



INVITATION TO EXHIBIT

30TH Annual Southern Region Burn Conference November 2-5, 2017 Hilton Miami Downtown

Exhibitor Prospectus



SMA
SOUTHERN MEDICAL ASSOCIATION

30TH ANNUAL SOUTHERN REGION BURN CONFERENCE

Meeting Dates: November 2-5, 2017 | Exhibit Dates: November 3-4, 2017
Miami Hilton Downtown | Miami, Florida

ABOUT THE MEETING

This meeting is designed to bring together all members of the burn team to further explore burn care assessment, management, and rehabilitation. Topics covered will include current interventions, protocols, treatment modalities, research, and critical pathways to advance patient care. This meeting will provide a forum for discussion of cases, up-to-date procedures and sources, data results and their cost-effective application, and activities in a burn center. The University of Miami/Jackson Memorial Burn Center is the host this year. Visit sma.org/burn for additional information.

ATTENDEES

The conference attracts a diverse group of physicians, health care professionals, first responders, hospital administrators, and other professionals dedicated to burn care. All meeting attendees are highly motivated to learn more about the latest advances in practice, technology, burn care products, and trends for the future.

EXPECTED ATTENDANCE

More than 250 burn-care professionals

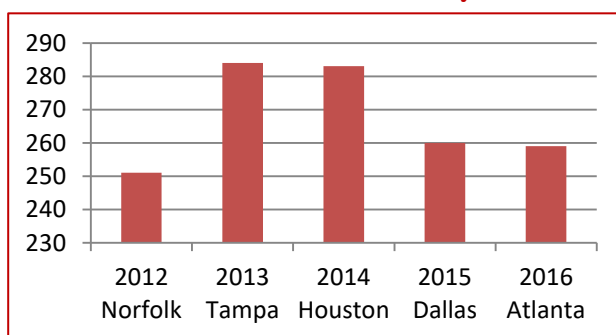
THE EXHIBIT PROGRAM

2016 Was a Great Year

Attendee highlights include:

- Total professional attendance - 259!
- 27 states and Great Britain were represented
- 99% stated they would recommend this conference to a colleague
- 98% stated the conference had a practical application to their practice

5 Year Attendance History



Visit sma.org/burn for additional information or contact Kendra Blackmon at kblackmon@sma.org or 800.423.4992, ext. 164.

2017 WILL BE EVEN BETTER

Exhibitors will have the opportunity to:

- Meet the key decision-makers in the Burn Community from across the Southeast and the nation
- Display the most current treatment advances
- Network with attendees in the Exhibit Hall and at Social Events
- Attend the educational programs

To assist with your networking efforts:

- Registrant list provided 2 weeks out from meeting
- Final list provided onsite
- Invitation to Thursday evening *Welcome to Miami* reception hosted by Burn Center
- Friday evening reception in Exhibit Hall

Areas of Acknowledgement:

- Signs at the meeting
- In the course syllabus
- On the SMA Burn website
- Sponsor ribbons

Traffic Generators:

- Continental Breakfasts
- Refreshment Breaks
- Scientific Posters
- Register with Exhibitors for prize drawings
- NEW Friday lunch with the Exhibitors

SELECT THE LEVEL OF SUPPORT

(Exhibit Fee Included)

GOLD LEVEL

- Six (6) representatives may attend and participate in the educational and social activities
- 2 invitations to the Directors' Luncheon
- Recognition as GOLD LEVEL supporter
- 10' x 10' area included

SILVER LEVEL

- Four (4) representatives may attend and participate in the educational and social activities
- Recognition as SILVER LEVEL supporter
- 8' x 10' area included

BRONZE LEVEL

- Two (2) representatives may attend and participate in the educational and social activities
- Recognition as BRONZE LEVEL supporter
- 8' x 10' area included

GENERAL INFORMATION FOR EXHIBITORS

EXHIBIT SETUP INFORMATION

Your support fee will include the following complimentary items:

- One 6-foot table
- One trash can
- Two chairs

Exhibit Schedule (Tentative)

Set-up: Thursday, November 2, 3:00-7:00 pm*

Dismantle: Saturday, November 4, 11:00 am-1:00 pm*

Exhibit Hours (Tentative)

Friday, November 3, 7:00 am-5:00 pm*

Saturday, November 4, 7:00-11:00 am*

Security

Exhibitors are strongly encouraged to remove all items of value from the hall at the close of business on Friday evening. SMA and the hotel are not responsible for theft or damage to exhibit material or items.

