



American Burn Association

44th Annual Meeting
April 24 - 27, 2012
Seattle, Washington



Exhibitor Prospectus



44TH ANNUAL MEETING

INVITATION TO EXHIBIT

The American Burn Association is pleased to extend an invitation to exhibit during its 44th Annual Meeting. The meeting will be held at the Washington State Convention Center in Seattle. The show dates will be April 24-26, 2012.

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. **There is a special offer of a 10% discount off the fees for contracts received with full payment by August 15, 2011.**

We look forward to your participation in Seattle.

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	\$2,900
10' x 10' Corner	\$3,100
Premium Booths	\$3,400
20' x 20' Island	\$9,500
Premium Island	\$9,900
20' x 30' Island	\$14,300
Premium Island	\$14,800

Receive a 10% discount off these fees if you reserve your booth space and submit full payment by August 15, 2011. Contracts received without payment cannot be processed, nor space assigned. Premium space noted on floor plan.

Booth Assignment

Contracts for exhibit space 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 15, 2011. 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, 2011.

Balance Due

If full payment for booth space rental is not submitted with the contract, then the balance is due by December 15, 2011. 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 for island booths.

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).

Hotel Accommodations

Special room rates are available at the hotels listed below. Each hotel is within walking distance of the Washington State Convention Center. All meetings, including exhibits, will be held at the Convention Center. All rates have been negotiated to include complimentary internet access in your guestroom.

Each hotel must receive your room reservation no later than March 21, 2012.

Sheraton Seattle Hotel

1400 Sixth Avenue
(888) 627-7056

<http://www.starwoodmeeting.com/Booth/burn2012>

\$235 for Traditional single/double rooms

Grand Hyatt Seattle Hotel

721 Pine Street
(888) 421-1442

<https://resweb.passkey.com/go/AmerBurnAssnGHS>

\$245 for single/double rooms

Hyatt at Olive 8 Seattle Hotel

1635 8th Street
(888)421-1442

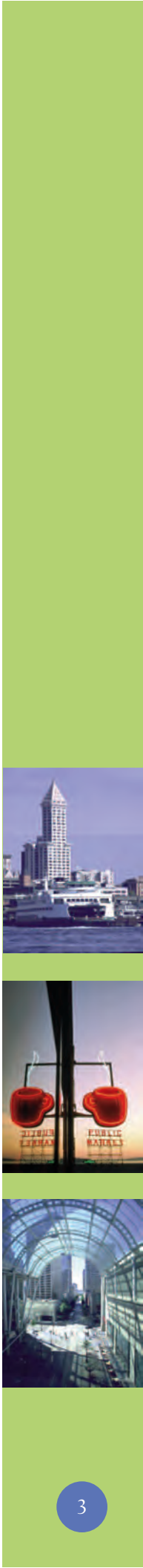
<https://resweb.passkey.com/go/AmerBurnAssnO8>

\$235 for Deluxe single/double rooms

Why Is It Important to ABA that You Book Within the Room Block?

The ABA has negotiated special room rates for our meeting. These special room rates are only available to ABA attendees. In exchange for the negotiated room rates, ABA has certain minimum contractual obligations with each hotel. Therefore it is important that we fill room blocks we have contracted for so there are not financial liabilities to the Association. The ABA passes along these savings to exhibitors with low booth costs and to attendees with low registration fees.

As a thank you to those who do stay within the block, a drawing will be held on Thursday, April 26. The winner of the drawing will receive an iPad 2. Two winners will be selected. Your name will automatically be entered by staying at one of the three hotels listed above.



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 meeting. However, neither the ABA, security service, nor the Washington State Convention Center is responsible for any loss or damage to exhibitor property.

