13th International Conference on Rapid Response Systems and Medical Emergency Teams

Chicago, Illinois
May 11-12, 2017
On behalf of the Organizing Committee we wish to welcome and thank you for your interest in the 13th International Conference on Rapid Response Systems and Medical Emergency Teams to be held at Chicago Hyatt Regency, Chicago, Illinois, from May 11 – 12, 2017.

This is the largest international conference on Rapid Response Systems (RRS) and Medical Emergency Teams (MET) and will combine a thought-provoking and challenging Scientific Program, delivered by inspirational global and local speakers with a lively social program showcasing the best of the wonderful City of Chicago.

In 2017 the Conference will explore the recognition and response to clinical deterioration in a number of settings including the emergency department, obstetric medicine, pediatric patients, mental health and general ward patients. We will have three streams presenting the state of the art aspects of nursing care and team training, and strategies to improve processes of care. The program will be aimed at doctors, nurses, patients and hospital administrators working in quality improvement. We invite our partners in industry to join us for this broad-ranging discussion of how we deal with these vital issues with the wide variety of delegates that will attend the Conference.

We sincerely hope you can join us as partners in this exciting conference and look forward to working with you.

Local Host Committee

Dana Edelson, MD, MS
Executive Medical Director for Inpatient Quality & Safety, University of Chicago Medicine

Michael Howell, MD, MPH
Chief Quality Officer, University of Chicago Medicine

Matthew Churpek, MD, MPH, PhD
Assistant Professor of Medicine, University of Chicago

International ISRRS Advisory Board

Anne Lippert, MD, CHPE, FERC Head of Unit, Copenhagen Academy for Medical Education and Simulation, Capital Region of Denmark

Michael A DeVita MD, FCCM, FRCP Founding President and Immediate Past President International Society for Rapid Response Systems, Director, Critical Care, Harlem Hospital, NY NY

Daryl Jones, BSc(Hons), MB BS, FRACP, FCICM, MD, PhD Consultant Intensive Care specialist, Austin Health Associate Professor SPHPM Monash University Adjunct Associate Professor University Melbourne Medical Director Critical Care Outreach Austin Hospital

John Welch, Consultant Nurse, Critical Care and Critical Care Outreach at University College London Hospitals (London, UK); and Clinical Lead for Sepsis at University College London Partners Academic Health Science Network

Roger Conway, Clinical Nurse Advisor Auckland City Hospital

Christopher Bonafide, MD, MSCE Assistant Professor of Pediatrics, The Children's Hospital of Philadelphia and Perelman School of Medicine at the University of Pennsylvania
The International Conference on Rapid Response Systems and Medical Emergency Teams is held each year in a major city around the world. In 2017 it will be held in Chicago, IL. It is expected to attract between 500 – 700 medical, nursing and allied health delegates.

There are a wide range of opportunities for sponsorship of the Conference. The different packages outlined in this document are proposals only and we welcome contact from potential sponsors to ensure the package meets their needs.

**Meeting Promotion**

A professional planned marketing strategy will ensure the benefits of supporting the Conference are widely known around the world. This includes:

- Extensive direct mail campaigns
- Website and email promotions
- Advertising in professional journals
- Active participation and promotion at intervening meetings relating to the main scientific themes.

Onsite you will be able to take advantage of:

- One-on-one delegate interaction
- Development of long lasting relationships with existing and potential clients
- Achievement of brand recognition
- Ability to connect with delegates in a comfortable and professional setting.
The Destination: Chicago, IL

The world’s best food. The world’s best museums. Architecture that awes. And enough shopping for days. Find it all in Chicago. With events every weekend, live music and theatre every night, and beautiful parks and gardens beckoning every day — spring in Chicago buzzes with energy and excitement all season. This is a city built on the shores of greatness.

For more info on Chicago www.choosechicago.com.

The Venue: Hyatt Regency Chicago

Hyatt Regency Chicago
151 E Upper Wacker Drive
Chicago, IL 60601
888.421.1442
Reserve your room online.

All rooms reserved in the group block include free, in-room Internet.

Group Rate Code:
Single/Double rate: $209/night + tax
Make your room reservations as soon as possible. With multiple groups meeting at the hotel, rooms are expected to sell out. This rate will only be available until Friday, April 21, 2017 or until the block sells out, whichever occurs first.

Why You Should Support the Conference

The Conference provides a unique educational environment dedicated to the exchange of leading edge scientific research and industry expertise. It is the premier event for the International Society for Rapid Response Systems.

