



SOUTHEASTERN SURGICAL CONGRESS

ANNUAL SCIENTIFIC MEETING

February 20–23, 2010 (Meeting Dates) • February 20–22, 2010 (Exhibit Dates)
Westin Savannah Harbor Golf Resort and Spa and
Savannah International Trade & Convention Center • Savannah, GA

2009 Exhibitors

The following
companies
participated in
last year's Annual
Scientific Meeting.

Acute Innovations
Advanced Infusion
Advertex
Aloka Ultrasound
American College of Surgeons Foundation
B-K Medical Systems
Calmoseptine, Inc.
Covidien
Daval Inc.
Ethicon Endo-Surgery
Ethicon Inc.
Gore & Associates
Hattiesburg Clinic
Karl Storz Endoscopy
Lexion Medical
Lippincott Williams & Wilkins
Olympus
MD Logic, Inc.
Saunders/Mosby/Elsevier
Star Surgical
Synovis Surgical Innovations
TEI Biosciences
United Medical Systems

I would like to extend an invitation to all companies with products or services of interest to surgeons to exhibit at the annual scientific meeting of the Southeastern Surgical Congress in Savannah, GA, at the Westin Savannah Harbor Golf Resort and Spa and the Savannah International Trade & Convention Center, February 20-23, 2010. Exhibitor attendance and participation in this meeting has been vital to our organization and to the attendees, and I encourage you to take advantage of this outstanding opportunity to make valuable contacts and interact with a large number of practicing surgeons. Surgeons attend this meeting because the program is clinical in nature, enabling them to take information home that is immediately applicable to patient care. The majority of our attending surgeons are in community practice, but we do have a substantial number of academic surgeons attending who influence the practices of their residents. This mix of surgeons is attractive to exhibitors who wish to interact with a mix of types of surgeons not found in many other national surgical meetings. There were 491 surgeons and surgeons in training at the 2009 Meeting in Atlanta, GA, and we are expecting more in 2010. They will attend to take advantage of the postgraduate courses on Saturday, "Re-Operative Surgery," as well as the three-day annual scientific program. The American College of Surgeons will again be participating in our 2010 meeting the afternoon of Sunday, February 21.

Exhibitors have a number of opportunities throughout the meeting to interact with the surgeons, beginning with the Welcome Reception on Saturday evening in the exhibit hall and concluding with exhibit takedown on Monday afternoon. We encourage you to attend the scientific sessions where many of you will see your products discussed or mentioned in the presentations.

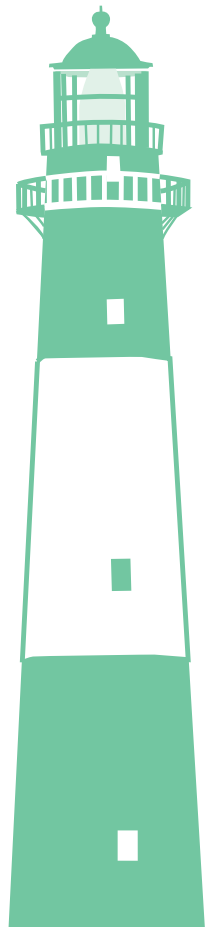
Each day continental breakfast and morning and afternoon refreshment breaks are served in the exhibit area—giving you multiple scheduled opportunities to visit with our surgeons. Surgeons are very concerned about the technological changes taking place and we expect they will be very interested in your newest equipment and products.

The regular scientific program will include talks and videotapes on a wide variety of general surgery topics, including nationally recognized surgeons as invited speakers.

Representatives from exhibiting companies will be invited to meet with the SESC Development Committee to provide assistance in planning the format of the 2011 meeting in Chattanooga, TN, to continue making it effective for exhibitors.

We believe the 2010 Annual Meeting of the Southeastern Surgical Congress will be an outstanding opportunity for your company. We appreciate the companies who exhibit year after year, and we look forward to welcoming new companies to our meeting. You will find the Southeastern Surgical Congress to be an easy organization to work with and that will work with you to provide benefits for you and for our members. We hope you will put this meeting on your calendar now!

Kenneth W. Sharp, MD, FACS
Secretary-Director



February 20-23, 2010
Westin Savannah Harbor
Savannah, GA

RULES AND REGULATIONS

The Exhibition will take place at the Savannah International Trade and Convention Center in the Chatham Ballroom. (See accompanying floor plan.) All booths are 8' x 10' unless otherwise noted.

