



AT THE FOREFRONT

**UChicago
Medicine**

AT THE FOREFRONT OF TRAUMA CARE

3rd Annual How to Save a Life: IR and Surgical Management of the Trauma Patient 2023

November 6-8, 2023

Disney Yacht & Beach Club

Lake Buena Vista, Florida

SPONSOR & EXHIBITOR PROSPECTUS

3rd Annual How to Save a Life: IR and Surgical Management of the Trauma Patient 2023

Led by experts in interventional radiology and trauma surgery, this multidisciplinary meeting promotes the efficient management of the trauma patient. Internationally-recognized leaders will highlight the important partnership between interventional radiology and trauma surgery and present a multi-faceted approach to care for one of the most challenging types of patients: the critically-ill acute trauma patient. The program will not only focus on state-of-the-art endovascular and interventional techniques and the equipment used to perform life-saving procedures, but demonstrate how the Trauma Surgeon skillfully orchestrates and directs the entire Trauma Team.

The University of Chicago is also proud to host members of our military who have dramatically helped to advance techniques in the care of the violently injured.



THE UNIVERSITY OF
CHICAGO
UChicago Medicine

**Center for
Continuing
Medical Education**

Disney Yacht & Beach Club

Come experience the magic of Disney with University of Chicago at the Disney Yacht & Beach Club! This inviting resort has endless opportunities for you and the family to unwind including leisure pools & waterslides, movies under the stars on the Beach Club Beach, Pool side cabana & boat rentals, fitness & spa services, and more! The resort is also walking distance to EPCOT and a convenient boat ride to Disney's Hollywood Studios.



Target Audience

This program is designed for interventional radiologists and trauma surgeons as well as other surgical subspecialties, intensivists, ER physicians, technologists, nurses, and healthcare professionals who care for critically-ill acute trauma patients.



Jeffrey A. Leef, MD
*Professor of Radiology
Director of Interventional
Radiology Trauma Services
University of Chicago*



Kenneth Wilson, MD
*Professor of Surgery
Clinical Director of Trauma
Surgery
University of Chicago*



Osman Ahmed, MD
*Associate Professor of Radiology
Section of Interventional
Radiology
University of Chicago*

Aims of the Workshop

Learning Objectives

The purpose of this conference is to improve education and clinical skills in the area of care for the trauma patient.

After this activity, participants should be able to:

- State the appropriate interventional radiology and surgical diagnosis and treatment guidelines for solid organ injuries
- Identify the unique challenges presented by the management of the trauma patient in the ICU
- Discuss how the approach to the pediatric trauma patient differs from the approach to the adult trauma patient
- Identify the emotional and physical problems afflicting healthcare workers in this field as well as resources available for help
- Discuss catheter-based hemorrhage control
- Learn of the growth and development of Acute Care Surgery from three of the world leaders in Trauma Surgery

Main Topics

- The growth and development of Acute Care Surgery
- Hybrid IR/OR imaging possibilities
- Catheter-based hemorrhage control
- The IR and Surgical management of penetrating trauma
- Military trauma interventions
- PTSD and the trauma care provider

Speakers

Osman Ahmed, MD, Associate Professor of Radiology, University of Chicago, Section of Interventional Radiology

LD Britt, MD, Henry Ford Professor of Surgery and Edward J. Brickhouse Chair in Surgery, Eastern Virginia Medical School

Jennifer Cone, MD, Assistant Professor of Surgery, University of Chicago, Section of Trauma Surgery

Joseph Fanelli, MD, Director of Advanced Neuropsychiatric Services, University of Indiana Northwest

David Halleran, MD, Retired Colorectal Surgeon, Upstate University Hospital

David Hampton, MD, Assistant Professor of Surgery, University of Chicago, Section of Trauma Surgery

David Kennedy, MD, Retired Neurosurgeon, St. Louis University

Divya Kumari, MD, Assistant Professor of Radiology, University of Chicago, Section of Interventional Radiology

Jeffrey A. Leef, MD, Professor of Radiology, University of Chicago, Director of Interventional Radiology Trauma Services

