program—\$1,500**

Exhibitors receive acknowledgement inside the program as well as a full-page color ad on the back cover.

## **Program Ads**

Full Page\* (5.5" x 8.5") \$200/ea.

Half-Page\* (4.25" x 5.5") \$125/ea.

Quarter-Page\* (4.25" x 2.75") \$75 /ea.

\*Additional \$125 for color

(Limited availability)

## **Welcome Reception—\$1,000 (for a maximum of 5 vendors)**

Scheduled to take place on Friday, November 12, the first evening of the conference, the Welcome Reception will include drinks and hors d'oeuvres for attendee and vendor networking. Event sponsors receive event signage throughout the venue.

## **Welcome Banner—\$1,000**

Create a huge visual impact by sponsoring the FSO-HNS/FSFPRS Welcome Banner. This banner will be displayed near the Conference Registration Desk in the main foyer.

## **Contributor**

Would you like to support the meeting but you are unable to exhibit? The FSO-HNS/FSFPRS Annual Meeting is operated by the Florida Society of Otolaryngology-Head & Neck Surgery and the Florida Society of Facial Plastic & Reconstructive Surgery, which are 501(c)(6) nonprofit organizations that accept general educational grants to help defray the costs of meetings and events.

- Minimum contribution: \$500
- Acknowledgement in the Annual Meeting Program and on signage.

## **Customized Marketing**

The FSO-HNS /FSFPRS can work with your company to create the perfect marketing opportunity. Contact Amber Wesling via email at [awesling@cmemanager.com](mailto:awesling@cmemanager.com) or by



# Exhibitor Application

**2010 FSO-HNS/FSFPRS Annual Meeting**  
**November 12-14, 2010 | The Ritz-Carlton | Naples, Florida**

## 1 Registrant Information

Company Name (as you want it to appear in the program) \_\_\_\_\_  
 Office Contact Name \_\_\_\_\_ Phone \_\_\_\_\_  
 Mailing Address \_\_\_\_\_ City State Zip \_\_\_\_\_  
 Email (req.) \_\_\_\_\_ Fax \_\_\_\_\_

## 2 Exhibitor Fee/Basic Booth Space \$1,500

### 3 Choose Support Options

- Coffee Break \$1,000
- Conference Pens \$500
- Conference Tablets \$750
- Continental Breakfast  \$750 or  \$2,000
- Highlighters \$600
- Neck Wallets \$750
- Online Banner Ad \$200
- Online Banner Logo \$75
- Program \$1,500
- Program Ad Full-Page \$200
- Program Ad Half-Page \$125
- Program Ad Quarter-Page \$75
- Program Ad Color \$125 additional
- Welcome Reception \$1,000
- Welcome Banner \$1,000

### 4 Registration Total

Exhibit Level Subtotal \$ \_\_\_\_\_  
 Support Add-ons Subtotal \$ \_\_\_\_\_  
**TOTAL \$** \_\_\_\_\_

## 5 Choose Exhibitor Level

(based on basic booth space plus add'l options)

- DIAMOND EXHIBITOR \$5,000+
- PLATINUM EXHIBITOR \$3,500-\$4,999
- GOLD EXHIBITOR \$2,500-3,499
- SILVER EXHIBITOR \$1,500-\$2,499

## 5 Payment Information

- Check (Please make payable to FSO-HNS.)
- American Express  MC  Visa  Discover

Card Number \_\_\_\_\_  
 Expiration Date \_\_\_\_\_ CID# \_\_\_\_\_

Name as it appears on the card \_\_\_\_\_

Billing Address \_\_\_\_\_

City State Zip \_\_\_\_\_

## 6 Submit Completed Forms & Payment

Via **Fax:** (412) 243-5181

Or **Mail:** FSO-HNS /FSFPRS

Or **Email:** awesling@cmemanager.com

1844 Ardmore Blvd  
 Pittsburgh, PA 15221

Online Registration is also available at [www.fsohns.org](http://www.fsohns.org)



