



IARS

International Anesthesia Research Society



IARS & SOCCA 2021 VIRTUAL ANNUAL MEETINGS SPONSORSHIP PROSPECTUS

May 14-16, 2021

About the Meetings

The **International Anesthesia Research Society (IARS)** is a dynamic community of nearly 10,000 anesthesiologists from 81 countries, unified by the goal of bettering anesthesia patient care through scientific research and best practices. Every year more than 1,250 of the field's best and brightest gather to learn, share, and network.

The **Society of Critical Care Anesthesiologists (SOCCA)** is dedicated to the education of its 900 members who specialize in the care of critically ill patients, including those in the Post-Anesthesia Care Unit (PACU), acute care management, respiratory therapy, as well as post-anesthesia care unit management or acute care management, respiratory therapy, cardiovascular, neurosurgical, and transplant anesthesia. Annually, up to 350 SOCCA attendees gather for a full day of sessions and networking.

Meeting Location

Virtual Meeting

Meeting Dates

- May 14, 2021 – SOCCA Annual Meeting
- May 15 - 16, 2021 – IARS Annual Meeting

Sponsorship Opportunities

All sponsors receive:

SOCCA Annual Meeting

- One Complimentary registration to SOCCA Annual Meeting
- Listing on Annual Meeting Website, 75-word company description plus logo and link
- Recognition in one SOCCA Annual Meeting e-blast
- Attendee mailing list for SOCCA Meeting, one time only, no email addresses included

IARS Annual Meeting

- One Complimentary registration to IARS Annual Meeting
- Listing on Annual Meeting Website, 75-word company description plus logo and link
- Recognition in one IARS Annual Meeting e-blast
- Attendee mailing list for IARS Meeting, one time only, no email addresses included

IARS & SOCCA 2021 VIRTUAL ANNUAL MEETINGS

Sponsorship Prospectus

Available Sponsorship Items:

Please note, all sponsor levels may be customized to include or exclude certain provisions as mutually agreed upon by the sponsor and IARS and/or SOCCA. Please contact show management for questions or to customize a sponsorship package.

ITEM	Description	Dates	PRICING
Information/Help Desk Sponsor	Include your company Name on the information/help chat, which is available live throughout the IARS, AUA and SOCCA meetings.	May 13 – 16, 2021	\$750
Banner Ad	Place your banner on a revolving ad spot on virtual meeting site home page. Will be shared with other sponsors throughout the IARS, AUA and SOCCA meetings.	May 13 – 16, 2021	\$1,500
Registration Sponsor	Include your name/logo in the registration confirmation emails that goes to attendees. Will be viewed by all IARS, AUA and SOCCA attendees.	Pre-Meeting	\$1,500
Email Ad	IARS/SOCCA will send out one advertisement email provided by sponsor to all registered attendees.	Pre-Meeting	<ul style="list-style-type: none"> • \$1,500 for SOCCA registrants • \$3,000 for IARS registrants
Meet the Expert Sessions *	<p>Sponsor the Meet the Expert breakouts. These social sessions will be 10 small group breakouts of 10-12 participants in each room. An informal discussion around a pre-decided topic will be facilitate by an expert in the field.</p> <p>Your Logo will be included on the live session landing page and the confirmation email for these sessions. Registration lists for these sessions will also be provided, with one time use of email addresses.</p> <p>TBD – PENDING Potential to include branded mocktail kits or other swag, to be determined by IARS/SOCCA and sponsor.</p>	<ul style="list-style-type: none"> • SOCCA – May 14, 2021 • IARS – May 15, May 16, 2021 	<ul style="list-style-type: none"> • \$3,500 per session (1 available) • \$5,000 per session (2 available)
Networking Lounge*	Sponsor a full-time networking lounge during the meeting which will be open all hours to allow attendees to network/video chat with one another. throughout the IARS, AUA and SOCCA meetings.	May 13 – 16, 2021	\$5,000
Breakfast Satellite Symposium*	Host a breakfast session before the annual meeting content. Full session content to be determined by sponsor. IARS/SOCCA will assist with marketing and promoting the event to our registration lists.	<ul style="list-style-type: none"> • SOCCA – May 14, 2021 • IARS – May 15 - 16, 2021 	<ul style="list-style-type: none"> • \$8,000 for SOCCA (1 available) • \$10,000 for IARS (2 available)
IARS Bulletin Ad	Include a 221x150 pixel advertisement in one issue of the IARS Bulletin e-newsletter (10,000+ subscribers)	April 2021	\$1,500

*Sponsorship fee only. Sponsor is responsible for any additional direct costs.