1. ELIGIBILITY TO EXHIBIT

All products and services must be directly related to the teaching or practice of surgery and approved by SESC Exhibit Management in its sole and absolute discretion. All decisions of SESC Exhibit Management are final. Exhibitors may display only those products and services that they manufacture or distribute. Exhibitors shall not exhibit any products or services other than those described in the application and approved by SESC Exhibit Management.

Any product that is an "investigational" device or drug must be clearly marked as such. Exhibitors must ensure that with respect to all such devices or drugs, only permissible preapproved dissemination of scientific and educational information is provided at the exhibit and that appropriate disclosure and cautionary notices are included with the devices or drugs.

All products and services exhibited at the SESC shall comply with U.S. Food and Drug Administration (FDA) rules and regulations (particularly with respect to the marketing and labeling of investigational devices and drugs) and other applicable rules and regulations. For additional information, contact:

FDA
888-463-6332
<http://www.fda.gov>

An exhibitor shall not in any manner directly or indirectly imply an SESC endorsement or that approval of an exhibitor's product or service has been given merely because SESC Exhibit Management approved such product or service for display at the SESC. The use of logos, seals of approval, trademarks, or other similar property rights of the SESC may not be used in connection with any product, service, or advertising material displayed or disseminated at the exhibit.

Applications deemed ineligible by SESC Exhibit Management will be returned with any deposit or full payment.

2. BOOTH RATE AND PAYMENT SCHEDULE

All corner booths are \$1,600 each, and inline booths are \$1,400 each. A deposit of \$700 per booth must accompany the application. No applications will be processed without a deposit. Space assignments will be made on approximately December 21, 2009. Full payment must be received by December 21, 2009. If an exhibitor cancels space on or before December 21, 2009, the SESC will refund the full amount paid, less the \$700 per booth deposit. If the exhibitor cancels space after December 21, 2009, the exhibitor **will be responsible for 100 percent** of the contract obligation.

3. DISPLAY AND LIMITATIONS

Standard pipe and drape (8' high with 3' side rails) set-up will be provided. Also, each booth will be provided with a 7" x 44" booth sign listing company name, city, state, and booth number.

Maximum height of an inline exhibit may not exceed 8 feet. No part of any display may exceed 42 inches in height in the front 5 feet of booth space. Fire code regulations prohibit storage of any material behind booths. All items for storage must be properly labeled and marked. Empty boxes will be removed prior to the opening. Any items stored behind a booth will be removed and considered refuse. Exhibitors requiring storage of product must make arrangements with the general contractor. Exhibit space is carpeted.

4. ASSIGNMENT OF SPACE

A point system, based on SESC exhibit history and date of receipt of application, will guide the assignment of booth space. Exhibitors that have merged with, been purchased by, or have purchased another company will receive the points earned by the company with the most favorable exhibit history. Only one company may be represented per space assignment. Subletting of exhibit space is prohibited.

5. INSTALLATION/EXHIBIT HOURS/DISMANTLING

A continental breakfast will be served every morning from 6:30 to 8:00 am.

INSTALLATION	
Saturday, February 20	10:00 am–3:00 pm
OPEN HOURS	
Saturday, February 20	5:30–7:00 pm (Welcome Reception)
Sunday, February 21	7:00–10:45 am 1:30–4:00 pm
Monday, February 22	7:00–12:30 pm
DISMANTLING	
Monday, February 22	12:30–5:00 pm

6. ATTENDANCE PRIZE

Registered physicians will be given a "Register with Exhibitors for Prize" card each day the exhibits are open. To be eligible for the drawing, the physician must visit at least 15 booths each day and have the card signed by the exhibitors before depositing it in the barrel. The Grand Prize will be awarded the last day of the meeting. Only registered physicians and nurses are eligible to win.

7. SPONSORSHIP OPPORTUNITIES

Exhibitors will have the opportunity to sponsor the SESC program in one of the following ways:

- o Sponsor a continental breakfast or a coffee break
- o Sponsor the newsletter after the meeting

For more information, call 800-558-8958.