The aim of the trade exhibit will be to engage with clinicians on the latest technologies and therapies and to challenge their current mind set and practice. The interaction between clinicians and knowledgeable company representatives is focussed during the trade exhibition. The Conference will provide a unique opportunity for you to engage with a wide cross-section of your target market.

The key benefits of sponsorship include:

• The opportunity to promote your name, to support your brands and to maintain a high profile among specialists before, during and after the event
• Access to Conference delegates who are keen to improved their knowledge and skills
• Aligning your company with this powerful educational experience
• An opportunity to consolidate corporate relationships and expose your staff to their key markets.
• Face-to-face interaction with delegates during all tea and lunch breaks plus the Gala Event.
• Benefiting exposure to a keenly interested, relevant and influential audience in a professional and educational environment

The Conference Sponsorship team would be delighted to discuss these promotional opportunities. Early confirmation of your sponsorship will ensure an even higher level of exposure. An extensive promotional campaign will be implemented in the lead up to the Conference and the opportunity exists for your company to be represented as a key supporter of the Conference well in advance of the actual dates.

Delegates

Expected number of delegates: 500-700

Delegate Disciplines

• Intensive Care Specialists and Critical Care Nurses
• Professionals directly involved in responding to deteriorating patients
• Professionals from adult, pediatric and neonatal sectors
• Physicians in related specialities, such as emergency and mental health
• Allied health practitioners and pharmacists
• Health care managers
# Preliminary Program May 11

## Thursday May 11

### MORNING BREAK

<table>
<thead>
<tr>
<th>Session</th>
<th>Clinical Vignettes &amp; Innovations</th>
<th>Training the RRS for optimal performance</th>
<th>Approach to the pediatric patient with clinical deterioration</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:30-11:00</td>
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<tr>
<td>11:00-11:15</td>
<td>Clinical Vignettes &amp; Innovations</td>
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<tr>
<td>11:30-11:45</td>
<td>Clinical Vignettes &amp; Innovations</td>
<td>Training the RRS for optimal performance</td>
<td>Approach to the pediatric patient with clinical deterioration</td>
</tr>
<tr>
<td>11:45-12:00</td>
<td>Clinical Vignettes &amp; Innovations</td>
<td>Training the RRS for optimal performance</td>
<td>Approach to the pediatric patient with clinical deterioration</td>
</tr>
<tr>
<td>12:00-12:30</td>
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<td>Training the RRS for optimal performance</td>
<td>Approach to the pediatric patient with clinical deterioration</td>
</tr>
</tbody>
</table>

## LUNCH - (trade display/talk/poster session)

<table>
<thead>
<tr>
<th>Session</th>
<th>Approach to the patient with impending respiratory failure</th>
<th>Implementing the Rapid Response Team</th>
<th>Objective Activation of the Rapid Response Team</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:30-13:30</td>
<td>Approach to the patient with impending respiratory failure</td>
<td>Implementing the Rapid Response Team</td>
<td>Objective Activation of the Rapid Response Team</td>
</tr>
<tr>
<td>13:30-13:45</td>
<td>Approach to the patient with impending respiratory failure</td>
<td>Implementing the Rapid Response Team</td>
<td>Objective Activation of the Rapid Response Team</td>
</tr>
<tr>
<td>13:45-14:00</td>
<td>Approach to the patient with impending respiratory failure</td>
<td>Implementing the Rapid Response Team</td>
<td>Objective Activation of the Rapid Response Team</td>
</tr>
<tr>
<td>14:00-14:15</td>
<td>Approach to the patient with impending respiratory failure</td>
<td>Implementing the Rapid Response Team</td>
<td>Objective Activation of the Rapid Response Team</td>
</tr>
<tr>
<td>14:15-14:30</td>
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<td>Objective Activation of the Rapid Response Team</td>
</tr>
<tr>
<td>14:30-15:00</td>
<td>Approach to the patient with impending respiratory failure</td>
<td>Implementing the Rapid Response Team</td>
<td>Objective Activation of the Rapid Response Team</td>
</tr>
<tr>
<td>15:00-15:30</td>
<td>Approach to the patient with impending respiratory failure</td>
<td>Implementing the Rapid Response Team</td>
<td>Objective Activation of the Rapid Response Team</td>
</tr>
</tbody>
</table>

