



# IARS

International Anesthesia Research Society



## **IARS & SOCCA 2023 ANNUAL MEETINGS SPONSORSHIP PROSPECTUS**

**April 14-16, 2023**

## 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

[Hyatt Regency at Colorado Convention Center](#)

Denver, Colorado

## Meeting Dates

- April 14, 2023 – [SOCCA Annual Meeting](#)
- April 14-16, 2023 – [IARS Annual Meeting](#)

## Exhibit Dates & Times

### SOCCA

- Friday, April 14, 8:00 am – 9:30 pm\* (Includes Aligned Reception)
  - Morning Coffee Break
  - Afternoon Coffee Break
- Saturday, April 15, 7:30 am – 3:00 pm\*
  - Attendee Breakfast
  - Morning Coffee Break
  - Afternoon Coffee Break

### IARS

- Friday, April 14, 8:30 am – 9:30 pm\* (Includes Aligned Reception)
  - Morning Coffee Break
  - Afternoon Coffee Break
- Saturday, April 15, 7:30 am – 3:00 pm\*
  - Attendee Breakfast
  - Morning Coffee Break
  - Afternoon Coffee Break
- Sunday, April 16, 7:30 am – 2:00 pm\*
  - Attendee Breakfast
  - Morning Coffee Break
  - Afternoon Coffee Break

\*Times are tentative and subject to change.

## Exhibitor Packages

### **SOCCA Exhibitor Package (\$1,700) April 14-15, 2023**

- One 6'x30" skirted table with two chairs
- Booth identification sign
- Two exhibitor registrations
- Listing on SOCCA website, 75 words
- Listing in Meeting App
- Recognition in one Annual Meeting e-blast

### **IARS Exhibitor Package (\$2,200) April 14-16, 2023**

- One 6'x30" skirted table with two chairs
- Booth identification sign
- Two exhibitor registrations
- Listing on IARS website, 75 words
- Listing in Meeting App
- Recognition in one Annual Meeting e-blast

### **IARS & SOCCA Combined Exhibitor Package (\$3,400) April 14-16, 2023 \*discount for exhibiting at both meetings**

- One 6'x30" skirted table with two chairs
- Booth identification sign
- Two exhibitor registrations
- Listing on IARS and SOCCA Websites, 75 words
- Listing in Meeting App
- Recognition in one Annual Meeting e-blast

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

## Sponsorship Opportunities

Gain additional outreach by adding on sponsorship items. Or, if your company is unable to exhibit in person but still wants to have a presence to reach over 1,200 members of the anesthesiology community, consider sponsoring a must have item or event.

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

## 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	Cost
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"> <li>• \$1,500 for SOCCA registrants</li> <li>• \$3,000 for IARS registrants</li> </ul>
IARS Bulletin Ad	Include a 600x80 pixel advertisement in one issue of the IARS Bulletin e-newsletter (9,000+ subscribers)	January Ad ( <i>due 12/21/21</i> ) February Ad ( <i>due 1/25/22</i> ) March Ad ( <i>due 2/22/22</i> )	\$1,500 per ad
Hotel Key Card (SOLD)	<del>Have your logo on the hotel key card. Will be used by all IARS, AUA and SOCCA attendees.</del>  <i>Additional Hotel Cost - \$6+ per room on peak night</i>	April 13-16, 2023	\$7,000*
Door Drops	Distribute flyers or other promotion materials right to attendees' hotel room doors.  <i>Additional Hotel Cost - \$1.25+ per room on peak night</i>	April 13-16, 2023	\$7,000*
Reusable Water Bottle	Place your logo on a reusable water bottle. Water stations will be available throughout the hotel. Will be used by all IARS, AUA and SOCCA attendees.	April 13-16, 2023	\$4,000*
Badge Lanyard or Holder	Place your logo on a badge lanyard or holder. Will be used by all IARS, AUA and SOCCA attendees.	April 13-16, 2023	\$4,000*
Memo Pads with company logo at Registration	Each attendee will receive a memo pad when picking up their badge at registration. Will be used by all IARS, AUA and SOCCA attendees.	April 13-16, 2023	\$4,000*

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

## IARS and SOCCA Exhibits/Sponsorship Application Form

Company Name Contact Person

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Address

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City, State, Zip, Country

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Phone Email

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**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.

**Exhibitor Package**

- SOCCA Basic Package \$1,700
- IARS Basic Package \$2,200
- IARS & SOCCA Basic Package \$3,400

**General Sponsorship Items**

- Registration Sponsor - \$1,500
- ~~Hotel Key Card - \$7,000 - SOLD~~
- Hotel Door Drops - \$7,000
- Reusable Water Bottle - \$4,000
- Badge Lanyard or Holder \$4,000
- Memo Pads w/ Company Logo at Registration- \$4,000

**SOCCA Sponsorship Items**

- Email Ad - \$1,500

**IARS Sponsorship Items**

- Email Ad - \$3,000
- IARS Bulletin Ad - \$1,500

**Total: \$**

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

Company Authorized Signature Date

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**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.

## Exhibit Rules and Regulations

The applicant agrees to abide by all rules, requirements, restrictions, and regulations as set forth in this Agreement or as may be designated by Management, the Hotel, or the City. Failure to abide by such rules and regulations will result in forfeiture of all monies paid or due IARS/SOCCA under terms of this agreement.