Jonathan Lorenz, MD, Professor of Radiology, University of Chicago, Section of Interventional Radiology

Kenneth Mattox, MD, Service Professor, Baylor College & Chief of Staff/Chief of Surgery, Ben Taub Hospital

Phillip Morris, 3rd Year Medical Student, Meharry College, Student Course Coordinator

Rakesh Navuluri, MD, Associate Professor of Radiology, University of Chicago, Section of Interventional Radiology

Mikin Patel MD, Assistant Professor of Radiology, University of Chicago, Section of Interventional Radiology

Jonathan Paul, MD, Associate Professor of Medicine, University of Chicago, Section of Interventional Cardiology

Priya Prakash, MD, Associate Professor of Surgery, University of Chicago, Section of Trauma Surgery

Todd Rasmussen, MD, Professor and Vice Chair for Education, Department of Surgery, Mayo College of Medicine and Science

Selwyn Rogers, MD, Professor of Surgery/ Executive Vice President, Community Health Engagement/Founding Director, Trauma Center/ Chief, Section of Trauma and Acute Care Surgery, University of Chicago

Jordan Rosenblum, MD, Professor of Radiology; Chairman of the Department of Radiology, Loyola University, Maywood, Illinois

Thomas Scalea, MD, Professor of Trauma Surgery, Physician in Chief, System Chief for Critical Care Services, University of Maryland

Kenneth Wilson, MD, Professor of Surgery, Clinical Director of Trauma Surgery, University of Chicago

Clark Yu, MD, IR/DR Resident, University of Chicago, Resident Course Co-Coordinator

Kylie Zane MD, IR/DR Resident, University of Chicago, Resident Course Co-Coordinator

Accreditation

Physician Credit

The University of Chicago Pritzker School of Medicine is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

The University of Chicago Pritzker School of Medicine designates this other activity (live/ enduring) for a maximum of 48 *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Other Healthcare Professional Credit

Other healthcare professionals will receive a Certificate of Participation. For information on the applicability and acceptance of certificates of participation for educational activities certified for *AMA PRA Category 1 Credit™* from organizations accredited by the ACCME, please consult your professional licensing board.



Sponsorship Levels

Platinum — \$30,000+

- 16' x 20' exhibit space
- 4 complementary registrations
- Acknowledgment on monitor in exhibit/meal space
- Priority placement in attendee mobile app
- Access to attendee list (opt in required) after the conference
- 4 invitations to speaker dinner
- Listed as a sponsor at one lunch event
- Brochure in conference tote

Gold — \$20,000

- 8' x 20' exhibit space
- 3 complementary registrations
- Acknowledgment on monitor in exhibit/meal space
- Priority placement in attendee mobile app
- Access to attendee list (opt in required) after the conference
- 2 invitations to speaker dinner
- Brochure in conference tote

Silver — \$15,000

- 8' x 20' exhibit space
- 2 complementary registrations
- Acknowledgment on monitor in exhibit/meal space
- Placement in attendee mobile app
- Brochure in conference tote

Bronze — \$7,500

- 8' x 10' exhibit space
- 1 complementary registration
- Acknowledgment on monitor in exhibit/meal space
- Placement in attendee mobile app

Please contact our planning team at UofCRadiology@mocandco.com to register your support for this event today!

Additional Sponsorship & Exhibitor Opportunities

Strolling Luncheon Full Sponsor in Exhibit Space (1 available; \$12,000)

- Table at the entrance of the exhibit/meal room
- 8' x 20' exhibit space
- Acknowledgment on monitor in exhibit/meal space
- Branded napkins for meal
- Signage with logo at event
- Brochure in conference tote
- 2 complementary registrations

Strolling Luncheon Partial Sponsor in Exhibit Space (4 available; \$3,000)

- Acknowledgment on monitor in exhibit/meal space
- Signage with logo at event
- Brochure in conference tote
- 1 complimentary registration

Mobile App (\$3,000)

- 1 complementary registration

Additional Sponsorship & Exhibitor Opportunities

Break/Snack Sponsor

(6 tables available; \$7,000)

