

If you market products and services to anesthesiologists who practice in the state of Illinois, plan to exhibit at the premiere annual event dedicated to this prestigious audience.



EXHIBITOR PROSPECTUS

2008 MIDWEST ANESTHESIOLOGY CONFERENCE

SATURDAY
NOVEMBER 8, 2008

HYATT REGENCY
CHICAGO

CHICAGO, IL

Photo courtesy of Chicago CTB

Illinois Society of Anesthesiologists

Strategic Alliance Services
c/o Tricia Petersen
202 North 12th Street
Dunlap, IA 51529

WELCOME TO THE ILLINOIS SOCIETY OF ANESTHESIOLOGISTS 2008 MIDWEST ANESTHESIOLOGY CONFERENCE

The mission of the Illinois Society of Anesthesiologists (ISA) is to advance and further patient safety and the practice of anesthesiology in Illinois through education, representation and advocacy of the Illinois anesthesiologist.

The Vision of ISA is to be a leader in defining and advancing the standards of anesthesia care in Illinois.

This CME-approved educational program will present information with take-home value

The Midwest Anesthesiology Conference has long been recognized for its thought-providing programs, presenting information participants can take home and immediately put to use in their practices. The Conference's education program will help draw the type of valuable prospects you want to meet at your display.

Planned topics of discussion at the 2008 MAC

- Essentials of Ambulatory Anesthesia
- Essentials of Obstetrical Anesthesia
- Essentials of Pediatric Anesthesia
- Essentials of Cardiac Anesthesia
- Essentials of Regional Anesthesia
- Impact of New and Evolving Technologies on Anesthesia Practices
- Scheduling
- Hospital Contract Negotiations
- Operating Room Efficiency
- Healthcare Economics
- Introduction to Ultrasound for Regional Anesthesia

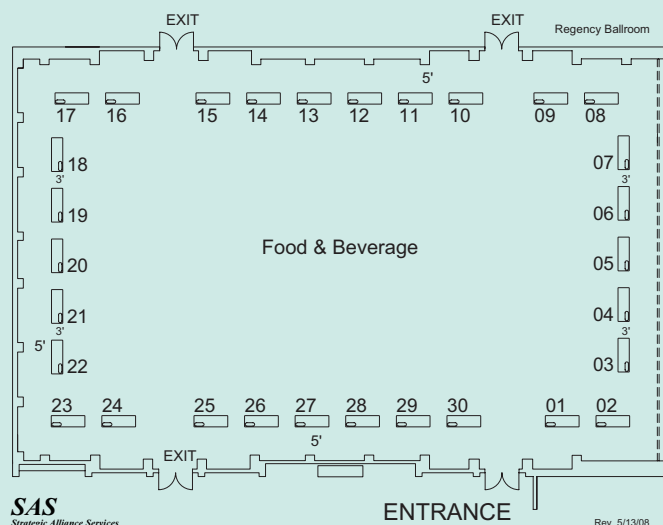
Planned workshops at the 2008 MAC

- Difficult Airway Workshop
- Advanced Ultrasound for Regional Anesthesia Workshop
- Anesthesia Simulator Workshop

JOIN THESE LEADING COMPANIES IN MAKING THE MIDWEST ANESTHESIOLOGY CONFERENCE PART OF YOUR COMPANY'S MARKETING EFFORT

ABBOTT LABORATORIES	ISMIE MUTUAL INSURANCE COMPANY
ANESTHESIA BUSINESS CONSULTANTS, LLC	KINGS SYSTEMS CORPORATION
ANESTHESIA MANAGEMENT PARTNERS	PDL BioPhARMA
BAXTER HEALTHCARE	PHILIPS MEDICAL SYSTEMS
DOCS- SCHEDULER (ACME EXPRESS, INC.)	PHYSICIANS' SERVICE CENTER
DOCTOR'S OXYGEN SERVICE, INC.	PRO NATIONAL INSURANCE COMPANY
DocuSys, Inc.	RICHARD'S MEDICAL EQUIPMENT, INC.
GE HEALTHCARE	SALTER LABS
HEARTLAND MEDICAL SALES AND SUPPLIES	SONOSITE, INC.
I-FLOW CORPORATION	TENZING
INDIGO ORB, INC.	US ARMY HEALTHCARE