8. EXHIBITOR REPRESENTATIVES

Exhibits must be staffed at all times during the exhibit hours. Each exhibiting company is allowed 4 badges, per 8' x 10', at no charge, as part of its booth space rental fee, provided representatives are registered in advance. Additional and replacement badges will be issued for \$25 each in advance and on site.

Only exhibitors with badges will be permitted to enter the exhibit area during hours of installation and dismantling. NO CHILDREN under 16 years of age will be allowed in the exhibit hall at any time.

9. FAILURE TO OCCUPY SPACE

Any space not occupied by 3:00 pm, Saturday, February 20, 2010, will be forfeited by the exhibitor. This space may be reassigned or used by the SESC without refund, unless arrangements for delayed occupancy have received prior SESC approval.

10. LIABILITY

In the event that the Exhibition is canceled, postponed, or relocated because of fire, strikes, government regulations, casualties, Acts of God, or other causes beyond the control of the SESC, the exhibitor waives any and all damages and claim for damages and agrees that the sole liability of the SESC shall be to return to each exhibitor the exhibitor's rental payment.

11. SPECIAL RESTRICTIONS

- a. Giveaways are permitted only if approved in writing by SESC Exhibit Management *prior to* the meeting. Such items must be submitted to SESC Exhibit Management by Friday, January 22, 2010.
- b. Any activity in the exhibit aisles is strictly prohibited.
- c. Prizes, drawings, and lotteries in conjunction with SESC are considered unprofessional and are prohibited.
- d. Exhibitors may use audio equipment if such equipment does not interfere with or become objectionable to adjacent exhibitors or the SESC.
- e. Exhibitors' activity must be confined to their booth space.
- f. Fire hose cabinets and exits must be left accessible and in full view at all times. Decorations and displays must either be of nonflammable material or be treated by an approved fire prevention method. All display material must be flame proofed and is subject to inspection by the Savannah Fire Department. No flammable fluids or substances may be used or shown in booths.
- g. The Savannah International Trade and Convention Center is completely nonsmoking. All smoking is confined to designated smoking areas outside of the building.

- h. Exhibits that, in the opinion of the SESC, are objectionable in design or operation will be prohibited.
- i. Displays may not be dismantled nor any packing begun before 12:30 pm on Monday, February 22, 2010.

12. LIABILITY/INSURANCE

Each party involved in the exhibition (hotel, SESC, general contractor, and exhibitor) agrees to be responsible for any claims arising out of its own negligence or that of its employees or agents. Each party agrees to be responsible for its own property through insurance or self-insurance and shall hold harmless each of the other parties for any and all damage caused by theft and those perils normally covered by a fire and extended coverage policy.

13. SECURITY

The SESC cannot guarantee nor assumes any liability against loss or damage of any kind but will endeavor to protect exhibitors by locking the doors after convention hours and providing a security guard.

14. SIGNS/ANNOUNCEMENTS

No signs, posters, or brochures will be allowed anywhere in the hotel except within each exhibitor's booth. No signs or other articles are to be fastened to walls or electrical fixtures.

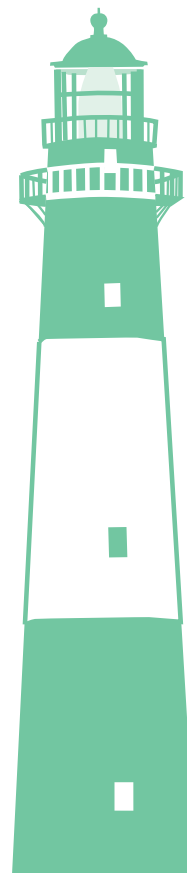
Written copy for all announcements, invitations, or fliers is to be approved, in writing, by SESC Exhibit Management and should be submitted by Friday, January 22, 2010.

15. ENFORCEMENT OF RULES AND REGULATIONS

The Rules and Regulations of the SESC are intended to bring order and equity to all parties involved. In addition to being subject to restriction or termination of an exhibit, exhibitors who violate regulations could be prevented from exhibiting at future meetings of the SESC. **The SESC reserves the right to restrict or terminate an exhibit without notice if an exhibitor violates any of the Rules and Regulations contained herein.** In the event of such restriction or eviction, the SESC is not liable for any refunds, rentals, or other exhibit expense.