- Table at break area
- Branded cocktail napkins and signage
- Acknowledgement on monitor in exhibit/meal space
- Mobile app acknowledgment
- Brochure in conference tote
- 1 complementary registration

Cocktail Hour Full Sponsor

(1 available; \$20,000)

- 8' x 20' exhibit space
- Cocktail napkins and signage
- Acknowledgement on monitor exhibit/meal space
- Priority placement in mobile app
- Access to attendee list (opt in required)
- 1 invitation to speaker dinner
- Brochure in conference tote
- 3 complementary registrations

Cocktail Party Partial Sponsor

(5 available; \$4,000)

- Acknowledgment on monitor exhibit/meal space
- Cocktail napkins and signage
- 1 invitation to speaker dinner
- Brochure in conference tote
- 1 complimentary registration

Brochure Insert in Tote Bags (\$3,000)

- Brochure in conference tote
- 1 complementary registration

Workshop Lanyards (1 available; \$2,000)

- Branding of lanyard with sponsors logo
- Brochure in conference tote

Faculty Dinner Full Sponsor

(1 available; \$12,000)

- Recognition at dinner with cocktail napkins, sign and remarks at podium
- 2 invitations to dinner
- Placement in mobile app
- Acknowledgement on monitor in exhibit/meal space
- Brochure in conference tote
- 2 complementary registrations

Faculty Dinner Partial Sponsor

(4 available; \$3,000)

- Acknowledgment on monitor in exhibit/meal space
- 1 Invitation to dinner
- Brochure in conference tote
- 1 complementary registration

Conference Tote Bags (\$3,000)

- Branding on one side of tote bag
- Brochure in conference tote
- 1 complementary registration

Notepad and Pens (\$3,000)

- Organizer to order
- Logo on back of notepad
- Brochure in conference tote
- 1 complementary registration

Water Bottles (\$4,000)

- Logo on back of the bottle
- Brochure in conference tote
- Acknowledgment on mobile app and event signage
- 1 complementary registration

Tentative Agenda

DAY 1, MONDAY, NOVEMBER 6, 2023

6:30 am – 8:00 am	Breakfast & Exhibits
7:30 am – 12:30 pm	General Session
Times TBD	Morning Refreshments & Exhibits
12:30 pm – 1:00 pm	Lunch & Exhibits
1:00 pm – 1:45 pm	General Session
1:45pm - 2:45pm	Afternoon Refreshments & Exhibits (OPTIONAL)

DAY 2 – TUESDAY, NOVEMBER 7, 2023

6:30 am – 8:00 am	Breakfast & Exhibits
7:30 am – 12:30 pm	General Session
Times TBD	Morning Refreshments & Exhibits
12:30 pm – 1:00 pm	Lunch & Exhibits
1:00 pm – 1:45 pm	General Session
1:45pm - 2:45pm	Afternoon Refreshments & Exhibits (OPTIONAL)

DAY 3 – WEDNESDAY, NOVEMBER 8, 2023

6:30 am – 8:00 am	Breakfast & Exhibits
7:30 am – 12:45 pm	General Session
Times TBD	Morning Refreshments & Exhibits

General Information

Venue

Disney Yacht & Beach Club, 1700 Epcot Resorts Boulevard, Lake Buena Vista, FL 32830

Steering Committee

Osman Ahmed, MD, Course Coordinator, Associate Professor of Radiology, University of Chicago

Debra Allen MSN, RN, CCRN-K, TCRN, Nursing Coordinator, Clinical Director of Trauma Services, University of Chicago, Retired

Jeffrey Leef, MD, Course Co-Director, Professor of Radiology, University of Chicago

Phillip Morris, Medical Student Course Coordinator, 3rd Year Medical Student, Meharry College

Mikin Patel, MD, Assistant Professor of Radiology, University of Chicago

Priya Prakash, MD, Course Coordinator, Associate Professor of Surgery, University of Chicago

Tom Weber, Continuing Education Administrator, Associate Director, Continuing Medical Education, University of Chicago

Kenneth Wilson, MD, Course Co-Director, Professor of Surgery, University of Chicago

Clark Yu, MD, Resident Course Co-Coordinator, University of Chicago

Kylie Zane, MD, Resident Course Co-Coordinator, University of Chicago

Workshop Support / Registration / Exhibition

Our conference planning and exhibition partner is:

Mary O'Connor & Company

mocandco.com

P: 630.338.8517

Email: UofCRadiology@mocandco.com

Please whitelist this email address as future communications about the workshop will come from this source.