FLOORPLAN



SAS
Strategic Alliance Services

ENTRANCE

Rev. 5/13/08

EXHIBITOR CONTRACT FOR EXHIBIT SPACE AND SPONSORSHIPS



ILLINOIS SOCIETY OF ANESTHESIOLOGISTS

2008 Midwest Anesthesiology Conference • Saturday, November 8, 2008
Hyatt Regency Chicago • Chicago, IL

Exhibit Space Fees:

On or before July 18, 2008: \$750

After July 18, 2008: \$900

Exhibit space reservation includes one 6-foot tabletop, two exhibitor name tags, and a company description in the program.

Special Requests: _____

Please e-mail a description of your company for inclusion in the Program to Tricia Petersen at tpetersen@sasyes.com.
Please limit descriptions to 30 words or fewer.

PLEASE PRINT OR TYPE

Exhibitor Name (Full Legal Name) _____

Contact Name (To whom all correspondence is sent) _____

Display Name (Name to be displayed on booth sign, if different from legal name) _____

E-mail _____

Exhibitor Address _____

City _____ State _____ ZIP Code _____

Phone _____ Fax _____

Authorized Representative _____ Title _____

The above named Exhibitor hereby applies for the reservation and use of the number of exhibit booths designated above at the 2008 Midwest Anesthesiology Conference, and agrees to the terms and conditions set forth herein.

Authorized Signature (Not valid unless signed) _____ Date _____

Sponsorship Opportunities

Please check the sponsorship opportunity you wish to support.

\$1,500 Exhibitor & Educational Donor: one 6-foot tabletop, two exhibitor name tags, company description in the program, donor sign at meeting, ¼ page advertisement in ISA newsletter.

\$2,500 Exhibitor & Company Donor: one 6-foot tabletop, one full meeting registration, two exhibitor name tags, company description in the program, donor sign at meeting, ½ page advertisement in ISA newsletter.

\$5,000 Exhibitor & Corporate Donor: one 6-foot tabletop, two full meeting registrations, four exhibitor name tags, company description in the program, donor sign at meeting, full page advertisement in ISA newsletter.

Payment Information

(Payment in Full Must Accompany Completed Application)

If paying by company check, please make checks payable to Strategic Alliance Services and return with this form. Credit card payments can be faxed to (712) 643-2207. **Charge on credit card will appear from Strategic Alliance Services.**

PAYMENT TYPE:

Check VISA MasterCard American Express

Printed Name on Card _____

Card # _____ Exp. Date _____

Authorized Signature _____

Illinois Society of Anesthesiologists

c/o Strategic Alliance Services

Attn: Tricia Petersen

202 North 12th Street • Dunlap, IA 51529 • Phone: (712) 643-1343 • Fax: (712) 643-2207

EXHIBITOR GUIDELINES

1. GENERAL

The exhibit hall will consist of tabletop exhibits. Continental breakfast, coffee breaks, and lunch will be held in the exhibit hall.

2. DISPLAY SIZES AND LIMITATIONS

Each exhibitor will be supplied with a 6' draped table and two folding chairs. Only table top or portable displays will be permitted. Limitations are placed on display sizes due to lack of drayage service, crate storage, or fork lift availability. Also, there will be no installation or dismantling service provided.

