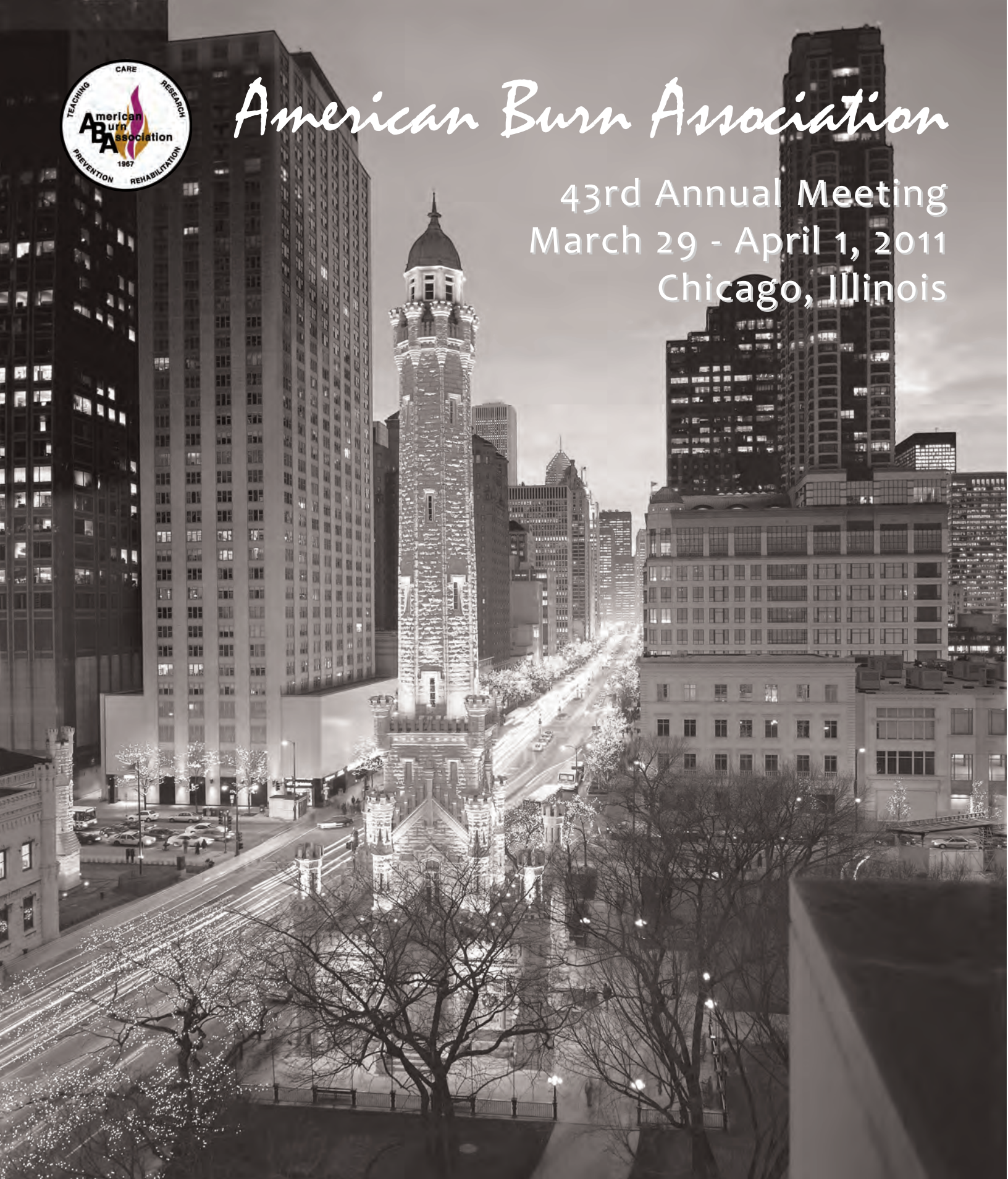




American Burn Association

43rd Annual Meeting
March 29 - April 1, 2011
Chicago, Illinois



Exhibitor Prospectus



43RD ANNUAL MEETING

INVITATION TO EXHIBIT

The American Burn Association is pleased to extend an invitation to exhibit during its 43rd Annual Meeting. The meeting will be held at the Hilton Chicago Hotel and exhibits will be in the Southeast & Southwest Exhibit Hall of the hotel. The show dates will be March 29-31, 2011.

The ABA Annual Meeting draws a diverse blend of physicians and other health care professionals dedicated to burn care who are highly motivated to learn about the latest advances in practice and technology as well as trends for the future.