## AFTERNOON BREAK

<table>
<thead>
<tr>
<th>Session</th>
<th>End of life care for rapid response team members</th>
<th>Subjective Activation of Rapid Response</th>
<th>Novel Approaches in RRS</th>
</tr>
</thead>
<tbody>
<tr>
<td>15:30-15:45</td>
<td>End of life care for rapid response team members</td>
<td>Subjective Activation of Rapid Response</td>
<td>Novel Approaches in RRS</td>
</tr>
<tr>
<td>15:45-16:00</td>
<td>End of life care for rapid response team members</td>
<td>Subjective Activation of Rapid Response</td>
<td>Novel Approaches in RRS</td>
</tr>
<tr>
<td>16:00-16:15</td>
<td>End of life care for rapid response team members</td>
<td>Subjective Activation of Rapid Response</td>
<td>Novel Approaches in RRS</td>
</tr>
<tr>
<td>16:15-16:30</td>
<td>End of life care for rapid response team members</td>
<td>Subjective Activation of Rapid Response</td>
<td>Novel Approaches in RRS</td>
</tr>
<tr>
<td>16:30-17:00</td>
<td>End of life care for rapid response team members</td>
<td>Subjective Activation of Rapid Response</td>
<td>Novel Approaches in RRS</td>
</tr>
<tr>
<td>17:00-17:45</td>
<td>End of life care for rapid response team members</td>
<td>Subjective Activation of Rapid Response</td>
<td>Novel Approaches in RRS</td>
</tr>
<tr>
<td>17:45-19:30</td>
<td>End of life care for rapid response team members</td>
<td>Subjective Activation of Rapid Response</td>
<td>Novel Approaches in RRS</td>
</tr>
<tr>
<td>19:30-21:30</td>
<td>Social Event</td>
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</tr>
</tbody>
</table>
# Preliminary Program May 12

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Panel Discussion</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 - 10:30</td>
<td><strong>Plenary</strong></td>
<td></td>
</tr>
<tr>
<td>10:30-11:00</td>
<td><strong>MORNING BREAK</strong></td>
<td></td>
</tr>
<tr>
<td>11:00-11:15</td>
<td>Diagnosis and management of sepsis on the wards</td>
<td>Where should you send your RRT?</td>
</tr>
<tr>
<td>11:15-11:30</td>
<td>The new 2016 sepsis definitions: what’s changed and what remains the same</td>
<td>How RRTs can improve care in the emergency department</td>
</tr>
<tr>
<td></td>
<td>Integrating sepsis care within the rapid response system</td>
<td>RRTs in the outpatient setting: value added or another false alarm?</td>
</tr>
<tr>
<td>11:45-12:00</td>
<td>Pro: Sepsis bundles save lives</td>
<td>Approach to critically ill patients in the obstetrics ward</td>
</tr>
<tr>
<td></td>
<td>Con: Sepsis bundles don’t save lives</td>
<td>Emerging non-invasive monitoring technologies</td>
</tr>
<tr>
<td>12:00-12:30</td>
<td>Panel Discussion</td>
<td>Panel Discussion</td>
</tr>
<tr>
<td>12:30-13:30</td>
<td><strong>LUNCH</strong> (board meeting) - (trade display/talk/poster session)</td>
<td></td>
</tr>
<tr>
<td>13:30-13:45</td>
<td>How I approach</td>
<td>Insight into acute care medicine from a policy perspective</td>
</tr>
<tr>
<td>13:45-14:00</td>
<td>The lactate is high, but the patient looks fine</td>
<td>A Payor perspective</td>
</tr>
<tr>
<td>14:00-14:15</td>
<td>Managing fluid resuscitation in patients with tenuous fluid status</td>
<td>Effective documentation practices for acute care providers</td>
</tr>
<tr>
<td>14:15-14:30</td>
<td>The primary team doesn’t recognize the patient is critically ill</td>
<td>What we can learn from high-cost lawsuits in acute care medicine</td>
</tr>
<tr>
<td>14:30-15:00</td>
<td>Panel Discussion</td>
<td>The Role for Hospital Accreditation in Rapid Response</td>
</tr>
<tr>
<td>15:00-15:30</td>
<td><strong>AFTERNOON BREAK</strong></td>
<td>Panel Discussion</td>
</tr>
<tr>
<td>15:30-15:45</td>
<td>When Rapid Response Becomes a Cardiac Arrest</td>
<td>Monitoring the effectiveness of your RRT</td>
</tr>
<tr>
<td>15:45-16:00</td>
<td>Maximizing CPR Quality In the Hospital</td>
<td>Best of the best abstracts</td>
</tr>
<tr>
<td>16:00-16:15</td>
<td>Using Capnography During Resuscitation</td>
<td>What should we measure to determine if the RRT is effective?</td>
</tr>
<tr>
<td>16:15-16:30</td>
<td>Hypothermia may not be so cool afterall</td>
<td>Performance reviews: who should be there and what to discuss</td>
</tr>
<tr>
<td>16:30-17:00</td>
<td>Post-Event Debriefing</td>
<td>What to do when your RRT is not performing optimally</td>
</tr>
<tr>
<td>17:00-17:45</td>
<td>Panel Discussion</td>
<td>Determining preventability by interdisciplinary consensus</td>
</tr>
<tr>
<td>17:45-19:30</td>
<td><strong>Plenary Closing Session</strong></td>
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<tr>
<td></td>
<td>Conference Feedback</td>
<td></td>
</tr>
</tbody>
</table>
Exhibition Opportunities