General Information cont.

Liability and Insurance

Exhibitor will take reasonable precautions to safeguard exhibit. The University will not be liable for loss or damage to property of the Exhibitor or exhibitor representatives or employees from theft, fire, accident or any other cause beyond its control. Exhibitors are advised to insure themselves at their own expense against property loss or damage and against liability for personal injury. The University's liability for injury to persons or loss or damage to property shall be limited to such as may be caused by its negligence. Exhibitor will indemnify the University against, and hold harmless from, negligence of the Exhibitor in connection with its use of display space.

Terms & Conditions

1. Exhibitor and the provider agree to abide by all requirements of the Accreditation Council for Continuing Medical Education's Standards for Integrity and Independence in Accredited Continuing Education as stated at www.accme.org, including Standard 4.2: "The accredited provider must ensure that learners can easily distinguish between accredited education and other activities."
2. Exhibitor may distribute promotional materials at their exhibit space only. Distribution of pharmaceuticals or other samples is prohibited.
3. All commercial support associated with the activity will be given with the full knowledge of the provider. No additional payments, goods, services or events will be provided to the course directors, planning committee members, faculty, joint sponsor, or any other party involved with the activity.
4. Completion of this agreement represents a commitment and payment is due and collectible by the activity date unless otherwise agreed upon by the provider. Provider reserves the right to refuse exhibit space to exhibitor in the event of nonpayment or Code of Conduct violation.
5. Provider agrees to provide exhibit space and may acknowledge exhibitor in activity announcements.
6. Provider reserves the right to assign exhibit space or relocate exhibits at its discretion.
7. No refunds will be issued for cancellations.

General Information cont.

8. The parties agree that nothing herein requires or shall be construed to require University of Chicago to indirectly or directly use, order, lease, purchase or recommend the use, ordering or purchase of any industry partner products or services. University of Chicago represents and warrants that nothing herein will affect its judgment regarding the use, ordering or purchase of medical products or services. The parties acknowledge that the fee paid hereunder has been determined through good faith and arms-length negotiation to be the fair market value of the services rendered, and there is a legitimate need for this sponsorship and services. For purpose of clarity, no amount paid or reimbursed hereunder is intended to be, nor shall it be construed as, an offer or payment made, whether directly or indirectly, to induce the referral of patients, the purchase, lease or order of any item or service, or the recommending or arranging for the purchase, lease or order of any item or service.

Exhibition Information

The exhibition will be held at the Disney Yacht & Beach Club, Lake Buena Vista, Florida, with the exhibition floor plan designed to maximize exposure to the participants. Some meals will be held in the exhibition area.

- Exhibition space is available on a first-come, first-served basis with priority given to Platinum and Gold supporters. There is no entitlement to a specific exhibition space.
- The standard space size is 8' x 10'
- Companies that have exhibits only will be acknowledged as exhibitors only

The standard space includes:

- One 6' skirted table
- Two banquet chairs
- One exhibitor registration per space; additional exhibitor registrations are available at \$995 per person
- General cleaning of public areas
- Company profile in the mobile app
- Set-up and tear-down time

The 8' x 20' exhibit space will include 2 exhibitor registrations; additional exhibitor registrations are available at \$995 per person.

General Information cont.

Once you have registered for your sponsorship and/or exhibits, you will receive an exhibit booklet with further details. All exhibitors will be responsible for their own shipments to and from the Disney Yacht & Beach Club. The exhibit booklet will also include policies and procedures from the hotel's shipping partner and additional exhibition equipment and services that are available.

Shipments can arrive no earlier than Monday October 30th. Please note that the hotel cannot accept shipments on Saturday or Sunday so all needed items must be delivered by Friday November 3rd for setup. Exhibitors will have access to set up their booths on November 5.

Exhibits will be open November 6 through November 8 for a minimum of 90 minutes each day.