Exhibitor Conduct

The ABA management and the Exhibitor Advisory Committee 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 March 1, 2012. 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, April 23 1:00 pm – 4:30 pm

Tuesday, April 24 8:00 am – 1:00 pm

Exhibits must be intact by 1:00 pm on Tuesday, April 24. 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, April 24 3:00 pm – 7:00 pm
Opening Reception 5:00 pm – 7:00 pm

Wednesday, April 25 9:30 am – 6:30 pm
Wine and Cheese Reception 5:00 pm – 6:30 pm

Thursday, April 26 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, April 26 1:45 pm – 6:00 pm

No packing of equipment, literature, or dismantling of exhibits is permitted until after 1:45 pm, Thursday, April 26.

Exhibitor Registration Hours

Monday, April 23 7:00 am – 5:00 pm

Tuesday, April 24 7:00 am – 5:00 pm

Wednesday, April 25 7:00 am – 5:00 pm

Exhibitors are encouraged to register in advance. The Exhibitor Advance Registration form can be found on the ABA website at:

www.ameriburn.org/44thAnnualMeeting.php

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

Exhibit Hall Ceiling Height

All exhibits will be located on level six of the center. The ceiling height is 21 feet high and the room is carpeted.

American Burn Association Contact:

M. Jane Burns
American Burn Association
311 S. Wacker Drive
Suite 4150
Chicago, IL 60606
Tel: (312) 662-6058
Fax: (312) 642-9130
burns@ameriburn.org

GES Client Services/National Call Center:

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

Exhibit Hall Location:

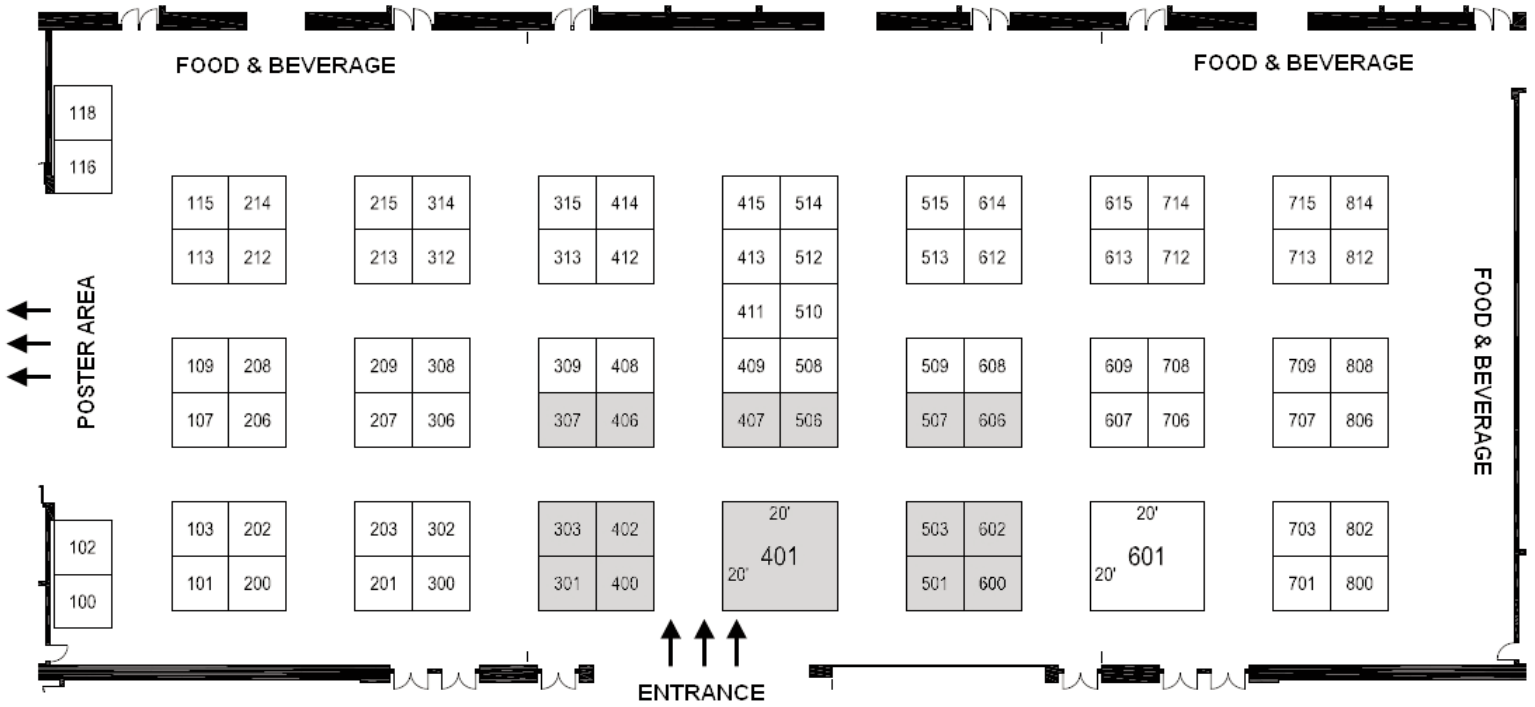
Washington State Convention Center
800 Convention Place
Seattle, WA 98101