## **EXHIBITOR/SPONSOR SUPPORT AGREEMENT RULES & REGULATIONS**

1. If purchased, each exhibitor at the 2010 Annual Fall Meeting held at The Ritz-Carlton will have an exhibit table.
2. Exhibitors are required to have a representative at their booth at all times during exhibit hours.
3. Exhibitor set-up is 7:30–12:15 p.m. on Friday, November 12, 2010 and breakdown is 11:45 a.m. - 2:00 p.m. on Sunday, November 14, 2010.
4. All sound equipment must be regulated so that it does not disturb neighboring exhibits. FSO-HNS/FSFPRS reserves the right to determine at what point sound constitutes interference with others and must be discontinued. Due to regulations by the music industry regarding music at public meetings, conventions and shows, exhibitors may not play music during the trade show, either live or recorded.
5. Exhibitors will not be permitted to assign, sublet or share with others any part of the space allotted to them.
6. FSO-HNS/FSFPRS authorizes exhibitors to make retail sales of tangible personal property or service subject to sales tax. The exhibitor shall be solely responsible for any local, state or federal tax liability resulting from this contract or other tax implication arising from activities while exhibiting at the meeting.
7. Exhibit area must be kept clean. The floor and display areas must be clear of debris. Exhibitors will be liable for any extra clean-up costs incurred due to displays, food machines and other means.
8. Use of electrical current is confined to lighting or the operation of such equipment that is harmless, noiseless and does not release undesirable odors.
9. Objectionable practices by exhibitors or official suppliers should be reported immediately to FSO-HNS/FSFPRS management and not after the show is completed.
10. No children under 16 years of age will be allowed in the exhibit area at any time, unless accompanied by an adult.
11. It is agreed that the FSO-HNS/FSFPRS and the host facility shall not be liable for any damage to, or destruction of, any exhibit from any cause or for the theft or disappearance of any exhibit or any property contained in or about the exhibit booth area.
12. The exhibitor agrees to indemnify and hold harmless the FSO-HNS/FSFPRS and the host facility or their employees or their representatives against any and all liabilities for damage, injury or loss to all persons and any and all claims arising out of acts or omissions of exhibitors, their employees or their representatives.
13. The FSO-HNS/FSFPRS will only refund exhibitors who are pre-registered the cost of exhibit space and will not be held responsible or liable for charges or damages for any failure of performance due to acts of nature, labor disputes, and shortage of materials, governmental authority, or other circumstances beyond reasonable control of either party.
14. Neither the FSO-HNS/FSFPRS nor the host facility maintains insurance covering property brought onto or stored on the facility's premises by exhibitors, and it is the responsibility of the exhibitor to obtain or maintain such coverage at his/her own expense.
15. Exhibitors will not offer educational/training programs within the show facility simultaneous to the FSO-HNS/FSFPRS Annual Meeting-related programs.
16. This agreement includes a one-time list of pre-activity and post-activity attendees.
17. The interpretation of all rules and regulations is the responsibility of the FSO/HNS Executive Committee or their designated representative. All decisions of said group or representatives are final.

### **EXHIBIT SETUP**

18. All electrical work and electrical wiring must be approved and installed in accordance with regulations established by the officials of the Fire Marshal's Office.
19. No construction will be allowed at the sides or above the table that may obscure the view of any adjacent booths.
20. All materials used for decorating must be flameproof.
21. Construction and signs that are above 8 feet in height must be approved by the FSO-HNS/FSFPRS.
22. All applicable city, county and state codes and ordinances must be complied with as well as those of the host facility.
23. Nothing shall be posted on, tacked, nailed or otherwise affixed to columns, walls, floors or other parts of the buildings, furniture or equipment.
24. In order to meet the set-up deadline, the FSO-HNS/FSFPRS management reserves the right to order labor to set-up any exhibit that is not in the process of being erected by 12:15 p.m., Friday, November 12, 2010. The cost for this labor will be paid by the exhibitor. All exhibits must be fully broken down by 2:00PM, Sunday, November 14, 2010.
25. The interpretation of all rules and regulations is the responsibility of the FSO-HNS/FSFPRS Executive Committees or their designated representatives. All decisions of said groups or representatives are final.

### **REFUND POLICY**

26. Cancellation for all registered exhibitors 30 or more days prior to Friday, November 6, 2009 are eligible for 50% refund.
27. Cancellation 29 days or less before Friday, November 6, 2009 are not eligible for a refund.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*By signing this document, I agree and adhere to all policies and regulations. I guarantee payment in full due to the amount indicated on the exhibitor registration form. If, for any reason, the 2010 FSO-HNS/FSFPRS Annual Fall Meeting must be cancelled, management is not liable for any costs other than entry space fees that are already pre-paid. If the date or location must be changed for any reasons beyond management's control, it is agreed that the booth fee is non-refundable as a date or location change will be provided. Should an exhibitor decide to cancel this agreement and not exhibit at the event, a 50% refund will be issued if cancelled 30 or more days prior to Friday, November 12, 2010. Cancellations 30 days or less before Friday, November 12, 2010 are not eligible for a refund. Must allow 6-8 weeks for refund processing.*