Tear-down must be complete by 4pm on November 8. Due to time constraints, please keep this in mind when designing your exhibit.

Staff / Participants

A registration pass for 1 (8' x 10') or 2 (8' x 20') is included in the exhibitor fee, which also entitles the participant(s) to attend the scientific program.

General Sponsorships

Become a sponsor of the event and design your individual sponsorship. Please feel free to contact us so that we may provide you with a personal proposal according to your needs and wishes.

Sponsor / Exhibitor Form

Company Name: _____ Address: _____

City: _____ State/Province: _____ Zip: _____ Country: _____

Telephone: _____ Fax: _____

Exhibitor Contact Information (who will receive sponsor / exhibit materials and is official representative)

Contact Name: _____ Title: _____

Address: (if different) _____

City: _____ State/Province: _____ Zip: _____ Country: _____

Telephone: _____ Email: _____

Invoice Address: (if different) _____

Order # / PO # / Tax # (if necessary) _____

An invoice with payment instructions will be send to the email address designated above.

On-site Contact Information

Contact Name: _____ Email: _____

Cell Phone: _____

Sponsorship Categories		Fax, email, or mail completed one-page registration form to: Fax: 630.443.7003 Email: UofCRadiology@mocandco.com Address: 220 West River Drive, St. Charles, IL 60174 Email: UofCRadiology@mocandco.com Phone: 630.338.8517 Date: November 6-8, 2023 Location: Disney Yacht & Beach Club, Lake Buena Vista Florida Please make checks payable to Mary O'Connor & Company. They can be mailed to: 220 West River Drive, St. Charles, IL 60174, ATTN: UChicago Save a Life. Please contact UofCRadiology@mocandco.com with questions. If you would prefer to pay via credit card, please visit https://tinyurl.com/UofCRadiology-Sponsor to select your sponsorship level and process payment.
<input type="checkbox"/> Platinum	\$30,000	
<input type="checkbox"/> Gold	\$20,000	
<input type="checkbox"/> Silver	\$15,000	
<input type="checkbox"/> Bronze	\$7,500	
Additional Support Opportunities		
<input type="checkbox"/> Break / Snack Sponsor (6 available)	\$7,000	
<input type="checkbox"/> Strolling Lunch Full, Exhibit Space (1 available)	\$12,000	
<input type="checkbox"/> Strolling Lunch Partial, Exhibit Space (4 available)	\$3,000	
<input type="checkbox"/> Cocktail Hour Full (1 available)	\$20,000	
<input type="checkbox"/> Cocktail Hour Partial (5 available)	\$4,000	
<input type="checkbox"/> Faculty Dinner Full Sponsor (1 available)	\$12,000	
<input type="checkbox"/> Faculty Dinner Sponsor Partial (4 available)	\$3,000	
<input type="checkbox"/> Workshop Lanyards (1 available)	\$2,000	
<input type="checkbox"/> Conference Tote Bags	\$3,000	
<input type="checkbox"/> Brochure in Tote Bags	\$3,000	
<input type="checkbox"/> Mobile App	\$3,000	
<input type="checkbox"/> Notepads and Pens	\$3,000	
<input type="checkbox"/> Water Bottles	\$4,000	
Exhibition Space Please note, space is limited; sponsors will have priority on securing space.		
<input type="checkbox"/> 8' x 10' Booth	\$7,500	
<input type="checkbox"/> 8' x 20' Booth	\$15,000	

Booking (binding)

Once we have received your registration form, the reservation will be confirmed with a contract. The amount for all booked items is payable by credit card or bank transfer and will be contained in a confirmation email with invoice.

My signature confirms my booking. Terms and conditions will be included in the sponsorship contract.

Signature _____ Date _____

Event Organizers

Registration and Contact

Our conference planning and exhibition partner is:



MARY O'CONNOR & COMPANY

Mary O'Connor & Company

220 W. River Drive, St. Charles, IL 60174

mocandco.com

P: 630.338.8517

F: 630.443.7003

E: UofCRadiology@mocandco.com

Location

Disney Yacht & Beach Club

Lake Buena Vista, Florida

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