The exhibitor prospectus contains all the information needed to reserve space for this year's meeting. Please submit your contract to exhibit as soon as possible. The cut-off for priority assignment is September 15, 2010. There is a special offer of a 10% discount off the fees for contracts received with full payment by August 17, 2010.

We look forward to your participation in Chicago.

John A. Krichbaum, JD
Executive Director

M. Jane Burns
Senior Director

David H. Ahrenholz, MD, FACS
Treasurer, ABA Board of Trustees
Chair, Exhibitor Advisory Committee



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EXHIBITION & CONTRACT INFORMATION

Booth Rental Fees

10' x 10' In-line	\$2,600
10' x 10' Corner	\$2,800
Premium Booths	\$3,100
20' x 20' Island	\$9,100
Premium Island	\$9,600
20' x 30' Island	\$13,800
Premium Island	\$14,400

Receive a 10% discount off these fees if you reserve your booth space and submit full payment by August 17, 2010. Please note: Contracts received without payment cannot be processed, nor space assigned. Premium space noted on floor plan.

Priority Assignment

To be considered for priority assignment of exhibit space, contracts for booth space must be received by September 15, 2010. Contracts for exhibit space received after that date will be assigned space on a first-come, first-serve basis.

To reserve exhibit space, complete the contract to exhibit and return it with a check for at least the required deposit (50% of the total amount due). Space will not be assigned without a completed contract and required deposit. All reservations must be made on the official contract to exhibit form. Telephone requests will not be accepted.

Contract Terms

A 50% deposit is due with the completed contract. The deposit must be included with the contract for space assignment to be made. Deduct 10% from the total booth rental fee for payment in full by August 17, 2010. For your convenience, payment may be made by check or credit card (Visa, Mastercard and American Express). No refunds will be granted after December 15, 2010.

Balance Due

If full payment for booth space rental is not submitted with the contract, then the balance is due by December 15, 2010. In the event that full payment is not received by that date, management reserves the right to release space back into general inventory.

Booth Relocation

In the event that it is necessary to relocate an exhibitor after booth space has been confirmed, management will immediately contact the company involved. Every effort will be made to reassign the exhibitor to similar space. In all instances of confirmed booth relocation, the exhibitor has the option to cancel and receive a full refund of all payments made.

Booth Construction

Standard booths are 10' x 10' (100 square feet) unless otherwise noted. Each booth will be equipped with a standard 8' high draped back wall, 36" high draped side rails, and 7" x 44" booth locator sign with the company name, city/state, and booth number.

Island booths are available and shown on the floor plan. Additional island booths may be created by selecting any full block of numbered booths. Drape and booth locator signs are not provided.

Every effort will be made to assign booths as requested. In the event that this is not possible, management reserves the right to assign the exhibitor to similar space.

The ABA requires that all booths comply with the display rules and regulations set forth by the International Association of Exposition Management (see section on display rules for further information).

Carpet And Cleaning

The Hilton Chicago Hotel's Southeast and Southwest Exhibit Hall is carpeted. Booth cleaning is mandatory after move-in and is not included in the booth rental fee. Management has the right to order daily cleaning if booth appearance is unsightly. The cost will be charged to the exhibiting company.

Hotel Accommodations

Special room rates are available at the Hilton Chicago Hotel. Special room rates are: \$245 single/\$265 double.

Hilton Chicago Hotel:
(800) 445-8667

The hotel must receive your room reservation no later than February 25, 2010.



EXHIBITION GUIDELINES

Badge Policy

Admission to the Exhibit Hall will be by badge only. Exhibitor badges will be available for pick-up during exhibitor registration hours and will be held under the company name.

All exhibit booth personnel, as well as meeting attendees, are required to wear their official ABA Annual Meeting badge. Security guards will be monitoring the entrance to the Exhibit Hall for proper identification. Only Annual Meeting attendees and registered exhibitors will be admitted to the Exhibit Hall, no unregistered guests are allowed in the hall at any time.

Each 10'x10' booth is entitled to (2) complimentary exhibitor badges. If needed, additional badges may be purchased for \$50 per badge.

Security

Professional security guard service will be provided throughout the exhibitor installation and dismantle periods. The ABA will also arrange to provide hall security after hours during the exposition. However, neither the ABA, security service, nor the Hilton Chicago Hotel is responsible for any loss or damage to exhibitor property.

Exhibitor Conduct

The ABA exhibit management and the Exhibitor Advisory Council will monitor all exhibits during the show schedule.

Distribution of Advertising Material

Canvassing any part of the exhibit hall or meeting rooms by anyone representing or connected with a non-exhibiting company is strictly forbidden. Anyone so doing will be escorted from the ABA Annual Meeting.

Canvassing or distribution of advertising material by an exhibitor will not be permitted outside of the exhibitor's allotted booth space.