Exhibition Booth

An exhibition booth provides the perfect opportunity to deliver your organization’s message to a receptive audience. Novel, creative and interactive ideas for your exhibition booth are strongly encouraged as they ensure long lasting relationships are formed between you and the delegates.

$ 6000 Island Booth Space
Display Fee includes 20x20 display in Exhibit Hall, 4 complimentary registrations to the conference, acknowledgment on mobile meeting app, and one link to homepage from conference Website.

$ 4000 Double Booth Space
Display Fee includes 10x20 display in Exhibit Hall, 2 complimentary registrations to the conference, acknowledgment on mobile meeting app, and one link to homepage from conference Website.

$ 2500 10 x 10 Booth
Display Fee includes tabletop display in Exhibit Hall, 1 complimentary registration to the conference, acknowledgment on mobile meeting app and on Conference website.

Further Information

For further information about sponsoring or exhibiting please contact:

Polly Rossi, CMP-HC, CMM Planner
219.465.1115
Polly@meetingachievements.com
**Additional exhibitor registrations**
USD $695
Exhibitors have the opportunity to purchase additional registrations.

**Exhibit Dates:** May 11-12, 2017

**Exhibit Location:**
Hyatt Regency Chicago Main Exhibit Hall: Regency Ballroom C/D

**Exhibit Setup:**
Wednesday, May 10, 2017 2pm – 5pm

**Display Hours for Main Exhibit Hall:**
(Subject to Change)
Thursday May 11, 2017    7:30 am – 2:00 pm
Friday    May 12, 2017    7:30 am – 3:30 pm

**Exhibitor Admission to General Sessions:**
Your exhibit badge permits you to attend any session for which there are no optional fees.

**Exhibit Representation:** At least one representative must be at the display during exhibit hours.

**Exhibitor Kit:** All exhibitors are responsible for their own shipping logistics and fees as well as audiovisual and electrical. After a completed application is received, the full show kit will be forwarded to you.

**Exhibit Dismantle:** All exhibits must be dismantled between 4:00-6:00 pm on Friday, May 12, 2017 from the Main Exhibit Hall. All items must be removed by 6 pm.
Platinum Sponsorship

Platinum Sponsor $75,000 + Limited Opportunities

- Company will be acknowledged as the Platinum Sponsor
- Acknowledgement on signage
- Recognition as Platinum Sponsor in email marketing campaigns (from time of sponsorship confirmation)
- Four complimentary Gala Event tickets
- Company description, 100 word synopsis and website link on Conference website with the tag line “Platinum Sponsor”
- Company acknowledgment inside the Registration Brochure with the tag line “Platinum Sponsor” (subject to deadlines and confirmation date)

- Company contact details on the Conference Smart Phone App
- One promotional PDF flyer (supplied by sponsor, file size limits will apply) included on the Conference Smart Phone App.
- Company description and 100 word synopsis in the Conference Program with the tag line “Platinum Sponsor” (subject to on-time submission)
- Company acknowledgment displayed on Conference Session Holding Slides
- Delegate list