Sponsorship Prospectus

IARS and SOCCA Sponsor Application Form

Company Name

Contact Person

Address

City, State, Zip, Country

Phone

Email

Intent: It is the intent of this agreement to ensure that the CME activity will be independent, objective, balanced and scientifically rigorous, so that it will not be viewed as promotional and the listed company will not be viewed as responsible for its content. IARS and/or SOCCA will take all necessary steps to ensure that this objective is reached. IARS and/or SOCCA and the listed company agree to abide by the requirements of this agreement and the ACCME Standards of Commercial Support of Continuing Medical Education.

General Sponsorship Items

- Information/Help Desk Sponsor - \$750
- Banner Ad - \$1,500
- Registration Sponsor - \$1,500
- Networking Lounge - \$5,000

SOCCA Sponsorship Items

- Email Ad - \$1,500
- Meet the Expert Sessions - \$3,500
- Breakfast Satellite Symposium - \$8,000
- SOCCA Newsletter Ad - \$1,500

IARS Sponsorship Items

- Email Ad - \$3,000
- Meet the Expert Sessions - \$5,000
- Breakfast Satellite Symposium - \$10,000
- IARS Bulletin Ad - \$1,500

Total: \$

By signing below, both parties agree to be bound by the terms of this agreement.

Company Authorized Signature

Date

Payment Method:

- Check (IARS Staff will Provide Instructions)
- Credit Card (Fax to 415-296-6901)

<i>Name on Card</i>		
<i>Card #</i>	<input type="checkbox"/> VISA <input type="checkbox"/> M/C <input type="checkbox"/> AmEx <input type="checkbox"/> Discover	
<i>Exp. Date</i>	<i>CSV Code</i>	<i>Signature</i>

IARS Federal Tax ID # 34-0750348 501(c)3

SOCCA Federal Tax ID # 36-3422600 501(c)3

PAYMENT AND REFUND POLICY: ALL applications must be signed in order for sponsorship to be confirmed. Full payment must be completed within 10 days of receipt of application, or your sponsorship is cancelled and put back for sale on the open market. Cancellations must be received in writing. If written notice of cancellation is received more than 30 days prior to the event, a refund of 50% of the total fee, less \$100 administrative fee, will be issued. NO REFUNDS will be given less than 30 days before the event. Sponsor agrees to abide by all Terms and Conditions as outlined by IARS/SOCCA and management. Applications are subject to IARS/SOCCA approval.

Sponsor Terms & Conditions

The applicant (herein referred to as Sponsor) agrees to abide by all rules, requirements, restrictions, and regulations as set forth in this Agreement or as may be designated by the International Anesthesia Research Society and the Society of Critical Care Anesthesia (herein referred to as IARS/SOCCA) Management. Failure to abide by such terms and conditions will result in forfeiture of all monies paid or due IARS/SOCCA under terms of this agreement.

1. LIVE EVENT

A Live Event is an online event in which content from IARS/SOCCA is presented to attendees through a virtual meeting site designed to present live educational sessions. IARS/SOCCA will be producing and hosting a live event on May 14-16, 2021. Sponsor wishes to participate in the event as a sponsor, and IARS/SOCCA and Sponsor agree that IARS/SOCCA shall provide Sponsor with the elements of the agreed to in the sponsor package indicated on this Agreement. IARS/SOCCA will provide on-demand viewing of the Live Event, including Sponsor's contributions thereto, for a period of twelve (12) months after the live Event date.

2. EVENT RESPONSIBILITIES

IARS/SOCCA: Except as otherwise described, IARS/SOCCA's event team will handle all event details, including creating or otherwise arranging for the presentation of content for the webinar sessions, recruiting attendees and speakers, hosting the Zoom webinar, and managing the Event.