Distribution of any literature through the convention hotel is only permitted with approval from the ABA (please see page 15 for more information). Exhibitors may not use ABA or annual meeting logos in connection with any product or advertising materials.

Audio Visual Equipment

Open sound systems are not permitted. Sound "leakage" must not interfere with any other exhibitor. Exhibit management requires compliance and reserves the right to take any necessary corrective action. No microphones/PA systems are to be used in booth space.

Demonstrations, Interviews, Subletting

Demonstrations by exhibitors should contribute to the attendee's knowledge in a professional way. Demonstrations and adequate space for interviews should be available within the confines of the individual exhibitor's booth. No interference with normal traffic flow and infringement on neighboring exhibits is permitted. Subletting or sharing of exhibit space is not permitted unless it is within corporate divisions.

Products

The American Burn Association reserves the right to prohibit exhibition or advertisement of any product it deems unsuitable for the exposition. No ABA endorsement, express or implied, is connected with any product exhibited or advertised. Only products which have been approved by the FDA or other appropriate governmental agency shall be exhibited or advertised, unless approval is pending and a notice to that effect is prominently displayed with the product, or unless the product does not require such approvals.

Giveaways

Educational promotions, novelty gifts or souvenirs must be submitted to the ABA for approval (written description acceptable). Requests must be submitted to management no later than February 15, 2011. Promotions not approved by the ABA are not permitted.

Premiums should be items that can be used during the meeting or in the professional activities of the attendee.

Exhibitors may not sell, serve or dispense any food or beverage on the exhibit floor, unless authorized by the ABA (please see page 15 for sponsorship opportunities). Bite-size pieces of candy are the only item approved for dispensing from exhibit booths.

Following are suggested approved items for distribution:

Atlas, calculators, calendars, candy (small pieces, individually wrapped), desk accessories, educational materials, key chains, letter openers, luggage tags, note pads, pens or pen lights.

Following are items not acceptable for distribution:

Baseball caps, button/stickers, golf balls or tees, playing cards, stuffed animals, t-shirts or other apparel, tennis balls.

Selling in Exhibit Space

In order to protect its tax exempt status, the American Burn Association will not allow selling in the exhibit hall.

ABA Restrictions

The ABA reserves the right through its Executive Director, to restrict exhibits which for any reason are objectionable, and also prohibit or evict any exhibit which, in the opinion of the Executive Director, may detract from the general character of the exposition.

In the event of such restrictions or eviction, the American Burn Association will not be liable for any refunds, rentals or other exhibit expenses.

BOOTH INFORMATION AND SCHEDULE

Display Rules

In-line or Corner Booth

Exhibit fixtures, components and identification signs will be permitted. All display fixtures over 4' in height and placed within 10' of an adjoining exhibit must be at least 5' from the aisle.

Island Booth

Exhibit fixtures, components and identification signs will be permitted. Because an island booth is separated by the width of an aisle from all neighboring booths, full use of the booth area is permitted.

Installation of Exhibits

Monday, March 28 1:00 pm – 4:30 pm

Tuesday, March 29 8:00 am – 1:00 pm

Exhibits must be intact by 1:00 pm on Tuesday, March 29. All crates, boxes, etc., must be unpacked by 11:00 am with empties ready for storage or disposal. Exhibitors may continue to work within their allotted booth space to set up display and materials until 2:00 pm.

Exhibition Hours

Tuesday, March 29 3:00 pm – 7:00 pm
Opening Reception 5:00 pm – 7:00 pm

Wednesday, March 30 9:30 am – 1:45 pm
4:00 pm – 6:30 pm
Wine and Cheese Reception 5:00 pm – 6:30 pm

Thursday, March 31 9:30 am – 1:45 pm

Exhibitors must staff their exhibits during the exposition hours. Management reserves the right to remove any booth left unattended for an extended period of time.

Dismantling of Exhibits

Thursday, March 31 1:45 pm – 6:00 pm

No packing of equipment, literature, or dismantling of exhibits is permitted until after 1:45 pm, Thursday, March 31.

Exhibitor Registration Hours

Monday, March 28 7:00 am – 5:00 pm

Tuesday, March 29 7:00 am – 5:00 pm

Wednesday, March 30 7:00 am – 5:00 pm

Exhibitors are encouraged to register in advance. The Exhibitor Advance Registration form will be included in the Exhibitor Service Manual.

Booth personnel who register on-site will be required to complete an on-site registration card and must submit proof of company affiliation (business card or written verification on company letterhead).

Exhibit Hall Ceiling Height

All exhibits will be located in the Southeast & Southwest Exhibit Hall of the Hilton Chicago Hotel. The ceiling height in both halls is 11 feet high.