EXHIBIT HALL FLOOR PLAN

American Burn Association

April 24-27, 2012



Booth rental fees:

10' X 10' Premium = \$3,400

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

10' X 10' In Line = \$2,900

20' X 20' Premium Island = \$9,900

20' X 20' Island = \$9,500

20' X 30' Premium Island = \$14,800

20' X 30' Island = \$14,300

*shaded booths denote premium spaces

GENERAL EXHIBITION RULES AND REGULATIONS

Official Service Contractor

GES has been named the official service contractor for the 44th 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 prior to Monday, April 23 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, Washington State Convention Center, and the Seattle 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 Washington State Convention Center 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.



2011 ANNUAL MEETING EXHIBITORS

Many Thanks to These Exhibitors for their Participation in and Support of the 2011 Show

ABA Burn Prevention Committee

Ab Viser Medical

AlloSource

Applied Medical Technology

Argentum Medical, LLC

Arizona Burn Center

ASPR

Aubrey, Inc.

Avocet Polymer Technologies, Inc.

Barda

Barton-Carey Medical Products, Inc.

Baskent University

Baxter Healthcare

Bio-Concepts, Inc.

Bio Med Sciences, Inc.

Brennen Medical, Inc.

Burn Advocate Network, Ltd.

Choice Therapeutics

CimMed, Inc.

Cook Medical, Inc.

Covidien

Cumberland Pharmaceuticals, Inc.

Daxor Corporation

D.C. Firefighters Burn Foundation

DeRoyal Industries, Inc.

Diversionsary Therapy Technologies

Elta Swiss American Products

Exciton Technologies, Inc.

4 Med Ltd.

Ferris Manufacturing Corp.

Genzyme Biosurgery

Gottfried Medical, Inc.

HealthPoint, Ltd.

Hollister, Inc.

Home Fire Sprinkler Coalition

Hospital Therapy Products, Inc.

IAFF Burn Foundation

Integra Padgett Instruments, Inc.

International Association of Burn Camps

International Society for Burn Injuries & ISBI 2011

Keisei Medical Industrial Co., Ltd.

Lippincott, Williams & Wilkins

Lumenis

Medical Z Corporation

Mölnlycke Health Care

Moor Instruments, Inc.

MorTan, Inc.

Nephros, Inc.

NxStage Medical

Operation Smile

Osiris Therapeutics, Inc.

Pacific World Corporation

Pall Medical

Phoenix Society for Burn Survivors

Skin and Wound Allograft Institute

Smith & Nephew Wound Management

Stead Mead

Syncro Medical Innovations

TEI Biosciences

Torbot Group, Inc.

Total Contact, Inc.

UDL Laboratories, Inc.

Zimmer, Inc.

Z-Medica Corporation

Zoll

ZymoGenetics, Inc.