SPONSOR: Sponsor will be responsible for providing items such as logos, text, and other elements specified by IARS/SOCCA to use on the IARS/SOCCA website and in promotion of the event.

3. MARKETING AND PROMOTION

Marketing Program Implementation/CAN-SPAM Compliance. The parties agree that they shall each carry out any marketing activities hereunder in accordance with all applicable laws and regulations including, without limitation, all applicable laws and regulations concerning privacy, unsolicited e-mail and data protection of the U.S. (including the CAN-SPAM law) and any applicable foreign country. To the extent that Sponsor plans to conduct its own e-mail marketing concerning its participation in the Event, it shall so advise IARS/SOCCA in order to obtain event registration page links appropriate for the target audience.

4. REGISTRANT LIST

(a) Use of Registrant List. Sponsor represents and warrants to IARS/SOCCA that it will not sell or otherwise provide the Registrant List, in whole or in part, to any third party, but instead shall use the Registrant List solely for Sponsor's own educational and self-promotional purposes; provided that such permitted use shall include Sponsor's use of third-party marketing companies or other agents to accomplish such purposes as long as those companies agree to use the Registrant List solely for the benefit of Sponsor. Notwithstanding the foregoing, once Sponsor has established its own independent business relationship with the persons on the Registrant List by e-mailing or otherwise contacting such persons concerning products/services that are not jointly produced/presented with IARS/SOCCA.

Sponsor may use the information contained on the Registrant List in any manner permitted by its privacy policy; provided, that Sponsor may not identify IARS/SOCCA as the source of such information when sharing or disclosing such information to third parties (if such sharing or disclosing is permitted under its privacy policy).

(b) Compliance with Laws/Information Security. Sponsor shall (A) use the Registration List in accordance with any and all applicable laws and regulations, federal, state, or foreign, governing the use of such information, including any and all applicable privacy laws (including the U.S. CAN-SPAM law), as well as Sponsor's posted privacy policy; (B) shall electronically store and process the Registration List on secure, password-protected computer systems in a controlled environment reasonably designed to protect the information contained on such systems from unauthorized access, use or disclosure; and (C) promptly notify IARS/SOCCA upon Sponsor's discovery of any breach of the security of computer systems

Sponsor Terms & Conditions (cont'd)

on which the Registration List was stored or processed if the Registration List was, or is reasonably believed to have been, acquired by any unauthorized person.

5. PAYMENT

Full payment will be due within 10 days of receipt of invoice, unless otherwise specified in written agreement between IARS/SOCCA and Sponsor.

6. CANCELLATION

After contract signing, if Sponsor cancels at any time more than thirty (30) days in advance of the Event's live date, IARS/SOCCA shall retain 50% of the Fee, less a \$100 administrative fee. Should Sponsor cancel the event thirty (30) days or less in advance of the Event's live date, Sponsor shall be responsible for 100% of the Fee as a liquidated damages fee. IARS/SOCCA will submit an invoice to Sponsor for any still unpaid amounts due as a liquidated damages fee after receiving in writing Sponsor's cancellation request and any payment will be due to IARS/SOCCA within thirty (10) days after Sponsor's receipt of such invoice. Sponsor acknowledges that the amounts set forth in this Section 6 represent an agreed measure of compensation for the costs to IARS/SOCCA (including IARS/SOCCA's time and labor costs), and are not to be construed as a forfeiture or penalty.

7. CHANGES TO EVENT; RESERVATION OF RIGHTS

IARS/SOCCA reserves the right to change the live date and/or title of the Event, and to change and/or substitute speakers or moderators, in IARS/SOCCA's sole discretion as to what is best for the Event. IARS/SOCCA reserves the right (but has no obligation) to review the content or material to be presented or marketed by Sponsor, and to reject or remove any content or other material presented or marketed by Sponsor if IARS/SOCCA reasonably views such content as potentially obscene, derogatory, unlawful, violative of any third party's rights, or otherwise objectionable.

8. LICENSE TO USE SPONSOR'S TRADEMARKS AND CONTENT

Sponsor hereby grants to IARS/SOCCA a non-exclusive, worldwide, royalty-free license, solely in connection with the development, production, marketing, promotion and hosting of the Event and the archiving thereof as contemplated by this Agreement: to use, reproduce, digitize, publish, display and distribute materials incorporating Sponsor's designated trademarks or service marks; or otherwise furnished by or for Sponsor to IARS/SOCCA for the Event.