### 1. ASSIGNMENT OF SPACE

Exhibitors will be contacted in order of application received to choose their table location.

### 2. FDA COMPLIANCE

All devices that are not FDA approved for a particular use or that are not commercially available in the U.S. will be permitted to be exhibited only when accompanied by the appropriate sign indicating the device's FDA clearance status. The following are signs that must be displayed:

This device has not been approved by the FDA for distribution in the United States.

This device is a Class III device which is limited by federal law for investigational use only.

This device is a Class III device which is cleared for marketing use only (specify clinical indication/use for which device has been approved).

The signs must be easily visible and placed near the devices themselves and on any graphics depicting the device. The exhibitors shall have available a letter from the FDA which describes the allowable status of the device. Exhibitors are cautioned about the FDA's prohibition on promoting cleared-for marketing devices for unapproved uses. Companies are prohibited from exhibiting pharmaceutical products that have not been approved by the FDA for use in the United States.

### 3. LIABILITY

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and defend and hold harmless the International Anesthesia Research Society (IARS) and Society of Critical Care Anesthesiologists (SOCCA), the Hotel, General Contractor, and their employees and agents against all claims, losses and damages to persons or property, governmental charges or fines and attorneys' fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Hotel, its employees and agents. In addition, exhibitor acknowledges that the International Anesthesia Research Society, the Hotel and/or General Contractor do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor.

### 4. HOLD HARMLESS CLAUSE

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

### 5. INSURANCE

Exhibitors wishing to insure their exhibit materials, goods and/or wares of exhibits against theft, damage by fire, accident or loss of any kind, must do so at their own expense. Exhibitors are urged to take a portal-to-portal rider available at a nominal cost on their own insurance policy protecting them against loss through theft, fire, damage, etc. As a courtesy to exhibitors, perimeter watchman service for the exhibit area will be furnished by Exhibit Management during the hours deemed necessary by Exhibit Management. The furnishing of such service is in no case to be understood or interpreted by exhibitors as a guarantee to them against loss or theft of any kind.

### 6. DISTRIBUTION OF GIVEAWAYS

Prizes, lotteries, and giveaways offered by exhibitors or associations are permitted with prior written approval. The IARS and SOCCA encourage creative marketing strategies; however, it asks that good judgment be used so as not to jeopardize the professional atmosphere of the meeting. Distribution of plastic or paper shopping bags, cardboard boxes and other types of containers for the collection of samples and/or literature is permitted. Product identification is also permitted.

Exhibit / Sponsorship Prospectus

**7. EXHIBIT PERSONNEL**

All participants affiliated with exhibits must be registered. Each tabletop exhibit is allowed two complimentary registrations to the Annual Meeting (PBLD's and paid sessions are excluded and exhibitor personnel must register for these on their own). Each person will be issued an exhibitor's badge and must be employed by the Exhibitor or have direct business affiliation.

**8. SERVICE KITS**

An e-mail link to the online service kit will be sent to the contact person indicated on your Application for Exhibit Space. This kit will outline all rates and services and contain forms for securing necessary services at the meeting such as: labor, furniture and decoration rentals, electrical, cleaning, floral, photography, signs, telephone/internet, shipping and material handling instructions.

**9. SHIPPING AND HANDLING INSTRUCTIONS**

The General Contractor will be responsible for the unloading, delivery, reloading and processing of all exhibitors' freight shipments. They will receive and store all shipments 30 days prior to initial installation date. They will deliver exhibit material to exhibit area and place in table, then remove empty crates and place in storage. Storage tags will be available at the service desk. After returning crates at close of show, they will provide a bill of lading, shipping labels and clerical assistance in preparing the forms for outbound shipments. Hotel is unable to accept any exhibitor materials or equipment directly.

**10. PAYMENT AND REFUND POLICY**

ALL applications must be signed in order for booth space to be confirmed. Full payment for booth space must be completed within 10 days of receipt of application, or your reserved space is cancelled and put back for sale on the open market. Cancellations must be received in writing. If written notice of Exhibit space cancellation is received by March 15, 2023, a full refund, less \$100 administrative fee per booth, will be issued. NO REFUNDS will be made after March 15, 2023. Exhibitor agrees to abide by all Terms and Conditions governing the exhibition as outlined by the IARS and SOCCA and show management. Applications are subject to IARS and/or approval.

**11. GENERAL**

All matters and questions not covered by these Regulations are at the discretion of Management. These Regulations may be amended at any time by Management, and all amendments that may be so made, shall upon publication be equally binding upon all parties affected by them as the original Regulations.

**12. CANCELLATION OF EXPOSITION**

Postponement or Cancellation of Meeting: If the Meeting is postponed or rescheduled in whole or in part, for any reason, including but not limited to force majeure, the obligations of the parties to perform hereunder shall be delayed to take into account such postponement or rescheduling. In the event that the Meeting is cancelled in its entirety, for any reason, including but not limited to force majeure, as Exhibitor's exclusive remedy, the IARS and/or SOCCA will endeavor to refund all or a portion of exhibit fees paid by Exhibitor, after taking into consideration funds expended that are not recoverable by the IARS and/or SOCCA. Cancellation or substitution of a particular session or program at the Meeting will not be deemed a cancellation hereunder.

## 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. EVENT

IARS/SOCCA will be producing and hosting a live event on April 13-16, 2023. 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.

### 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 all aspects of 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.