Platinum Sponsor

$75,000 + Limited Opportunities

Delegate list
Major Sponsorship

Gold Sponsor USD $35,000

- Company will be acknowledged as a Gold Sponsor
- Acknowledgement on conference signage
- Recognition as a Gold Sponsor in email marketing campaigns (from time of sponsorship confirmation)
- Two Complimentary Gala Event tickets
- Company description and website link on Conference website with the tag line “Gold Sponsor”
- Company acknowledgment inside the Registration Brochure with the tag line “Gold Sponsor” (subject to deadlines and confirmation date)
- Company description and contact details on the Conference Smart Phone App
- One promotional PDF flyer (supplied by sponsor, file size limits will apply) included on the Conference Smart Phone App.
- Company description in the Conference Program with the tag line “Platinum Sponsor” (subject to on-time submission)
- Company acknowledgement displayed on Conference Session Holding Slides
- Delegate list

Silver Sponsor $15,000

- Company will be acknowledged as a Silver Sponsor
- Acknowledgement on conference signage
- Recognition as a Silver Sponsor in email marketing campaigns (from time of sponsorship confirmation)
- One Complimentary Gala event ticket
- Company description and website link on Conference website with the tag line “Silver Sponsor”
- Company acknowledgment inside the Registration Brochure with the tag line “Silver Sponsor” (subject to deadlines and confirmation)
- Company description and contact details on the Conference Smart Phone App
- One promotional PDF flyer (supplied by sponsor, file size limits will apply) included on the Conference Smart Phone App.
- Company description in the Conference Program with the tag line “Silver Sponsor” (subject to deadlines and confirmation)
- Company acknowledgement displayed on Conference Session Holding Slides
- Delegate list
Individual Sponsorship

Academic Opportunities

**Breakfast Session NON CME**
USD 15,000 (Limit one)

Breakfast Sessions allow you to organise speaker/s and a program of your choice for a one hour session. The package includes the cost of room hire, basic USDio facilities for up to 100 delegates, promotion and registration of the breakfast session.

**Entitlements**
- Exclusive name rights to your breakfast session
- Opportunity to provide your own signage at the breakfast
- Company acknowledgment against the Breakfast Session on the Conference Website
- Acknowledgement as a sponsor of this breakfast session in the Conference Program.
- Company description in the Conference Program
- Company name against the Breakfast Session on the Conference Smart Phone App

Please note speaker’s costs, catering and additional AV are at the sponsor’s expense. Catering options will be provided by the Secretariat from which the sponsor can make a selection.

**Lunch time Session NON CME**
USD $15,000 Limited to 3 shared or USD $40,000 Limited to 1

The inaugural lunch time session is an innovative session that will aim to provide practical updates on technology associated with preventing deterioration in patients. The package includes the cost of room rental, basic audiovisual for up to 100 delegates, promotion and registration of the lunch time session.
Individual Sponsorship

Format – Three 15 minute presentations by representatives from industry or one 45 minute presentation.

Entitlements
- One 15 minute presentation
- Company logo against the lunch session on the Conference Website
- Acknowledgement as a sponsor of the Lunch session in the conference Program
- Company description in the conference Program (subject to timing of submission)
- Company description against the Lunch Session on the Conference Smart Phone App
- Company name on the holding slide for the Lunch Time Session
- Opportunity to provide one freestanding banner, to be positioned in the Lunch Session Room for the duration of the Session

Poster Area Branding & Poster Awards
USD $4,000 Exclusive opportunity

The Conference Poster Area will be a large area within the Exhibition. This will be heavily populated with delegates throughout the duration of the Conference. At the conclusion of the Conference Best Poster Awards will be presented allowing your organization the opportunity to profile itself during the Poster Award Ceremony.

Entitlements
- Naming rights to the Poster Area
- Organization signage to be displayed in the Poster Area
- Organization Name to be included on all print items referring to the Poster Area
- Opportunity to present prizes to Poster Award winners on stage
Online Communication

**Conference Mobile App**  USD $15,000

- Banner Ad on Mobile App linking to the Sponsors webpage
- Company name, description and contact details on the Mobile App
- Company name in the registration brochure next to Mobile App information (subject to timing of submission)
- Company name and website link on the Conference website
- One notification (similar to a text message) can be sent to delegates promoting sponsor
- Delegate list

Please note: furniture, staff and consumables will be paid for by the sponsor, in addition to the sponsorship fee

**Social Functions**

**Gala Event**  USD $35,000  Exclusive Opportunity

The Gala Event will be the social highlight of the Conference. The Gala Event will be a unique Chicago experience with entertainment. By sponsoring this spectacular program your organization can be associated with an evening of pure enjoyment.