American Burn Association Contact:

M. Jane Burns
625 N. Michigan Avenue
Suite 2550
Chicago, IL 60611
Tel: (312) 642-9260
Fax: (312) 642-9130
burns@ameriburn.org

GES Client Services/National Call Center:

Tel: (800) 475-2098
Fax: (886) 329-1437

Exhibit Hall Location:

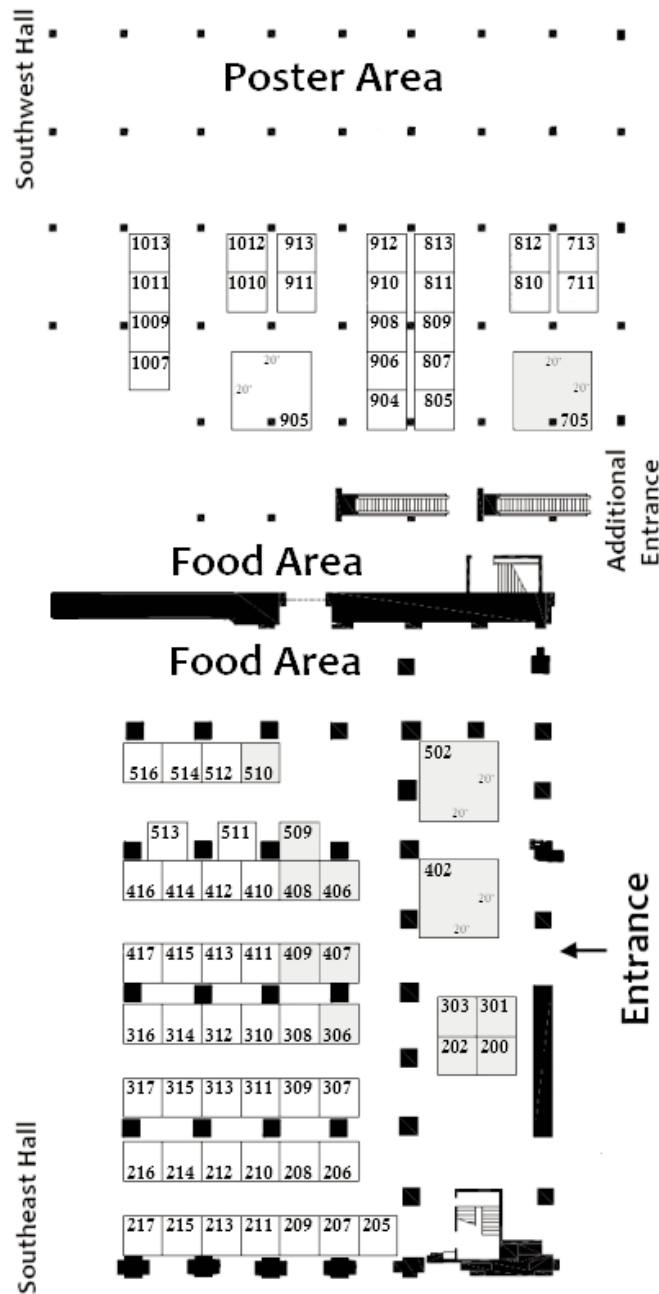
Hilton Chicago Hotel
Southeast & Southwest Exhibit Halls
720 S. Michigan Ave.
Chicago, IL 60605



EXHIBIT HALL FLOOR PLAN

American Burn Association

March 29 - April 1, 2011



Booth rental fees:

10' X 10' Premium = \$3,100

10' X 10' Corner = \$2,800

10' X 10' In Line = \$2,600

20' X 20' Premium Island = \$9,600

20' X 20' Island = \$9,100

20' X 30' Premium Island = \$14,400

20' X 30' Island = \$13,800

*shaded booths denote premium spaces

GENERAL EXHIBITION RULES AND REGULATIONS

Official Service Contractor

GES has been named the official service contractor for the 43rd Annual Meeting of the American Burn Association. GES will staff and maintain a service desk before, during and after the exposition to serve as the focal point for exhibitor needs. Furniture, decorating, signage, labor and other services will be available at the service desk.

Labor Regulations

Exhibitors are expected to conform to the local labor regulations. All work in connection with exhibit set-up and dismantle is to be performed by union personnel carrying the appropriate union card. Carpenters, painters, electricians, plumbers and other skilled labor, as well as common labor and porters, are to be arranged by GES at established rates. Information for arranging union labor will be included in the Exhibitor Service Manual.

Shipping, Storage, Handling

No freight or truck shipments will be accepted by the Hilton Chicago Hotel prior to Monday, March 28 at 1:00 pm. Due to physical limitations in dock space and storage facilities on the premises, it is necessary for outside drayage and storage arrangements. Specific shipping information will be included in the Exhibitor Service Manual.