16. CONTACT: EXHIBIT MANAGEMENT

SOUTHEASTERN SURGICAL CONGRESS
 c/o ACS Management Services
 Laura Page
 633 N. Saint Clair St.
 Chicago, IL 60611-3211
 312-202-5034 or fax 312-202-5003
 lpage@facs.org



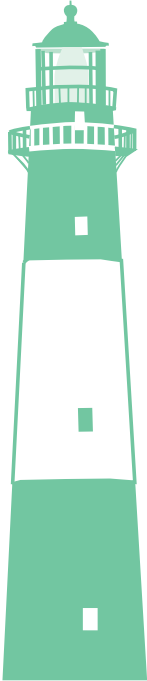
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 Savannah, GA



SOUTHEASTERN SURGICAL CONGRESS

c/o American College of Surgeons
SESC Exhibit Management
633 N. Saint Clair St.
Chicago, IL 60611-3211

Non-Profit
Organization
U.S. Postage
Paid
Chicago, IL
Permit #1



February 20-23, 2010
Westin Savannah Harbor
Savannah, GA

RESERVATIONS DEPARTMENT

ROOM BLOCK WILL FILL QUICKLY SO MAKE YOUR RESERVATION TODAY!

To reserve a room for the SESC Annual Scientific Meeting, please choose ONE of the following methods:

BY PHONE	Call 912-201-2000 or 800-937-8461. Please ask for the Southeastern Surgical Congress Annual Scientific Meeting rate.
ONLINE	Go to the SESC Web site (http://www.sesc.org) for a link to the customized Westin Savannah Harbor Golf Resort and Spa housing Web site.

Westin Savannah Harbor Golf Resort and Spa is a nonsmoking hotel.

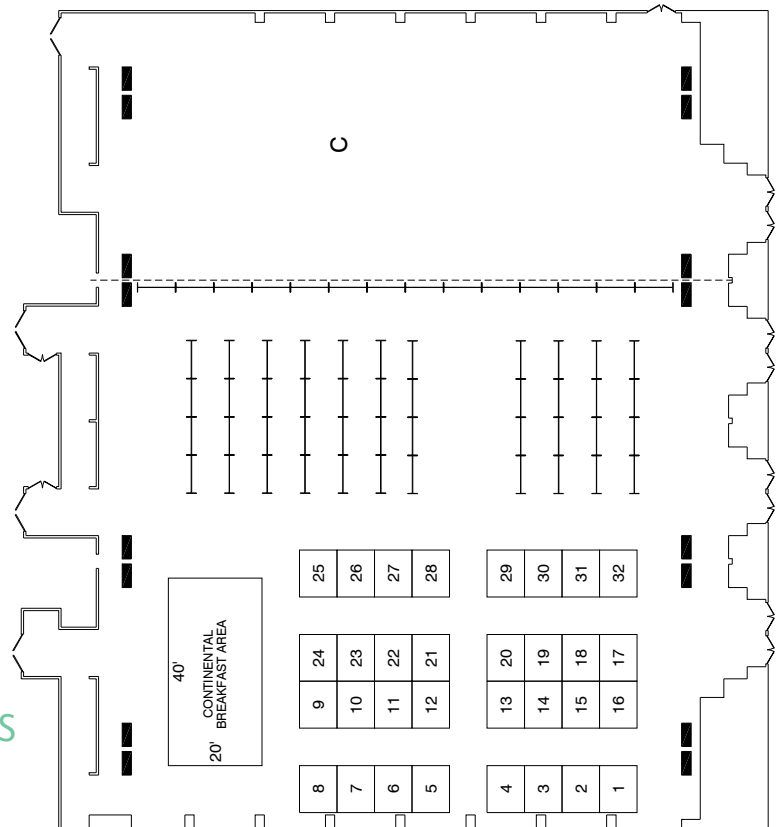
The room rates for SESC are as follows:

Run of House	\$229 single/double
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There is \$19.00 plus tax per night Resort Fee.

All rates are exclusive of room taxes (currently 13% + \$1.75 City Occupancy Fee). In order to guarantee your reservation, a one-night room (including tax) deposit will be required.

To make reservations, go to the SESC Web site (<http://www.sesc.org>) for the link to the Westin Savannah Harbor. Please make reservations at the Westin Savannah Harbor by January 27, 2010.



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