

# XXII BIENNIAL CONGRESS OF THE INTERNATIONAL SOCIETY OF UNIVERSITY COLON AND RECTAL SURGEONS



**WHO** The International Society of University Colon and Rectal Surgeons (ISUCRS)

**WHEN** September 14-17, 2008

**WHERE** Manchester Grand Hyatt  
One Market Place  
San Diego, CA 92101

## **Attendee Profiles**

The **International Society of University Colon and Rectal Surgeons (ISUCRS)** is the only true international organization in Colon and Rectal Surgery. ISUCRS was incorporated in Mexico City in 1962, and currently has over 550 members. ISUCRS Biennial Congress is returning to the United States after a twenty-year absence, and ISUCRS is excited to return to one of its most vibrant cities.

## **Attendee Profile**

More than 600 surgeons are expected to attend. Attendees are surgeons in positions of leadership at their institutions who are interested in the research and treatment of colorectal and anorectal diseases. Attendance will have strong US presence but will be heavily international.

## **Recent ISUCRS Meetings**

2002: Osaka, Japan

2004: Budapest, Hungary

2006: Istanbul, Turkey

Potential Attendance: 600

XXII Biennial Congress of the International Society of  
University Colon and Rectal Surgeons

**Exhibit Hall Hours**

Sunday, September 14:

8:00 am – 2:00 pm	Exhibit Hall Set Up
<b>2:30 – 4:00 pm</b>	<b>Exhibit Hall Open</b>
3:00 – 3:45 pm	Break in Exhibit Hall

Monday, September 15:

<b>7:00 am – 1:00 pm</b>	<b>Exhibit Hall Open</b>
7:00 – 7:30 am	Breakfast in Exhibit Hall
10:30 – 11:00 am	Break in Exhibit Hall

Tuesday, September 16

<b>10:00 am – 4:15 pm</b>	<b>Exhibit Hall Open</b>
10:30 – 11:00 am	Break in Exhibit Hall
1:30 – 2:00 pm	Coffee and Dessert in Exhibit Hall
3:30 – 4:00 pm	Break in Exhibit Hall
4:15 – 8:00 pm	Exhibit Hall Teardown

**Deadlines**

February 8, 2008	Abstract Submission Deadline
April 11, 2008	Exhibit Space Balance Due
June 6, 2008	All Exhibit Forms Due (Exhibit Appointed Contractor, Independent Contractor, Insurance, etc.)
August 1, 2008	Hotel Reservation Deadline
September 5, 2008	Exhibit Staff List Due



badges or any other method assisting unauthorized persons access to the exhibit floor will be just cause for expelling the violator from the exhibition, or barring him/her from further entrance to the exhibit floor or removing his/her exhibit from the exhibit floor without obligation on the part of Show Management for refund of fees.

Exhibit personnel are expected to remain in their rented space and not view other exhibits except by invitation of other exhibitors. Interviews, demonstrations and the distribution of literature must be made within the booth area assigned to the exhibitor. Canvassing or distributing of advertising materials beyond the parameters of the exhibitor's own booth will not be allowed. Additionally exhibitors are prohibited from posting signs relating to exhibits or any company activity outside the parameter of the exhibitor's own booth.

When food and beverage are served in the Exhibit Hall during lunch and breaks, exhibit personnel may participate but are expected to allow attendees to participate first.

#### **6. Exhibitor Guest Policy**

Guests of exhibitors should be included on the individual company's staff list. Charges for additional badges over the number included with the purchase of booth space will be assessed at \$25.00 per badge (as outlined in #4 above). An exhibitor may not register as staff any person eligible for registration as an ISUCRS meeting attendee.

#### **7. Subletting of Space**

Exhibitors may not assign or apportion to others the whole or any part of the space allocated and may not display goods or services other than those manufactured or regularly distributed by the applicant(s).

#### **8. Cancellation and Reduction/Relocation Policy**

Notification of cancellation or reduction of space must be in writing. If this agreement is canceled by the exhibitor for any reason or by Show Management because of Exhibitor's default or violation of this agreement, monies paid to the ISUCRS by the Exhibitor shall be retained as follows:

- \$100 per space if application is canceled on or prior to **February 15, 2008**.
- \$800 per space if application is canceled or reduced after **February 15, 2008 and prior to April 11, 2008**.
- **NO REFUNDS** for any cancellations or reductions after **April 11, 2008**.

#### **9. Priority Placement**

The assignment of booth space will be based on a first-come first-served basis.

## 10. Booth Installation and Dismantle

**Set-up Hours:** Sunday, September 14 7:00 – 11:30 am

**Teardown Hours:** Tuesday, September 16 4:15 – 8:00 pm

All set-up must be completed by 11:30 am, Sunday, September 14, 2008. Exhibitors who have not checked in with the registration desk and set-up by this time area considered to be “no shows” and may have their booth dismantled by Show Management. Exhibitors may not begin dismantling until 4:15 pm on Tuesday, September 16. All exhibits must be packed and ready for shipment by 8:00 pm.