Public Safety

Each exhibitor is charged with the knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in this event. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.

No combustible decoration, such as crepe paper, tissue paper, cardboard or corrugated paper shall be used at any time. Balloons filled with helium are not permitted. All bunting, draperies or other fabrics must be fireproofed before use in the exhibit booth, with a certificate of fireproofing present in the exhibit booth during both installation and show hours. All materials and fluids that are inflammable are to be kept in safety containers. Open flames, butane gas, oxygen tanks, etc., are not permitted without permission of the ABA, Hilton Chicago Hotel, and the Chicago Fire Department.

Only 3-prong grounded extension cords will be permitted in the exhibit hall. No zip cords are allowed for electrical connections.

Public Safety (con't)

Smoking in the exhibit hall is prohibited. Aisles must be kept completely clear and unobstructed. Fire exits and fire hose cabinets must be kept clear at all times. No hazardous display of any nature will be permitted. GES should be contacted if further information is required.

Special illumination, such as bare spotlights, must be indirect or adjusted so the beam does not offend neighboring exhibitors or guests. The use of laser, strobe, or neon signs, or neon-type lights or flashing lights of any kind as "eye-catchers" will not be allowed.

Exhibitor Appointed Contractors

Exhibitors may employ the service of independent contractors to install and dismantle their display, providing the exhibitor and the exhibitor-appointed contractor comply with the requirements for exhibitor-appointed contractors as specified in the Exhibitor Service Manual.

The exhibitor must notify GES of the intent to utilize an exhibitor-appointed contractor no later than 30 days prior to the first day of scheduled exhibit installation, furnishing the name, address, and telephone number of the firm.

In addition, the exhibitor shall provide evidence that the exhibitor-appointed contractor has a proper Certificate of Insurance with a minimum of \$1,000,000 liability coverage, including property damage, to ABA management and GES at least 10 days before show opening.

Property Care

The exhibitor is not to affix, nail, or otherwise attach anything to walls, doors, floors or columns except where a nailing strip is provided. If there are any special requirements in this respect, the exhibitor should call GES, the official service contractor.

Liability

The exhibitor agrees to protect, save and hold the American Burn Association and the Hilton Chicago Hotel and all agents, employees thereof (hereinafter collectively called Indemnities) forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitor, and further, the exhibitor shall, at all times, protect, indemnify, save and hold harmless the Indemnities against and from any and all losses, costs, damages, liability or expenses (including attorney's fees) arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees or business invitees, which arise from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises, the hotel or any part thereof.



2010 ANNUAL MEETING EXHIBITORS

Many Thanks to These Exhibitors for their Participation in and Support of the 2010 Show

- ABA Burn Prevention Committee
Aesculap Inc.
Allo-Source
Applied Medical Technology
Argentum Medical, LLC
Arizona Burn Center
Aubrey, Inc.
Avita Medical Americas
Barton-Carey Medical Products, Inc.
Baskent University
Baxter BioSurgery
Bio-Concepts, Inc.
Bio Med Sciences, Inc.
Brennen Medical, Inc.
Brigham & Women's-Spaulding
Calmoseptine, Inc.
Chattanooga Group
Choice Therapeutics
Connecticut Burns Care Foundation
ConvaTec
Cook Medical
Cumberland Pharmaceuticals
Daxor Corporation
DeRoyal Industries, Inc.
Elsevier
Elta Swiss-American Products
Ethicon Bio Surgery
4 Med Ltd.
Genzyme Biosurgery
Gottfried Medical, Inc.
Hans BioMed Corporation Ltd.
Healthpoint
Hollister, Inc.
Home Fire Sprinkler Coalition
Hospital Therapy Products, Inc.
IAFF Burn Foundation
Integra
International Association of Burn Camps
International Society for Burn Injuries & ISBI 2010
Life Net Health
Lippincott, Williams & Wilkins
Lumenis
MPM Medical Inc.
Martec Group
Medical Z Corporation
Milliken & Company
Mölnlycke Health Care
Moor Instruments, Inc.
mVisium, Inc.
Noble Biomaterials, Inc.
NxStage Medical
Omneotech
Pacific World Corporation
Percussionaire Corporation
Phoenix Society for Burn Survivors
PolyMedics Innovations
PuriCore
Shriners Hospitals for Children - Boston
Silipos Incorporated
Smith & Nephew Wound Management
Sundance
Syncro Medical Innovations
The Torbot Group, Inc.
Total Contact, Inc.
UDL Laboratories, Inc.
Zimmer, Inc.
Zoll
ZymoGenetics, Inc.