**Entitlements**

- Naming rights to the Gala Event on Thursday 11 May 2017
- Verbal acknowledgement by the MC on the night in a direct address to the attendees.
- Company signage at the venue during the event
- Company name in the Conference publications against this item (subject to timing of submission)
- Company name and contact details on the Conference Smart Phone App
- Company name and website link on the Conference Website
- Company name on the tickets
- 4 Complimentary tickets to the event

Delegate Services

**Barista**  USD $5,000

The Barista cart will offer delegates freshly made coffee free of charge during the Conference.

**Entitlements**

- Signage next to the barista cart (provided by Sponsor)
- Company Name in the Conference Program (subject to timing of submission)
- Company name and website link on the Conference website
- Company name on Conference holding session slides
- One promotional PDF flyer (provided by organisation, file size limits will apply) included on the Conference Smart phone App.
- Delegate list
**Tote Bag $10,000.00**

**Benefits:** Exclusive advertising on the conference’s tote bag. Advertised corporate logo will be printed on one side of the bag. Distributed to conference attendees onsite. Every attendee will receive a tote bag to carry their materials throughout the conference and then use when they get home. It’s the item our attendees use the most and has the longest shelf life.

**Key Cards $7,500.00**

**Benefits:** Have your company name in everyone’s hand! Exclusive advertising of the hotel key cards. Advertised corporate logo will be printed on the hotel key card. The keycard must be designed and provided by the hotel vendor. The design must incorporate Rapid Response info and be preapproved. Each attendee will see your name every time they use their card, an average of 6-10 times a day.

**Wi-Fi Hot Spot $7,500.00**

**Benefits:** Attendees want to be connected, especially when the handouts are only available electronically. Speakers want to be connected, especially when presenting. Your company will be applauded daily for connecting both attendees and speakers throughout the conference.

**Charging Stations $5,000.00**

**Benefits:** Your company name/logo screen printed on the charging station, prominently displayed in Exhibit Hall. Offers charging of cell phones, smartphones, and PDAs, including multiple charging tips that work for 95% of the devices on the market, giving attendees an easy stopping point to charge their devices on-the-go.

**Conference Padfolio $10,000.00**

**Benefits:** Among the most visible opportunities in 2017, 8 ½ x 11 lined notepads will be provided to each of the attendees in their totebags. The notepad design will include the conference name along with your logo. Will be distributed in the Exhibit Hall.

**Water Bottles $7,500.00**

**Benefits:** Make a visible impact while making a difference! One 3 day meeting can produce up to 10,000 disposable water bottles. Your reusable water bottle will be distributed to attendees to carry throughout the conference, then back into their everyday life, keeping your brand name visible for years to come. Each attendee will receive a water bottle at registration and will have the opportunity to use it throughout the conference at water stations. Reusable water bottle sponsorship benefits include: Company name printed on the water bottle along with the conference name. All artwork must be preapproved. Will be distributed in the Exhibit Hall.
**Water Coolers $3,000.00**

**Benefits:** Water coolers will be placed throughout the Exhibit Hall. Add your name/logo to all of them! Each time that an attendee wants a drink of water, they will appreciate your providing them with a refreshing drink, especially as they fill up their water bottles.

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**Stylus $5,000.00**

**Benefits:** Your company name/logo screen printed on the stylus.

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**Hand Sanitizer $5,000.00**

**Benefits:** Your company name/logo screen printed on the hand sanitizer that will be distributed to everyone upon check in.

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**Recycle Bin $5,000.00**

**Benefits:** Your company name/logo screen printed on the recycle bins placed strategically throughout the conference.

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**Banners $Pricing varies based upon size and location, please contact us for details.**

**Benefits:** Several banner locations are available for added branding exposure in high traffic areas of the conference. design must be submitted in digital format, and fit within the venue rules.

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**Directional Foot Prints $10,000.00**

**Benefits:** This is a fun and unique way to direct attendees to your booth. Colorful decals with your company name and booth number will be affixed to the carpet (maximum 20 imprints) providing a path.
Please read and mark the acknowledgment online option when registering.

The conference is committed to helping you have a successful show experience at our 2017 Conference. The following rules and regulations are for the benefit of all exhibitors and conform to the IAEM Guidelines for Display Rules and Regulations.