9. TERM; TERMINATION

This Agreement shall commence on the Effective Date and will remain in effect until the last scheduled archive date (as specified in the Timeline or otherwise in writing), unless earlier terminated by either party as permitted herein. Either party may terminate this Agreement on written notice if: (i) the other party becomes subject to any bankruptcy law and/or if the business of such other party is placed in the hands of a receiver, or trustee in bankruptcy, whether by voluntary act of such party or otherwise; or (ii) the other party breaches this Agreement, which breach is either not cured within thirty (30) days after receipt of notice from the non-breaching party or is incapable of being cured.

10. INDEMNITY

Sponsor shall indemnify and hold harmless IARS/SOCCA, its directors, officer, employees and agents from and against all claims, losses, damages, liabilities, costs or expenses, including reasonable attorneys' fees with respect to any third party claim against IARS/SOCCA to the extent arising out of (i) Sponsor's breach of Section 3 or Section 4; or (ii) content or any other materials supplied by or on behalf of Sponsor in e-mail marketing sent by Sponsor related to the Event, if any, or otherwise provided to IARS/SOCCA for inclusion in the Event or Event-related Blasts.

11. DISCLAIMER

Except as expressly set forth in this Agreement, neither party makes any other warranty with respect to any subject matter of this Agreement, and each party hereby disclaims all implied warranties, including without limitation the warranties of non-infringement, merchantability for a particular purpose. Neither party shall be liable to the other party for any indirect,

Sponsor Terms & Conditions (cont'd)

incidental, consequential, special, exemplary, or punitive damages arising out of this Agreement or its termination, or the breach of any of its provisions, whether for breach of warranty or any obligation arising there from or otherwise, whether liability is asserted in contract or tort (including negligence and strict product liability), and irrespective of whether the parties have been advised of the possibility of any such loss or damage or any remedy specified in this Agreement fails of its essential purpose. The parties agree that, for the purposes of this provision, direct damages under this Agreement shall include any damages resulting from breaches of Section 3 or violations of the restrictions on use of the Registrant List in Section 4.

12. NO JOINT VENTURE

It is understood and agreed that IARS/SOCCA is an independent contractor, and nothing contained in this Agreement is intended, or shall be construed or deemed, to create a partnership, joint venture or agency relationship between the parties. Except as expressly provided herein, neither party shall have any right or power to bind the other or to assume or create any obligation for, on behalf of, or in the name of the other party.

13. NOTICES

Any notice under this Agreement must be in writing and will be deemed given when delivered personally or sent by facsimile transmission accompanied by simultaneous first-class mail or by air mail, postage prepaid, or by overnight courier, to Sponsor at the address listed above and to IARS/SOCCA as follows (or such other address as either party shall have communicated to the other in accordance with the provisions of this paragraph): International Anesthesia Research Society, 90 New Montgomery Street, Suite 412, San Francisco, CA 94105.

14. FORCE MAJEURE

Neither party shall be liable by reason of any failure or delay in the performance of its obligations hereunder (except for the payment of money) on account of strikes, fires, flood, storms, acts of God, war, government action, terrorism, power outages or any other cause beyond the reasonable control of such party.

15. GOVERNING LAW

This Agreement will be governed by and construed in accordance with the laws of the State of California, without giving effect to its conflicts or choice of law rules.

16. ENTIRE AGREEMENT; MISCELLANEOUS

This Agreement sets forth the entire agreement between the parties and supersedes any and all prior written or oral statements, discussions, communications and agreements between them with respect to the subject matter hereof. This Agreement may not be modified except in writing signed by the party to be charged with such modification, except that the parties may modify the Timeline by mutual agreement in writing. This Agreement, and any rights or obligations hereunder, may not be assigned by either party without the prior written consent of the other party, provided however, that IARS/SOCCA may assign this Agreement to an affiliate on written notice. This Agreement is binding upon and will inure to the benefit of the parties and their respective successors and permitted assigns. This Agreement may be signed by facsimile, with such facsimile being deemed an original for all purposes.