AMERICAN BURN ASSOCIATION

2011 CONTRACT TO EXHIBIT

Important Instructions

- Contract with deposit due by September 15, 2010 for priority assignment. Contracts received after that date will be assigned space on a first-come, first-serve basis.
- Contract received with full payment by August 17, 2010 is entitled to 10% discount.

Company Name _____ Telephone _____ Fax _____

Address _____ E-mail _____

City _____ State _____ Zip _____ Contact Person _____

Company Website _____ On-Site Contact _____

Contact name, address, phone number to be listed in Exhibitor Guide if different from information above.

Contact Name _____ Address _____

Phone Number/E-mail _____ City _____ State _____ Zip _____

A. Booth Selection (Please indicate in order of preference.)

1. _____ 2. _____ 3. _____ 4. _____

B. If possible, please do not locate us near the following companies:

C. If possible, please locate our booth near the following companies:

D. Booth rental fee

10' X 10' Premium = \$3,100

10' X 10' Corner = \$2,800

10' X 10' In Line = \$2,600

20' X 20' Premium Island = \$9,600

20' X 20' Island = \$9,100

20' X 30' Premium Island = \$14,400

20' X 30' Island = \$13,800

50% of the total fee is due with the contract for exhibit space. This is your invoice and contract.
Deduct 10% from total booth rental fee for payment in full by August 17, 2010.

E. Total amount enclosed = \$ _____

F. Check Enclosed or Bill my credit card for the amount of \$ _____

Name on card _____

Card # _____

Exp. Date _____

Circle One: AMEX / VISA / MASTERCARD

**AMERICAN BURN ASSOCIATION
2011 CONTRACT TO EXHIBIT**

G. Principle products to be displayed:

The following information will be used in the Exhibitor Guide. If the American Burn Association does not receive this information by February 15, 2011, only the company name, address and booth number will appear in the guide.

H. Please give us a brief description of the equipment, products or services you plan to exhibit, or email to burns@ameriburn.org.

We understand that the assigned space will be rented at the rate quoted in the 2011 ABA Annual Meeting Exhibitor Prospectus. We understand further that all space must be paid for in full on or before December 15, 2010. If assigned space is not paid for in full by the date specified, it may be reassigned to another exhibitor at the discretion of the American Burn Association. No refunds will be granted after December 15, 2010. All cancellations must be made in writing and sent to the ABA. All refunds will be less a \$100 handling fee for each 10' x 10' space. All refunds will be processed at the conclusion of the Annual Meeting. We agree to abide by all rules and regulations governing exhibits set forth in the 2011 ABA Annual Meeting Prospectus which is made a part of this contract by reference and fully incorporated herein.

Hold Harmless Clause: The exhibitor agrees to protect, save and hold the American Burn Association and Hilton Chicago Hotel, and all agents, employees thereof (hereinafter collectively called Indemnities) forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitor, and further, the exhibitor shall, at all times, protect, indemnify, save and hold harmless the Indemnities against and from any and all losses, costs, damages, liability or expenses (including attorney's fees) arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees or business invitees, which arise from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises, the hotel or any part thereof.

Authorized Signature

Print Name/Title

Date

APPLICATION TO HOLD ANCILLARY FUNCTIONS AND REQUEST FOR FUNCTION SPACE

43rd Annual Meeting

Chicago



Please complete ONE request for each function to be approved

Activities may only be scheduled during the following times:

Monday, March 28	Anytime
Tuesday, March 29	After 7:00 pm
Wednesday, March 30	After 6:30 pm
Thursday, March 31	After 4:00 pm
Friday, April 1	Not Available

Brief marketing/product demonstrations or scientific presentations may be included as part of social functions, as long as a satellite symposia is also sponsored.

Organizations holding ancillary functions during the unrestricted dates and times of the ABA Annual Meeting must complete this form and adhere to ABA regulations as outlined in the Exhibitor Prospectus. Upon ABA approval of this application, ABA will release the necessary space with the hotel and then the program sponsor, its agent(s), or company may proceed with the hotel in making arrangements for the proposed activity. If function space is requested, please also complete the information on the reverse side of this form. Note: In the event approval for the function is not granted by the ABA, the ABA will not be held responsible for or accountable to any hotels or other entities with whom you have entered contractual agreements. ABA does not allow non-exhibiting firms to host ancillary functions at the meeting. As a reminder, any off-site activities involving ABA attendees require ABA approval.