AMERICAN BURN ASSOCIATION

2012 CONTRACT TO EXHIBIT

Important Instructions

- Contract received with full payment by August 15, 2011 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 _____

Booth Selection (Please indicate in order of preference.)

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

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

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

Booth rental fee

10' X 10' Premium = \$3,400

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

10' X 10' In Line = \$2,900

20' X 20' Premium Island = \$9,900

20' X 20' Island = \$9,500

20' X 30' Premium Island = \$14,800

20' X 30' Island = \$14,300

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 15, 2011.

Total amount enclosed = \$ _____

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
2012 CONTRACT TO EXHIBIT**

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 March 1, 2012, only the company name, address and booth number will appear in the guide.

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 2012 ABA Annual Meeting Exhibitor Prospectus. We understand further that all space must be paid for in full on or before December 15, 2011. 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, 2011. 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 2012 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 Washington State Convention Center, 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

44th Annual Meeting

Seattle

Please complete ONE request for each function to be approved



Activities may only be scheduled during the following times:

Monday, April 23	Anytime
Tuesday, April 24	After 7:00 pm
Wednesday, April 25	After 6:30 pm
Thursday, April 26	After 4:00 pm
Friday, April 27	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
311 S. Wacker Drive, Suite 4150
Chicago, IL 60606
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 2012 meeting.

A 10% discount is offered on the administrative fee for the symposia paid in full by August 15, 2011.

If you would like additional information on satellite symposia, please contact M. Jane Burns at (312) 662.6058.

Satellite Symposia at the ABA's 44th 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 44th 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 44th 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, 2011. **Receive a 10% discount off the total fee if you reserve a Satellite Symposium and submit full payment by August 15, 2011.** Unless the ABA is able to re-book another satellite sponsor, there will be no refunds for cancellation after December 15, 2011.
- 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 15, 2011;** otherwise 50% is due upon completion of the form to reserve the time slot and the balance is due by December 15, 2011. Unless the ABA is able to re-book another satellite sponsor, there will be no refunds for cancellation after December 15, 2011.

Company Name: _____

Meeting Name: _____

Session Size: _____

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

- Monday, April 23 Anytime
- Tuesday, April 24 Noon to 1:15 pm
 7:00 pm to 9:00 pm
- Wednesday, April 25 7:00 pm to 9:00 pm
- Thursday, April 26 6:30 pm to 8:30 pm

All symposia must be registered with the ABA Central Office.

Return no later than December 15, 2011 to:

American Burn Association
311 S. Wacker Drive, Suite 4150
Chicago, IL 60606
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 44TH ANNUAL MEETING

Registration Bags with Umbrella

Each attendee is given a registration bag and an umbrella with all the registration materials. Your logo is placed on one side of the bag and umbrella, and the ABA's logo on the other side. Attendees use these bags and umbrellas 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

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, April 25, from 5:00 pm to 6:30 pm, a wine and cheese reception will be held in the exhibit hall. 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 27, 2012. 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 with Umbrella\$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
- 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, 2011 to:

American Burn Association

311 S. Wacker Drive, Suite 4150

Chicago, IL 60606

Phone: (312) 642-9260

Fax: (312) 642-9130

burns@ameriburn.org



IMPORTANT DATES

August 15, 2011

Last day to obtain 10% discount

Mid-November

Letter of booth assignment and housing information mailed

December 15, 2011

Full booth payment due

Last day to obtain refund for canceled space

NO REFUNDS GIVEN AFTER THIS DATE

April 23, 2012

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

April 24, 2012

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

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

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

April 25, 2012

Exhibition Open, 9:30 am-6:30 pm

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

April 26, 2012

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

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

45th Annual Meeting

April 23-26, 2013
Palm Springs, California



American Burn Association
311 S. Wacker Drive, Suite 4150
Chicago, IL 60606
(312) 642-9260
www.ameriburn.org