Exhibit Rules & Regulations

1. Only one company may exhibit in a single space. Items or services exhibited or referred to must be those normally provided or manufactured by the exhibitor.
2. No application form will be processed without payment in full.
3. Due to the nature of the conference, no refunds will be offered.
4. All representatives who will be staffing exhibit booths must be registered for the meeting. Supporting companies are allowed a set number of complimentary registration(s) based on their supporter level. Additional booth personnel may register for an additional fee.
5. Display materials that may be deemed by the conference organizers to detract from the dignity of the exhibit show will not be permitted.
6. All signage, and logos, to be provided by supporting company, must adhere to conference specifications.
7. All exhibit tables and support services will be provided by the hotel. Note: electrical access may not be available. Any additional support costs are the responsibility of the exhibitor.
8. Security will NOT be provided. The property of the exhibitors shall at all times remain in the sole possession, custody, and responsibility of each exhibitor.
Industry Guidelines:

In recent years, much attention has been given to the relationships between the pharmaceutical and medical device/equipment industry and health care professionals. Gifts, individual relations, and professional education have been topics at the forefront of discussion. It is the responsibility of all exhibitors to be aware of and abide by all applicable association codes including but not limited to, those listed below:

2. American Medical Association Opinion 8.06 Gifts to Physicians from Industry and Clarifying Addendum
3. Compliance Program Guidance for Pharmaceutical Manufacturers

Requests for information and guidance should be directed to the FDA.

Selling of Products or Services

Exhibitors may display products that they have manufactured. Exhibitors may not accept cash, checks or credit cards for merchandise in the exhibition Hall; however, orders may be taken. Exhibitors electing to take orders must do so in a manner consistent with the professional nature of the exhibit.

Distribution of Product:

FDA Regulations

Exhibitors must abide by all applicable Food and Drug Administration (FDA) regulations. This information may be obtained from the FDA at this website: http://www.fda.gov/cder/ddmac/.
Use of the Name, Insignia, Logo or Acronym

The conference name, insignia, logo and acronym are proprietary marks and may not be used in signs, advertising, or promotions in any media or product literature either inside or outside of the exhibit area unless prior written approval has been received from the conference organizers.

Liability and Security

Exhibitors must make provisions for safeguarding their display and property at all times. The exhibitor is responsible for all liability, losses, claims, and damages relating to any injury, death, or damage to property (including the Exhibition Hall), however occurring, arising from the acts of the exhibitor, his or her employees, agents, licensees, or contractors. The exhibitor agrees to indemnify and hold harmless University of Chicago, and the Hyatt Regency from and against any and all liability, losses, claims, and damages that may arise from or be asserted in connection with the foregoing undertaking and responsibilities of the exhibitor.

Terms and Conditions

If applicable, as a condition for exhibiting, each exhibitor shall agree to observe all stated policies in this document. RRSME reserves the right to refuse exhibit space to any applicant at its sole discretion.

1. AMERICANS WITH DISABILITIES ACT.

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line at (800) 514-0301 and on their website: www.usdoj.gov/crt/ada/infoline.htm.

2. CONFINES OF BOOTH.

All marketing activities in conjunction with RRSME must be conducted within the exhibit space rented and cannot extend into the aisles or common areas of the conference facility or other areas of the venue in Chicago, IL.

3. DEMONSTRATIONS.

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner that assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays product presentation and demonstration areas to ensure compliance.
4. EXHIBITOR BADGES AND STAFFING.

Exhibitor badges will be available at the Main Registration Area during exhibit set up hours on Wednesday from 8am - 5pm. Exhibitors are expected to have their exhibit staffed during all published show hours. Exhibitor badges must be worn at all times in the Exhibit Hall and in all Conference areas. False certification of individuals as Exhibitor’s representatives, misuse of Exhibitor badges, or any other method assisting unauthorized persons access to the exhibit floor will be just cause for expelling such person from the Exhibit Hall and/or removing his/her exhibit from the exhibit floor without obligation on the part of the conference organizers for refund of any fees.

5. FLAMMABLE AND TOXIC MATERIALS.

All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Samples should be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flame proofing certificate should be available for inspection. Exhibitors must dispose of any waste products they generate during the exhibition in accordance with guidelines established by the hotel.

6. FOOD AND BEVERAGE DISTRIBUTION.

Exhibitors may not distribute any food or beverage from their booth or from anywhere within the exhibit hall without written approval of the conference organizers. Exhibitors may not distribute alcoholic beverages.