Date: _____

Individual submitting application:

Name: _____

Company: _____

Type of Function: _____

- Hospitality Function
- Business Meeting
- Other Activity (please describe below)

Attendance at Function:

- ABA Attendees
- Company Personnel
- Other (please describe below)

Name of Event: _____

Date of Event: _____ Start/End Time: _____

Describe the Proposed Activity: _____

Supporting Organization:

(Organization financially supporting the event)

Contact Name: _____

Telephone: _____ Fax: _____

Email: _____

Address: _____

Organizer of Proposed Activity, if applicable:

(Organization handling the details, i.e., communications company, agency, etc.)

Contact Name: _____

Email: _____

Contact Telephone: _____ Fax: _____

Address: _____

Return Form to:

American Burn Association
625 N. Michigan Avenue, Suite 2550
Chicago, IL 60611
Fax: (312) 642-9130
burns@ameriburn.org

REQUEST FOR FUNCTION SPACE

After function is approved, the ABA will contact the hotel to allocate space based on the requirements specified below by your company.

Space Needed:

Day/Date _____

Time _____ am pm until _____ am pm

Day/Date _____

Time _____ am pm until _____ am pm

Room Needed Early for Special Setup _____

No Yes Time _____

Number Attending _____

Setup Desired

Conference

Hollow Square

U-Shaped

Theater

Schoolroom

Rounds

Diagram Attached

Cocktail Tables

Other _____



SATELLITE SYMPOSIA

Satellite Symposia have become very popular over the years for the ABA attendees. Throughout the year, members raise questions as to who is sponsoring a symposium and what the session will entail.

The symposia provide an excellent opportunity to target an audience and obtain feedback in a controlled environment. The satellite symposia do not conflict with any official ABA program or function. Listed on the form on the back of this page are the times available for the 2011 meeting.

A 10% discount is offered on the administrative fee for the symposia paid in full by August 17, 2010.

If you would like additional information on satellite symposia, please contact M. Jane Burns at (312) 642.9260.

Satellite Symposia at the ABA's 43rd Annual Meeting

Exhibitor-sponsored satellite symposia offer a unique opportunity to boost your company's name recognition and exposure by hosting an independent event around the 43rd Annual Meeting. Advantages of holding these independent sessions include (1) access to ABA attendees in a time slot that does not conflict with official ABA programs and functions; (2) complimentary advanced attendee list; (3) complimentary symposia signage at the ABA Registration Desk.

The Guidelines for Satellite Symposia include:

- Satellite Symposia may not conflict with any official ABA program or function. The ABA does not endorse or have any association with these sessions.
- An administrative fee of \$18,000, payable to the ABA, is assessed for holding a Satellite Symposium in conjunction with the 43rd Annual Meeting. Payment must be made directly to the ABA; 50% is due upon completion of the form and to reserve the time slot; the balance is due by December 15, 2010. **Receive a 10% discount off the total fee if you reserve a Satellite Symposium and submit full payment by August 17, 2010.** Unless the ABA is able to re-book another satellite sponsor, there will be no refunds for cancellation after December 15, 2010.
- All Symposia must be registered with the ABA, using the form provided.
- Any promotional materials used in advertising the Symposia may not contain any direct or implied association with or endorsement by the ABA. Copies of any such material must be provided to the ABA before distribution. Exhibiting companies or groups are responsible for marketing their sessions.
- Sponsors of Satellite Symposia are responsible for all room arrangements, special set requirements and food and beverage arrangements and will deal directly with the hotel. The ABA will provide all contact names and telephone numbers.



SATELLITE SYMPOSIA

Contact Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

The cost is \$18,000. **Deduct 10% if paid in full by August 17, 2010;** otherwise 50% is due upon completion of the form to reserve the time slot and the balance is due by December 15, 2010. Unless the ABA is able to re-book another satellite sponsor, there will be no refunds for cancellation after December 15, 2010.

Company Name: _____

Meeting Name: _____

Session Size: _____

Satellite Symposia Events may be held only during the following times. Please rank top two choices:

- Monday, March 28 Anytime
- Tuesday, March 29 Noon to 1:15 pm
 7:00 pm to 9:00 pm
- Wednesday, March 30 7:00 pm to 9:00 pm
- Thursday, March 31 6:30 pm to 8:30 pm

All symposia must be registered with the ABA Central Office.

Return no later than December 15, 2010 to:

American Burn Association
625 North Michigan Avenue, Suite 2550
Chicago, IL 60611
Phone: (312) 642-9260
Fax: (312) 642-9130

SPONSORSHIP OPPORTUNITIES

Exhibitors frequently inquire about ways to enhance their visibility during the annual meeting. The ABA is pleased to provide a variety of high profile opportunities that offer additional exposure to exhibiting companies. Each opportunity has been designed to compliment and support the meeting.

SPONSORSHIP OPPORTUNITIES AT THE 43RD ANNUAL MEETING

Registration Bags

Each attendee is given a registration bag with all the registration materials.

