

5TH
INTERNATIONAL
HERNIA
CONGRESS

THE WORLD
HERNIA CELEBRATION

AHS | AMERICAN
HERNIA
SOCIETY

JOINT MEETING



MARCH 28-31, 2012

**NEW YORK MARRIOTT MARQUIS
NEW YORK, NEW YORK, USA**

EXHIBITOR BROCHURE

EXHIBITOR INFORMATION

Meet face-to-face with surgeons from around the world at the 5th International Hernia Congress. Surgeons who provide and develop brand preference, increase year-end revenue, and boost your competitive edge in the growing market of hernia surgery. Creating preference for your product or service only happens face-to-face.

The International Hernia Congress, hosted by the American Hernia Society (AHS) mission is to provide a professional forum for the exchange of information and education regarding historic, current, and future methods of diagnosis and treatment of abdominal wall abnormalities.

These include:

- a) periodic meetings for open presentation and discussion of scientific material concerning subjects of common interest,
- b) cooperation in educational endeavors with groups of similar interest throughout the world,
- c) initiation or cooperation in the publication of a journal and/or newsletter on the subject of hernia/abdominal wall abnormalities,
- d) undertake other projects of scientific interest to seek information, or with goals desired by the organization that serve the mission of the organization.

More than 1,000 physicians and other health care professionals are expected to come to New York to increase their understanding of sophisticated innovations in hernia research, technology, products and services. We invite you to share your knowledge and expertise with these surgeons from around the world.

PAST EXHIBITORS

Aesculap, Inc.

Atrium

Autosuture

Cine-Med, Inc.

Cook Medical

Cousin Biotech

Covidien

Davol, Inc.

Elsevier

Ethicon

General Surgery News

Gore & Associates

Herniamesh S.R.L.

HRA Research

LifeCell Corp.

Lippincott - Williams & Wilkins

Medchannel

Minnesota Medical Development, Inc.

Musculoskeletal Transplant Foundation

Novus Scientific, Inc.

PFM Medical, Inc

Proxy Biomedical Limited

Safe Stitch Medical

Springer

Synovis Surgical Innovations

Synthes CMF

TEI Biosciences, Inc.

Tissue Science Laboratories, Inc.

TransEasy Medical Tech.

Tri-anim Surgical Solutions

Your Practice Online, LLC

EXHIBIT HOURS & PROMOTIONS

Meeting Location & Headquarters Hotel

New York Marriott Marquis

1535 Broadway

New York, NY 10036

Phone: 800-843-4898

Exhibits are located in Westside salons 3 & 4 and the Lyceum Complex of the New York Marriott Marquis. The clinical sessions are located in the Broadway Ballroom immediately above the exhibit hall. There is a escalator and an elevator connecting the two floors.

MEETING DATES

March 28-31, 2012

EXHIBITOR SCHEDULE

Meeting Schedule

The meeting brochure will be sent to the key contact with the confirmation materials.

Installation of Exhibits

Wednesday, March 28 11 am - 5 pm

All booths MUST be set and empty crates MUST be removed by 6:00 pm Wednesday so the aisles may be cleaned before show opening at 6:00 am Thursday.

Exhibit Hours

Thursday, March 29 7 am - 5 pm

Friday, March 30 7 am - 5 pm

Dismantling of Exhibits

Friday, March 30 5 pm

Please note: Packing of equipment, literature or dismantling of exhibits will not be permitted until after the exhibit hall officially closes. Exhibitors who dismantle early or do not keep their booths staffed and operational until the official closing time jeopardize their participation at future AHS meetings and may lose priority points.

Exhibitor Registration

Wednesday, March 28 7:00 am – 5:00 pm

DISCOUNTED HOUSING RATES

New York Marriott Marquis

1535 Broadway

New York, NY 10036

To make reservations, please call 800-843-4898 or link to https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=3410269. State that you are with the International Hernia Congress to receive our group rate of \$269. Our room block expires on **March 7, 2012**. Please be aware that reservations and cancellations made in our block affect our contract. We ask that you book only the rooms you need and make any cancellations in a timely fashion. Company will be responsible for all rooms booked for its representatives within the International Hernia Congress block. Should the company or its representatives cancel rooms after the block expires, the company may be billed for attrition.