## 11. Official Show Service Contractor

Freeman Decorating Company

Contact: E.J. Shelley

Phone: (858) 320-7814

Email: ej.shelley@freemanco.com

Provided that all payments and information required have been submitted, Freeman will email you an Exhibitor Service Kit in late April 2008.

## 12. Show Management

International Society of University Rectal and Colon Surgeons

11300 W. Olympic Blvd. Suite 600

Los Angeles CA 90064

Fax: (310) 437-0585

Exhibit and Development Contact: Kelly Honecker

Phone: (310) 909-0107 ext. 117

kelly@isucrs.org

## Rules and Regulations

### 1. Exhibitor Programs and Presentations

Exhibitor presentations may take place during any hours the exhibit hall is open to registrants.

Exhibitor programs or presentations must be confined to the exhibitor's booth space. The sound intensity of such activities as determined by Show Management, must not interfere with the activities of neighboring exhibitors. Show Management reserves the right to determine at what point sound constitutes interference with others and whether it must be discontinued.

Programs or presentations are to be straight forward in nature and must avoid the use of sideshow or theatrical gimmicks.

Videotapes and films may be shown provided that screens are placed in the rear of the booth to eliminate congestion in the aisles.

Any visual or other transmissions from off-site locations including tele-surgery require written permission from Show Management. Request forms for these educational events will be included in your exhibitor confirmation packet and must be completed and returned to the show office by **June 6, 2008**.

### 2. Direct Sales on Exhibit Floor

No direct sales are permitted to take place on the exhibit floor excluding book sales. Orders may be taken and processed for delivery elsewhere but product may not be conveyed in the exhibit area.

### 3. Display of Investigational Products

All exhibitors must comply with FDA rules regarding display of investigational products. Display of any investigational products is not an endorsement by AAS or SUS. To comply with the Food and Drug Administration's Guidelines on Notices of Availability, any investigational product exhibited or graphically depicted should:

- Contain only objective statements about the product.
- Contain no claims of safety effectiveness or reliability.
- Contain no comparative claims to other marketed products.
- Be displayed solely for the purpose of obtaining investigator responsibilities.
- Display a statement: "Caution – Investigational Device – Limited to Investigational Use" (or similar statement) in prominent size and placement.

### 4. Insurance and Liability

The Exhibitor assumes entire responsibility and liability for losses, damages, and claims arising out of injury to any person, or loss of, or damage to property when such loss damage or injury is in any way connected to the exhibitor's participation in the exhibition. Exhibitors shall indemnify and hold harmless ISUCRS and Show

Management, their officers, directors, agents, members and employees, and the designated convention facilities, their agents, and employees from any and all such losses, damages and claims. Exhibitors agree to protect, save and keep the International Society of Colon and Rectal Surgeons, Show Management and the Hyatt Manchester Grand forever harmless from any damage or charges imposed for violation of any law or ordinance whether occasioned by the negligence of the exhibitor or its agents as well as strictly to comply with the applicable terms and conditions contained in the agreement between the Hyatt Manchester Grand and International Society of Colon and Rectal Surgeons regarding the exhibit premises and further an exhibitor shall at all times protect indemnify save and keep harmless the International Society of Colon and Rectal Surgeons and the Hyatt Manchester Grand against any and all loss cost damage liability or expense arising from, or out of or by reason of said exhibitor's occupancy and use of exhibit premises or part thereof. While security will be provided by Show Management, furnishing of such security shall not be deemed to effect the non-liability of International Society of Colon and Rectal Surgeons or Show Management, their members, officers, representatives or official services contractors, or the Hyatt Manchester Grand to modify in any way the assumptions or risk provided herein.

If any part of the exhibit hall is damaged or destroyed in such a way as to prevent International Society of Colon and Rectal Surgeons or Show Management from allowing an exhibitor to occupy its assigned space during any portion of the exhibition or if same is prevented by strikes, Acts of God, national emergency, or other causes beyond the control of International Society of Colon and Rectal Surgeons or Show Management exhibitors will be charged for space during the time it was, or could have been, occupied and exhibitors hereby waive any claim against International Society of Colon and Rectal Surgeons or Show Management, their members, directors, agents, or employees, for losses or damages that may occur due to such inability to occupy assigned space.

**5. Photography:**

An exhibit or its products may not be photographed or videotaped without the permission of the legitimate occupants of that booth. Show Management reserves the right to photograph exhibits for society purposes.

**6. Hotel Reservation Policy**

Exhibitors are required to reserve rooms within the meeting room block. Exhibitors may book their hotel rooms directly with the hotel. A Hyatt reservation link will be available on the ISUCRS website in spring 2008 (<http://www.isucrs.org>), or you may call 800-233-1234. Please use the reservation code COLO when making reservations over the phone and the code G-COLO when making reservations online. The reservation cut-off for exhibitors is August 1, 2008.