7. LABOR REGULATIONS.

Exhibitors agree to abide by all agreements made between the unions, the conference organizers, and the venue in Chicago, IL. Exhibitor’s full-time employees may set up their exhibits without hiring additional labor if the set-up or dismantle can be completed in 30 minutes without tools or ladders.

8. RETAIL SALES.

The purpose of the exhibits is to further the education of meeting attendees through product and service displays and demonstrations. Sales and order taking are permitted provided all transactions are conducted in a manner consistent with the professional nature of the meeting. Products for sale must be the exhibitors’ own unaltered products and the products or services must be pertinent to the attendees’ professional interest. Exhibitors must comply with all sales tax requirements for the state of Illinois; exhibitors must comply with all local, state and federal laws. The conference organizers reserves the right to restrict sales activities that it deems inappropriate or unprofessional.

9. iSSRS LOGO & MATERIALS.

The iSSRS name and/or logo may not be part of any Exhibitor distributed materials without approval. Reproduction of the conference abstracts for any reason without written permission from the iSSRS is prohibited.
10. PROHIBITED ITEMS.

Exhibitors are prohibited from the distribution of tote bags (or any bags) without the written approval of the conference organizers and must refrain from the distribution and use of items causing additional post show clean up, such as adhesive stickers, glitter, confetti and helium balloons. Exhibitors will be billed at actual labor cost for clean-up costs for clean-up items.

11. SECURITY.

Exhibitors must make provisions for the safeguarding of their goods, materials, equipment and displays at all times. Please be security conscious. Do not leave purses, laptops, cell phones, or any easily portable items unattended at any time in your booth. The responsibility for security for all exhibit property is that of the exhibitor. The conference organizers are not responsible for the safety of exhibits against theft, fire, loss, accident or damage. Exhibitors are encouraged to obtain all-risk coverage on their exhibit and personal property or hire security personnel within their exhibit.

12. SMOKING.

During the Conference, smoking and vaping is prohibited in all conference and exhibit hall areas.

13. SOUND/MUSIC.

In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Sound and noise should not exceed 85 decibels. Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.

14. STORAGE.

Fire regulations prohibit storing product, literature, empty packing containers or packing materials behind back drapes or under draped tables. Exhibitors may store a one-day supply of handout materials neatly within their booth, so long as these items do not impede access to utility services, create a safety problem or look unsightly.

15. STRUCTURAL INTEGRITY.

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers or installation/dismantling equipment such as forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures. Exhibitors should ensure that any display fixtures such as tables, racks or shelves are designed and installed properly to support the product or marketing materials to be displayed upon them. Due to height restrictions, no hanging signs are allowed in the hall.
16. SUBLETTING OF SPACE.

Exhibitors may not assign, sublet or apportion any part of the space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the normal course of business.

17. USE OF SPACE IN LINEAR BOOTHS.

Exhibit booth spaces are ten feet (10’) wide by ten feet (10’) deep. Exhibitors’ display materials should be arranged in such a manner as to not obstruct sight lines of neighboring exhibitors. The maximum height of eight feet (8’) is allowed only in the rear half of the booth space, with a four foot (4’) height restriction imposed on all materials in the remaining space forward to the aisle. Booths along the perimeter of the exhibit space (against the perimeter walls) are allowed a maximum height of 12’. All displays (banners, posters, stages, etc.) should adhere to the height regulation entitled to each particular booth type.

18. USE OF SPACE IN ISLAND EXHIBITS.

An island booth is exposed to aisles on four (4) sides and is composed of a 20’ x 20’ exhibit. The maximum allowed height for Island booth ranges between 16’ and 20’, depending on limitations of the exhibit space and legal contract with the property. Please contact the Polly Rossi for more information about height limits for Island booths. All displays (banners, posters, stages, etc.) should adhere to this height regulation.

19. GENERAL/AMENDMENTS.

These rules and regulations are to be construed as a part of all space contracts. All interpretations as well as answers to questions and matters not specifically covered by these rules and regulations will be decided by the conference organizers. The conference reserves the right to make any reasonable changes in these rules necessary to ensure the health and safety of those in attendance, the significance of the exhibition, and harmony of operation. Exhibitors will be advised of any such changes by bulletin; and such changes will be equally binding on all parties affected. Written notification of any such amendments will be forwarded to exhibiting companies.
Housing: The conference planners have negotiated special group rates for participants. In order to keep costs low, we ask that you book your room at one of the hotels below. Limited government rates are available on a first come, first serve basis. Make your reservation soon!

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