CORPORATE ALLIANCE

The Corporate Alliance is a group of manufacturers who provide service and/or materials to assist professionals in the diagnosis or treatment of disorders of the abdominal wall. The Corporate Alliance is committed to support scientific programs of the organization.

There are a number of benefits afforded to Corporate Alliance members, to include:

- Recognition on the website with a link to your industry website.
- Exhibit booth priority and discounted exhibit booth fees for the annual meeting.
- Breakfast & Learn and Lunch & Learn selection priority during the annual meeting.
- Participation in the Great Debate.
- Meeting Pre-registration list for promotion.
- Inclusion in the priority sponsorship rotation for the annual meeting, to include: meeting bags, program book, support, lanyards, hotel key cards, banners and more.
- An opportunity for a seat on the Board of Directors, as elected by the Corporate Alliance members.

Please click on <http://www.americanherniasociety.org/pdf/CorporateAllianceBrochure2011.pdf> to download the application to join the Corporate Alliance.

MEETING SUPPORT OPTIONS

Reinforce your message through advertising and meeting support. Meeting support options include: Meeting Bags, Cyber Cafe, Hotel Key Cards, Lanyards, Program Book, Elevator Banners, Escalator Banners, Custom Gobos, Half Screen Digital Signage, Full Screen Digital Signage, In-Room Video Presentation & T-Base Banners (T-Base Banners are signs made of 1/2 gator board. The visible area is 38" wide x 83" high. For production the graphic needs to be created with a bleed of 38 1/4 wide by 87" high. T-Base will take up 4" from the bottom of the total height of the panel). Media support options do not include the price of production or any additional fees. See the registration page for meeting support pricing. Meeting support options are based on a first come first serve basis. Companies must exhibit to qualify for meeting support options.

BOOTH SET-UP & DECORATION

Freeman, is the Hernia Society's official decorator. Shortly after a registration has been received and processed, the key contact listed on the exhibitor's registration form will receive an Exhibitor Service Kit, all contact information for ordering Freeman products and services will be included in the Kit.

LEARNING CENTER

The learning center will offer surgeons hands on practice, and one-to-one contact with faculty regarding laparoscopic skills training and assessment, laparoscopic hernia repair, and endoscopic component separation.

MEMBERSHIP REGISTRATION LISTS

Drive traffic to your booth by communicating with potential International Congress attendees. Exhibitors have the opportunity to receive the AHS meeting registration list. Take advantage of this opportunity to promote your participation in the meeting and tell physicians why they should visit your booth. Please note that the list is for one-time use and the AHS must approve all mailers in advance.

HOTEL DOOR DROP INSERTS

Be one of the first to reach out to attendees onsite. A hotel door drop insert is a great way to get the attention of meeting attendees. A bag containing product literature and/or product samples will be delivered directly to the Society's official room block at the New York Marriott Marquis hotel on Wednesday evening, May 28, 2012, putting your company in the forefront as attendees plan their trip to the exhibit hall on Thursday morning. The door drop provides a convenient and unique way to reach your target audience and puts your company information in the hands of attendees before the exhibit hall opens! Please contact Michael Enright (MEnright@McMahonmed.com) for advertising details.

KEY CONTACTS

American Hernia Society

Nicole Goddard

Tradeshaw Specialist

P.O. Box 4834 • Englewood, CO 80155

Phone: 866-798-5406 • Fax: 303-771-2550

Email: nicole@goddardassociates.com

Official Decorator & Contractor

Stephen Dorey

Freeman Account Executive, Corporate Events

10840 North 126th Street • Scottsdale, AZ 85259

Phone: 480-361-1431

stephen.dorey@freemanco.com

Hotel Conference Services

Paul Fitzgerald

Convention Manager

New York Marriott Marquis

1535 Broadway

New York, NY 10036

Phone: 212-704-8856

Email: paul.fitzgerald@mattriott.com

Door Drop Advertising

Michael Enright

General Surgery News

Phone: 212-957-5300 x 272

Email: MEnright@McMahonmed.com

BOOTH INFORMATION

BOOTH PRICES

Corporate Alliance 8' x 10' - \$5,000

Corporate Alliance 8' x 20' - \$10,000

Non-Corporate Alliance 8' x 10' - \$10,000

Non-Corporate Alliance 8' x 20' - \$20,000

Exhibit applications, along with full payment, are due February 1, 2012 in order to be included in priority point space assignments.

