



EXHIBITOR PROSPECTUS




Critical Care Congress

February 4-8, 2012 ▲ Houston, Texas, USA
▲ George R. Brown Convention Center



REACHING NEW HEIGHTS OF INNOVATION





Reach key decision makers
in critical care who are
eager to learn about your
company's offerings



In February 2012, the Society of Critical Care Medicine's (SCCM) 41st Critical Care Congress will be making the next giant leap for critical care in Houston, Texas. Don't miss out on this once-a-year opportunity to acquire qualified leads as you share your latest technology, products, services, and career opportunities with thousands of high-level decision makers.

SCCM's annual Congress is the largest gathering of diverse and innovative thought leaders from all over the world. More than 4,000 critical care professionals attend Congress to discover the most recent solutions and developments in scientific and clinical advances, cutting-edge clinical treatments, fundamental business methods, and ICU administration and management.

Exhibiting at SCCM's 41st Critical Care Congress Gives You A Competitive Advantage:

- Gain valuable face time with key decision makers from more than 100 countries
- Develop new product ideas by attending educational sessions
- Generate new leads and increase sales with exposure to more than 4,000 critical care professionals

Benefit from SCCM's Exhibit Hall Traffic Boosters:

- **Unopposed Exhibit Hours**
Two hours of unopposed exhibit time provided each day
- **Rotating Beverage Breaks**
Location of beverage breaks will be rotated throughout the hall every day
- **SCCM Giveaway**
Names will be drawn daily in the Exhibit Hall; attendees must be present to qualify
- **Posters in the Exhibit Hall**
Presentations will be given daily, drawing scientists and clinicians to the hall
- **Internet Access**
Vital for those who need to stay connected while at Congress

Sign up to exhibit today!
See pages 5-6 or visit
www.sccm.org/expo.

2011 Critical Care Congress Attendee Profile



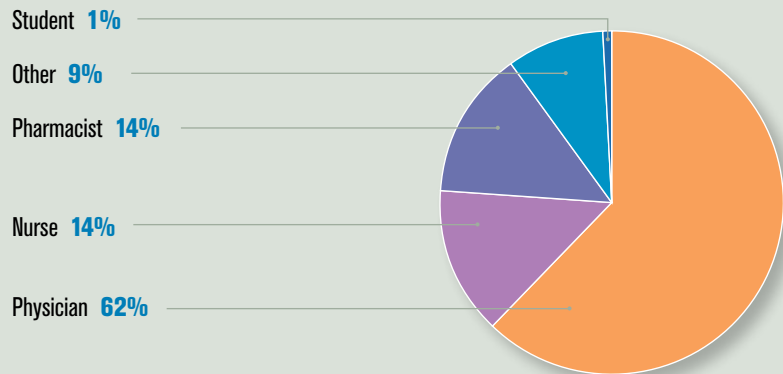
The Society's annual Congress continues to grow.
If you're not there to make an impact, your competitors will be.

Your Exhibiting Efforts Will Contribute to Your Company's Bottom Line When You Target These Prospective Customers:

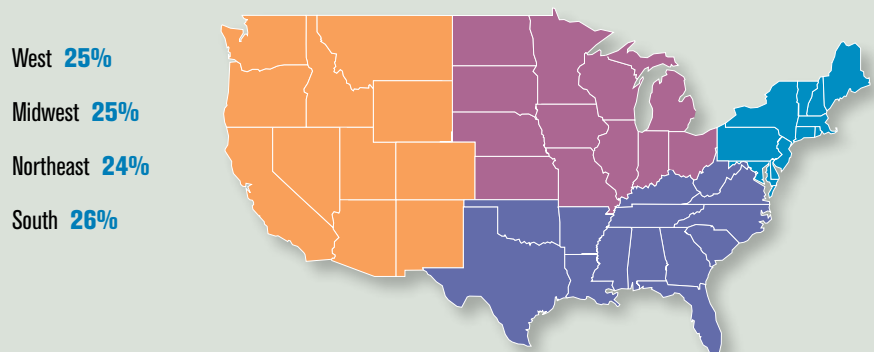
- advanced practice nurses
- anesthesiologists
- critical care educators
- critical care nurses
- critical care physicians
- emergency department physicians
- family practice physicians
- ICU medical directors
- ICU nurse managers
- internists
- neurosurgeons
- pediatric critical care nurses
- pediatric critical care physicians
- pharmacists
- physician assistants
- research scientists
- respiratory care practitioners
- surgeons
- veterinarians
- and more!