Your logo is placed on one side of the bag and the ABA's logo on the other side. Attendees use these bags long after the meeting.

\$18,000 exclusive

Hotel Room Keys

Your company logo would be on the hotel room key, which all attendees will receive at check-in.

\$8,000 exclusive

New For 2011!

In-Elevator TV Screens

As attendees ride the many elevators at the hotel, your customized message will be viewed on all the hotel in-elevator TV screens! Customized messages will be displayed beginning on Tuesday through Thursday morning. All messages must be approved by the ABA prior to airing.

\$5,000 per message

Opening Reception/Food/Beverage Station — In Your Booth

Be one of a limited number of companies with a food or beverage station in their booth during the opening reception. A floor plan will be distributed denoting the booths with stations. Companies will not be permitted to order food or beverage for their booth separately during this event. If you would like to consider being the exclusive sponsor for the reception, please call the ABA.

\$2,500 per station

Cyber Cafe

Located in the registration area, the Cyber Cafe would provide email access to meeting attendees. Your company logo would be displayed on the screensaver on each monitor.

In addition, the sponsoring company may provide mouse pads with company logo.

\$10,000 exclusive

Badge Lanyards

Your company logo would be printed on all attendee meeting registration lanyards.

\$8,000 exclusive

Official Guide to the Exhibits

Each attendee receives a booklet outlining the exhibit hall and list of exhibitors for the meeting.

Your company name and logo will be included in the booklet as the official sponsor.

\$5,000 exclusive

Wine & Cheese Reception

On Wednesday evening, March 30, from 5:00 pm to 6:30 pm, the exhibit hall will re-open for a wine and cheese reception. Similar to the opening reception, stations are available to be placed in your booth to increase attendee traffic.

\$2,500 per station

Annual Banquet Photo Opportunity

A photo opportunity will be available for the attendees during the reception prior to the Annual Banquet on Friday, April 1, 2011. Attendees will take home a photograph, individual or group, as a remembrance of the Annual Meeting which will have the dates of the meeting and your company logo.

\$10,000 exclusive

Lunch in the Exhibit Hall

Lunch will be served in the exhibit hall on Wednesday and Thursday. The sponsor can provide napkins with their logo to be included with each lunch. Signs will be posted at the luncheon station acknowledging the sponsor.

\$7,000 exclusive

Registration Bags Inserts

Inserted in the registration bag that every attendee receives would be information provided by the sponsor.

\$3,000 per insert

Room Drops

Room drops are an effective way to promote products and booth location. All literature must be approved by the ABA prior to distribution.

\$2,000 plus any additional hotel costs



SPONSORSHIP OPPORTUNITIES

Contact Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

- Registration Bags\$18,000 exclusive
- Cyber Cafe\$10,000 exclusive
- Annual Banquet Photo Opportunity\$10,000 exclusive
- Room Keys\$8,000 exclusive
- Badge Lanyards\$8,000 exclusive
- Lunch in the Exhibit Hall\$7,000 exclusive
- In-Elevator TV Screens\$5,000 per message
- Official Guide to the Exhibits\$5,000 exclusive
- Registration Bag Insert\$3,000 per insert
- Opening Reception\$2,500 per station
- Wine & Cheese Reception\$2,500 per station
- Room Drops\$2,000 each

Return no later than December 15, 2010 to:

American Burn Association

625 North Michigan Avenue, Suite 2550

Chicago, IL 60611

Phone: (312) 642-9260

Fax: (312) 642-9130

IMPORTANT DATES

August 17, 2010

Last day to obtain 10% discount

September 15, 2010

Last day for contract and deposit for priority assignment

Mid-November

Letter of booth assignment and housing information mailed

December 15, 2010

Full booth payment due

Last day to obtain refund for canceled space

NO REFUNDS GIVEN AFTER THIS DATE

March 28, 2011

Exhibitor Installation, 1:00 pm-6:00 pm

March 29, 2011

Exhibition Installation, 8:00 am-1:00 pm

Exhibition Open, 3:00 pm-7:00 pm

Opening Reception, 5:00 pm-7:00 pm

March 30, 2011

Exhibition Open, 9:30 am-1:30 pm

4:00 pm-7:00 pm

Wine and Cheese Reception, 5:00 pm-6:30 pm

March 31, 2011

Exhibition Open, 9:00 am-1:45 pm

Exhibitor Dismantle, 1:45 pm-6:00 pm

44th Annual Meeting

April 24-27, 2012
Seattle, Washington



American Burn Association
625 N. Michigan Avenue, Suite 2550
Chicago, IL 60611
(312) 642-9260
www.ameriburn.org