Your booth includes:

- Pipe and drape (all non-island booths)
- 6 complimentary booth personnel badges

BOOTH SPACE

Arrangements have been made to accommodate fifty one 8' x 10' booths. Exhibits within the booth space should be limited to 8 feet in height.

Booths will be assigned (based on given preferences) on a first-come, first-served basis as paid registrations are received. Priority is given to Hernia Society Corporate Alliance members. If placement requests are unavailable at the time of registration, the AHS will assign the exhibitor the best available space. AHS reserves the right to assign all spaces, rearrange the floor plan, and relocate exhibits as needed. Exhibitor may not assign or sublet any space without prior written approval of the AHS.

Exhibitor must provide for the safeguarding of materials, goods, and equipment. The exhibit area will be secured by the hotel during non-exhibit times; however, neither the hotel nor AHS is responsible for damage or loss of exhibitor items. Exhibitor agrees to insure itself, at its own expense, against property loss and liability for personal injury. Exhibitor assumes full responsibility for property damage, personal injury, or death to any party by reason of the exhibitor's participation in the exhibition, meeting activities, or social events.

INFORMATION & REGULATIONS

All matters not covered by the following are subject to the discretion of the American Hernia Society. Exhibitors agree to the following terms when registering to exhibit.

ASSIGNMENT OF SPACE

The AHS reserves the right to change the exhibit floor plan, without consultation of contracted exhibitors, if conflicts arise regarding space requests or conditions that are beyond the Society's control.

The AHS reserves the right to relocate an exhibitor at anytime, with the understanding that if the exhibitor does not agree with such relocation to the extent that the exhibitor cannot participate in the International Hernia Congress, the full payment for exhibit space will be refunded.

REGISTRATION & CONFIRMATION

The registration deadline is January 31, 2012. Registrations may be accepted after this deadline (if space is available and at the discretion of the AHS); however, registrants may miss the deadline for inclusion in the meeting book. If the key contact does not receive a confirmation from the AHS, please contact the office at 866-798-5406. If Hernia Society has no record of a registration, space may or may not be available on site.

AMERICANS WITH DISABILITIES ACT



Each exhibitor shall be responsible for compliance with the Americans with Disabilities Act of 1992 (ADA) with regard to their booth space, including, but not limited to, wheelchair access.

BADGES/BOOTH CONDUCT

All representatives of exhibiting firms must register and wear the official exhibitor badge for admission to and while in the exhibit hall. Company badges will not be accepted in lieu of the official badge. Exhibitors may not deface or mark badges in any manner. Affixing stick-on items, punching, stamping or marking badges is not permitted. Individuals who do not have badges will not be permitted into the exhibit area. All booth representatives need to be registered with the AHS by March 14, 2012. Your booth fee entitles you to up to six (6) complimentary booth personnel for each 8'x 10' booth purchased. If additional booth personnel are needed to staff the booth, they must be registered for the meeting at an additional charge.

CANCELLATION POLICY

Cancellations must be directed in writing to the American Hernia Society. The American Hernia Society will refund 50% of space rental for requests received by January 31, 2012. Any cancellations after that date are subject to the discretion of the AHS.