In 2011, SCCM's Congress attendance soared, setting record highs.

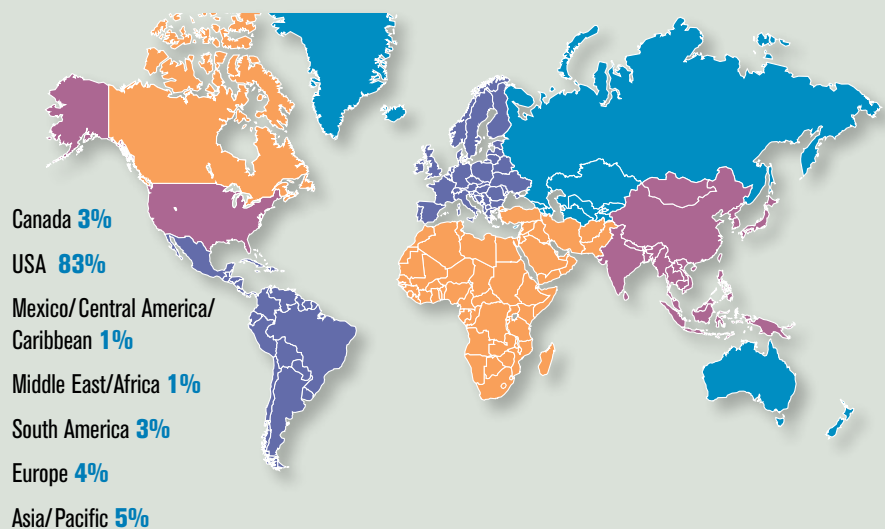
2011 CONGRESS ATTENDEES BY PROFESSION



2011 CONGRESS ATTENDEES FROM THE UNITED STATES



2011 CONGRESS ATTENDEES FROM AROUND THE WORLD



These exhibitors increased their presence in the critical care marketplace at the 2011 Critical Care Congress



31st ISICEM (International Symposium on Intensive Care and Emergency Medicine)
Abbott Nutrition
Advanced ICU Care Medical Group
AdvanDx
Air Force Reserve
Air National Guard
Airstrip Technologies
Ambu Inc.
American Association of Critical-Care Nurses
American College of Chest Physicians
American Society for Parenteral and Enteral Nutrition
American Thoracic Society
AMT
Army National Guard
Astellas Pharma US, Inc.
Aurora Health Care
Avalon Laboratories, LLC
B. Braun Medical Inc.
Banner Health
Bard Access Systems
Bard Medical Division
Baxter Healthcare Corporation
Baxter Healthcare Corporation Medication Delivery
BD Diagnostics
bioMerieux
BMEYE
Borgess Health
Cadwell Laboratories, Inc.
CAE Healthcare
Calmoseptine, Inc.
Canyon Pharmaceuticals
Cardiopulmonary Corp.
Cardiotronic, Inc.
CareFusion
Centurion Medical Products
Cerner Corporation
Cheetah Medical Inc.
Cincinnati Sub-Zero
Clarus Medical/Mercury Medical
CliniComp, Intl.
Cogent Healthcare, Inc.
CompHealth
ConMed
Cook Medical
CORPAK MedSystems
Covidien
Crescendo Systems Corporation
Cumberland Medical
Cumberland Pharmaceuticals, Inc.
Dale Medical Products, Inc.
DAS Wealth Management Group of Wells Fargo Advisors
Daxor Corporation
Department of Veterans Affairs
 Draeger Medical, Inc.
ECMO Advantage
Edwards Lifesciences
Eisai
Electromed, Inc.
European Society of Intensive Care Medicine (ESICM)
ExoStat Medical Inc.
Extracorporeal Life Support Organization (ELSO)
GAMBRO
GE Healthcare
Geisinger Health System
Global Care Quest, a Division of KARL STORZ Endoscopy-America
Gulfcoast Ultrasound Institute
Haemonetics Corporation
Hamilton Medical, Inc.
HCA Physician Recruitment
Hill-Rom
Hollister Incorporated
Hospira
HRA Research
Hutchinson Technology, Inc.
ICU Medical, Inc.
IEEE Engineering in Medicine & Biology Society
ImaCor, Inc.
Instrumentation Industries, Inc.
Integra
Interrad Medical, Inc.
InTouch Health
Isonic, LLC
JAMA & Archives Journals
Kadlec Regional Medical Center
Kaiser Permanente - Southern California
KCI
Lantheus Medical Imaging
Legacy Health
LiDCO LTD
Life Recovery Systems
Lippincott, Williams and Wilkins - Wolters Kluwer Health
Luminous Medical, Inc.
Maquet, Inc.
Marshfield Clinic
MASIMO
McMahon Publishing Group
Medical Decisions Network
Medivance
Mercy Health System
Mindray North America
Mirador Biomedical Inc.
Nestlé Healthcare Nutrition
NeuMedx
NeurOptics, Inc.
Nihon Kohden America Inc.
Nova Biomedical
Novo Nordisk, Inc.
NovoMedicus
NxStage Medical, Inc.
Ocean State Clinical Coordinating Center
Omneotech
On Call Medical Coats
Optimedical
OptiScan Biomedical
Pan American & Iberic Congress of Intensive and Critical Care Medicine
PDA Verticals Corporation
Pediatrix Medical Group
Percussionaire Corporation
Pfizer, Inc.
PharMEDium Services, LLC
Philips VISICU
Physio-Control
Pronia Medical Systems
Pulsion Medical Inc.
Questcare Intensivists, PLLC
Roche
SAGE
Sage Products, Inc.
Saunders/Mosby - Elsevier
Sentec, by Master Distributor Bemes, Inc.
SonarMed
SonoSite
Springer
Stryker Medical
Syncro Medical Innovations
Teleflex Medical
The Intensivist Company
The Intensivist Group
Thermo Fisher Scientific - B.R.A.H.M.S. Biomarkers
Topken Congress Service Ljubljana Symposium/ Pediatric & Neonatal Intensive Care
Transonic Systems, Inc.
USCOM
Valley Baptist Medical Center
Vapotherm, Inc.
VectraCor, Inc.
Veterans Affairs Office of Acquisition and Logistics
Vidacare Corporation
Vision-Sciences, Inc.
Wolfe Tory Medical, Inc.
Zimmerman Associates DbA Insurance for the Professional
Z-Medica Corporation
ZOLL Medical Corporation