Important Dates

September 5 Exhibit fees due – EXTENDED TO Sept. 30

September 12 Exhibitor Kits sent

October 3 Last day for cancellations with refund less \$100 admin fee

October 11 Hotel reservation deadline

October 13 Last day for name badges

November 2 Exhibit Setup, 3:00-7:00 pm*

November 3 Exhibits open, 7:00 am-5:00 pm*

November 4 Exhibits open, 7:00-11:00 am*
Dismantling, 11:00 am-1:00 pm*

**Times are tentative*

2016 EXHIBITOR LIST

ACell, Inc.
Advanced Cooling & Warming Therapy
Arcos
Argentum Medical
Bio-Concepts
Bio Med Sciences
Community Tissue Services
Crawford Healthcare
Grady Burn Center
Humeca
Integra LifeSciences
Integrated Healing Technologies
Legacy Health
Mallinckrodt Pharmaceuticals
ManukaMed USA
Medline Industries
Milliken Healthcare Products
MiMedx Group
Molnlycke Health Care
Osiris Therapeutics
Phoenix Society for Burn Survivors
PolyMedics Innovations
ProtexGloves
Puracyn Plus by Innovacyn
SMA Services, Inc.
Smith & Nephew
Southeastern Firefighters' Burn Foundation
Southern Medical Association
SteadMed Medical
Stellen Medical
Torbot Custom Compression
University Hospital Services
Vanderbilt University Medical Center
WellStar Cobb Burn Center
Zimmer Biomet

HOTEL RESERVATION INFORMATION

Call 1-800-HILTONS (445-2667) and reference Group Code "SMAB" or visit sma.org/burn to book online directly with hotel. The hotel cut-off date is October 11.

30th Annual Southern Region Burn Conference

Hilton Miami Downtown, Miami, FL • Meeting Dates: November 2-5, 2017 • Exhibit Dates: November 3-4, 2017

Exhibitor Application

PRINT OR TYPE EXACTLY AS IT SHOULD APPEAR IN OFFICIAL MEETING MATERIALS

The Southern Medical Association is hereby authorized to reserve exhibit space for our use with the preferences as follows.

Company Name _____

Contact Name _____ Title _____

Signature of Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Company URL _____

Product/Service Category (Ex. Pharmaceuticals, Equipment, Software, etc.) _____

Company Description (a150 words or less, attach a separate sheet or email separately if more room required – email: kblackmon@sma.org)

EXHIBITS

(Gold Level receives a 10'x10' space. All others will receive an 8'x10' space. All spaces are provided 1-draped table, 2 chairs & wastebasket.)

☐ Gold - \$4000

6 reps may attend

2 invitations to Directors' Lunch

☐ Silver - \$3000

4 reps may attend

☐ Bronze - \$2000

2 reps may attend

☐ Non-Profit Organizations - \$1000

2 reps may attend

Representatives attending on behalf of your company: (See number allowed per level above; additional reps/\$150 each)

1. Name _____ Email _____

2. Name _____ Email _____

3. Name _____ Email _____

4. Name _____ Email _____

5. Name _____ Email _____

6. Name _____ Email _____

Electricity: ☐ Please send me information on securing electricity, including any applicable fees.

EVENT/ACTIVITY SPONSORSHIPS

Sponsors receive specific recognition for support through signage during the activity, verbal acknowledgment from the podium, recognition on a Power Point presentation, in the meeting syllabus and on the meeting website.

\$ 500 – Poster Display Area

\$3000 – Rehab Lunch

\$2500 – Breakfasts

\$1000 – Refreshment Breaks

\$1000 – Burn Center Tour (Bus)

\$5000 – Reception

\$ 300/Month – Conference Website Banner Ad

\$3000 – Directors' Lunch

\$3500 – Friday Lunch (NEW)

Please call to discuss any options which you would like to support, but do not see listed above – Kendra Blackmon, Exhibit Manager, 1-800-423-4992, ext. 164

PAYMENT

Checks should be made payable to SMA - SMA'S TAX ID # 63-0196615.

Exhibit Fee (Per Levels and Fees outlined above).....\$ _____

Additional Representatives (\$150 each).....\$ _____

Activity Sponsorship (see above breakdowns – **payment in full required**).....\$ _____

TOTAL COST Enclosed/Authorized to Charge.....\$ _____

Enclosed is my check / ☐ Charge my credit card: ☐ VISA ☐ MasterCard ☐ Discover ☐ American Express

Credit Card # _____ Exp. Date _____ Security Code _____

Name on Card _____

Credit Card Billing Address: same as above or _____

Signature _____

Cancellation Policy: Exhibit cancellations received by close of business (4:30 CT) October 3, 2017 will receive full refund of monies paid, less a \$100 administrative fee. No refunds will be granted for cancellations received after this time.

RETURN APPLICATION TO:

Southern Medical Association, Kendra Blackmon, Exhibit Manager, 3500 Blue Lake Drive, Suite 360, Birmingham, AL 35243

Phone: 800 423 4992, Ext. 164; FAX: 205 945 1830; Email: kblackmon@sma.org