## Visibility and Support Opportunities

*Level support does not guarantee exclusive support of events. All events are developed according to Advamed, Pharma Code and IOG guidelines. Please contact Kelly Honecker for specific cost information and other details at 310-909-0107, ext. 117 or via email at kelly@isucrs.org.*

### **Platinum Level Support: \$11,000**

- Acknowledgement in All Promotional Meeting Materials as a Platinum Level Supporter (when support confirmed by production deadlines)
- Platinum Level Support acknowledged in quarterly newsletter
- Company Logo on Attendee Meeting Bag
- Acknowledged as Platinum Level Supporter in Final Program
- Platinum Level Support Acknowledged with Logo Hyperlink on ISUCRS website
- Platinum Level Support acknowledged with Sign for Display in Exhibit Booth (booth not included with levels support)
- Acknowledged as Supporter of Gala Dinner, including 4 tickets to the Event
- Post-meeting Registration List
- Acknowledged as Educational Supporter of 1 Plenary Scientific or Papers Session

### **Gold Level Support: \$8,500**

- Acknowledgement in All Promotional Meeting Materials as a Gold Level Supporter (when support confirmed by production deadlines)
- Gold Level Support acknowledged in quarterly newsletter
- Company Logo on Attendee Meeting Bag
- Acknowledged as Gold Level Supporter in Final Program
- Gold Level Support acknowledged with Sign for Display in Exhibit Booth (booth not included with levels support)
- Gold Level Support Acknowledged with Hyperlink on ISUCRS website
- Acknowledged as Supporter of Gala Dinner, Including 2 tickets to the Event
- Post-meeting Registration List
- Acknowledged as Supporter of Poster Session and Poster Presentations

### **Silver Level Support: \$6,000**

- Acknowledgement in All Promotional Meeting Materials as a Silver Level Supporter (when support confirmed by production deadlines)
- Silver Level Support acknowledged in quarterly newsletter
- Company Name on Attendee Meeting Bag
- Acknowledged as Silver Level Supporter in Final Program
- Silver Level Support Acknowledged on ISUCRS website
- Silver Level Support Acknowledged with Sign for Display in Exhibit Booth (booth not included with levels support)
- Post-meeting Registration List
- Acknowledged as Supporter of Attendee Breaks with Signage

### **Bronze Level Support: \$3,500**

- Acknowledgement in All Promotional Meeting Materials as a Bronze Level Supporter (when support confirmed by production deadlines)
- Bronze Level Support Acknowledged in quarterly newsletter
- Company Name on Attendee Meeting Bag
- Acknowledgement of Bronze Level Support in Final Program
- Bronze Level Support Acknowledged on ISUCRS website
- Bronze Level Support Acknowledged with Sign for Display in Exhibit Booth (booth not included with levels support)
- Post-meeting Registration List





## XXII Biennial Congress of the International Society of University Colon and Rectal Surgeons

September 14 – 17, 2008  
Hyatt Manchester Grand  
San Diego, CA 92101

### ISUCRS EXHIBITOR APPLICATION FORM

We, the undersigned, apply for technical exhibit space at the **2008 International Society of University Colon and Rectal Surgeons** to be held on September 14 – 17, 2008 at the Hyatt Manchester Grand in San Diego, CA. We accept the conditions, rules, regulations, terms and policies printed in the Exhibitor Prospectus, which form part of this agreement.

#### EXHIBITOR INFORMATION

Please indicate company information exactly as it should appear in all official publications.

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

#### CONTACT INFORMATION

Pre-show Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Onsite Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

#### EXHIBIT RESERVATION

Included in your exhibit fee are **8' high background drape, 3' high side drape, one (1) 7" x 44" one-line identification sign (company name and booth number), one (1) 6' draped table, two (2) side chairs, and one (1) wastebasket.** Additional items may be purchased in your exhibitor kit that will be sent to you. Please confirm your needs by selecting a choice below:

Yes, please reserve \_\_\_ 8x10 linear booth(s) **Total Cost of Booth: \$1,700 (corner booth \$1,800)**

**BOOTH CHOICES** 1<sup>ST</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_ 4<sup>th</sup> \_\_\_\_\_

We prefer not to be in proximity to the following exhibitors (please list no more than 2) \_\_\_\_\_

#### Signature

Your signature on this application indicates that you understand and agree to comply with all the policies, rules, regulations, terms, and conditions contained in the ISUCRS Exhibitor Prospectus and kit, and have read the rules and agree to distribute them to those involved with your tabletop.

#### PAYMENT SCHEDULE-

**50% Deposit** is due upon receipt of application. **Balance is due by April 11, 2008. Please make check payable to ISUCRS**  
Credit Cards Accepted are: Visa, MasterCard or AmericanExpress

Check Enclosed  Credit Card Payment: CC# \_\_\_\_\_ Exp. \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Card Holders Name: \_\_\_\_\_ Card Holders Signature: \_\_\_\_\_

**Please complete and return this application to: Kelly Honecker, ISUCRS**  
11300 W. Olympic Blvd, Suite 600, Los Angeles, CA 90064 or via fax: (310) 437-0585