3. BOOTH FEE PAYMENT SCHEDULE

Full payment of exhibit fees must accompany the application, according to the schedule on the front of this form. Full payment must be received by Strategic Alliance Services at least 60 days prior to the meeting. Payments can be mailed to:

Strategic Alliance Services
Attn: Tricia Petersen
202 N. 12th Street
Dunlap, IA 51529
(712) 643-1343
Fax: (712) 643-2207

Notification of cancellation or reduction in space must be received in writing. Cancellations received no less than 90 days prior to the meeting are subject to a \$100 processing fee. 50% of the exhibit fees will be retained for cancellations received between 90 and 60 days prior to the meeting. No refunds for cancellations received less than 60 days prior to the meeting.

4. EXHIBIT HOURS

Installation

Saturday, November 8, 2008 6:30am – 7:00am

Exhibit Hours

Saturday, November 8, 2008 7:00am – 3:30pm

Dismantle

Saturday, November 8, 2008 3:30pm – 4:30pm

It is expected that booths be staffed the entire time the exhibits are open.

5. EXHIBITOR REPRESENTATIVE

The Exhibitor will provide the Illinois Society of Anesthesiologists the name(s) of individual(s) as its duly authorized representative(s) and assumes responsibility for such representative(s). Exhibits must be staffed at all times during the open hours of the Exhibition. Please inform management if it is not possible to keep the booth staffed during exhibit times. Exhibitor badges for registered exhibitors will be furnished at the registration desk.

6. INSTALLATION

Exhibit set up will be from 6:30am – 7:00am on Saturday, November 8, 2008. All exhibit installations must be complete by 7:00am on Saturday.

7. DISMANTLE

It will be each Exhibitor's responsibility to see that all materials are removed from the exhibit area by 4:30pm on Saturday, November 8, 2008. Displays should not be dismantled before 3:00pm.

8. RULES AND REGULATIONS

A. All representatives of exhibiting firms must register and wear the official exhibitor's badge for admission to and while in the exhibit hall. Badges will show the representative's name and company.

B. Prize contests, drawings or lotteries are prohibited. Distribution of circular or promotional material may be made only within the exhibit area assigned to the exhibitor presenting such material.

C. The exhibitor hereby agrees to indemnify, defend and save and hold the Illinois Society of Anesthesiologists, Strategic Alliance Services, and the Hyatt Regency Chicago and their respective employees harmless from and against any and all damages, claims, judgments, losses, costs and expenses, including but not limited to attorney's fees that may hereinafter at any time be incurred, suffered, sustained by or imposed upon the Illinois Society of Anesthesiologists, Strategic Alliance Services, or the Hyatt Regency Chicago or their respective employees, representatives, agents, successors or assigns by reason of, arising out of, by virtue of, or incident to the performance of any contract or agreement which may result upon or after acceptance of this application or the providing of exhibit space as herein contemplated, including but not limited to any claims, damages, losses or expenses attributable to personal or bodily injury, sickness, disease or death, or to injury to or destruction of tangible property including the loss of use resulting therefrom unless the same shall be caused by the sole negligence of the party seeking or entitled to benefit hereunder. The Illinois Society of Anesthesiologists cannot guarantee against loss or damage of any kind but will endeavor to protect exhibitors by locking the doors after exhibit hours.

D. Exhibitors will be held responsible for any damage done to the buildings by them or their employees. No nails, tacks or screws should be driven into the floor, wall or woodwork of the building.

E. Each exhibitor will be individually responsible for compliance with local health, fire and safety ordinances and regulations.

F. Licenses and permits required by local statute, ordinance or regulation (if any) are to be obtained and paid for by the exhibitor. The Illinois Society of Anesthesiologists nor Strategic Alliance Services has any responsibility to notify the exhibitors that such are required.

9. RESERVATION OF RIGHT TO MAKE CHANGES

Any matters not specifically covered herein are subject to decision by the ISA. The Illinois Society of Anesthesiologists reserves the right to make such changes, amendments and additions to these rules as it considers advisable for the proper conduct of the exhibition, with the provision that all exhibitors will be advised of any such changes.