For additional information on exhibiting at the 5th International Hernia Congress, please contact:

American Hernia Society

Nicole Goddard

Tradeshow Specialist

P.O. Box 4834 • Englewood, CO 80155

Phone: 866-798-5406 • Fax: 303-771-2550

Email: nicole@goddardassociates.com

Tax ID: 65-0720354

**RETURN YOUR EXHIBIT APPLICATION BY
FEBRUARY 1, 2012 TO BE INCLUDED IN THE
MEETING MATERIALS**

Inventory as of 02/24/2011

Dimension 80 55 4,400
 Qty 55 4,400
 Totals: 55 4,400

Drawing Started on: 02/24/11 V.L.

| REVISIONS | | |
|-----------|----------|---------|
| NUMBER | DATE | INITIAL |
| 1 | 00/00/00 | 00 |
| 2 | 00/00/00 | 00 |
| 3 | 00/00/00 | 00 |
| 4 | 00/00/00 | 00 |
| 5 | 00/00/00 | 00 |

| | |
|-----------------------------------|---|
| FREEMAN | |
| NEW YORK | |
| NORTH EAST REGIONAL DESIGN CENTER | |
| File Name: | AHSAM 2012 |
| Show Name: | American Heritias Society Annual Meeting 2012 |
| Show Dates: | March 27 - 31 |
| Facility: | NY Marriott Marquis Westside Ballroom South Salons 3 - 4 & Lyceum |
| Job Number: | 259888 |
| Acct. Excc.: | S. Dorcy / C. Parham |
| Acct. Loc.: | Freeman New York |

DISCLAIMER
 THIS REPORT HAS BEEN MADE TO ENSURE THE ACCURACY OF ALL INFORMATION CONTAINED ON THIS FLOOR PLAN. FREEMAN HAS MADE WITH RESPECT TO THIS FLOOR PLAN IF THE LOCATION OF BUILDING COININGS IS NOT CORRECT. FREEMAN HAS NO LIABILITY FOR ANY DAMAGE TO THE FACILITY OR PERSONS OR PROPERTY. A CORRECTION IN THE CONSTRUCTION OF THE FACILITY IS THE USER'S RESPONSIBILITY. FREEMAN HAS PHYSICALLY INSPECTED THE FACILITY TO VERIFY ALL DIMENSIONS AND LOCATIONS. FREEMAN HAS NOT CONDUCTED ALL DIMENSIONAL SURVEYING.



EXHIBITOR REGISTRATION FORM

Company: _____

Please give the name exactly as it should appear on all meeting materials.

Key Contact: _____ E-mail: _____

Address: _____

City: _____ State: _____ Zip Code: _____ Country: _____

Phone: _____ Fax: _____

Representative 1: _____

2: _____

3: _____

4: _____

5: _____

6: _____

A complete list of representatives must be provided, along with appropriate payment, by 3/14/12. Up to six badges are included. Additional badges are \$25 each and are required for entry.*

REGISTRATION FEE(S):

Corporate Alliance 8' x 10' - \$5,000

Non-Corporate Alliance 8' x 10' - \$10,000

Corporate Alliance 8' x 20' - \$10,000

Non-Corporate Alliance 8' x 20' - \$20,000

*Additional Name Badges \$25/ each # _____

BOOTH ASSIGNMENT PREFERENCES:

1st choice _____ 2nd _____ 3rd _____

Second Booth Placement Non-adjacent Adjacent

See diagram for booth numbers. Requests for booth assignments are not guaranteed.

MEETING SUPPORT OPTIONS:

Meeting support options are based on a first come first serve basis.

Meeting Bags \$2,000

Cyber Cafe \$2,000

Hotel Key Cards \$3,000

Lanyards \$2,000

Program Book \$2,500

T-Base Banner \$3,000**

Elevator Banner \$3,500

Escalator Banner \$3,500

Custom Gobo \$3,500

Half Screen Digital Signage \$3,500

Full Screen Digital Signage \$5,000

In-Room Video Presentation \$5,000

**T-Base Banners are signs made of 1/2 gator board. The visible area is 38" wide x 83" high. For production the graphic needs to be created with a bleed of 38 1/4 wide by 87" high. T-Base will take up 4" from the bottom of the total height of the panel.

Media support options do not include the price of production or any additional fees. Please ship completed materials to:

New York Marriott Marquis

Attn: American Hernia Society

1535 Broadway • New York, NY 10036

PAYMENT OPTIONS:

Check made payable to American Hernia Society (must be in U.S. dollars)

Visa

MasterCard

Discover

American Express

Card # _____ Expiration Date: _____

Name on Card: _____

Billing Address: _____