Application and Selection Procedures

For additional booth sizes,
please contact SCCM.

Eligibility to Exhibit

Applicants that meet one or more of the following criteria will be eligible to exhibit at the Critical Care Congress:

- Products and services of a professional or educational interest or a benefit to the attendees and directly related to the field of critical care
- Prescription and nonprescription pharmaceutical companies
- Equipment and devices designed for treatment and/or use in the critical care setting
- Scientific/medical educational publications
- Products or services related to supporting the non-medical aspects of the practice of critical care (apparel, office equipment, record-keeping equipment, services, etc.)
- Physician recruitment and placement services

Recruitment Companies

Recruitment companies will be assigned space in Recruiters Row at the discounted price of \$3,000 for a 10' x 10' booth. Space assignments will be made based on a point system until Recruiters Row is filled. Should a recruiter request a booth that is not located in Recruiters Row, or is of a larger size, the full booth price applies.

Associations

Associations will be assigned space in Associations Row at the discounted price of \$3,000 for a 10' x 10' booth.

Congress Priority Points

Congress Priority Points are awarded based on years of exhibit participation, booth size and sponsorship support.

On May 2, 2011, any company contracted to exhibit at SCCM's 2012 Congress will receive their point total as well as their rank for the 2012 booth selection process. The completed floor plan for the George R. Brown Convention Center also will be distributed at that time. Exhibitors will have until June 1, 2011, to submit their

preferred booth choices. Exhibitors will be informed of their booth location no later than July 1, 2011. In the event of a priority point tie, space will be assigned based on when the application was received.

Application Procedures

To apply for exhibit space, complete the Application and Contract to Exhibit form and return it with full payment to SCCM.

- Exhibit space is based on a priority point system. Priority points will be provided upon receipt of your application.
- Exhibit space will not be assigned without a signed application/contract and full payment and/or until any outstanding accounts with SCCM are paid in full.
- No requests for exhibit space will be accepted or confirmed via telephone.
- The Congress Program and Exhibition Guide description must be filled out in its entirety and submitted to SCCM by October 19, 2011.

Every effort to consider location of competitors and accommodate special requests will be made; SCCM cannot guarantee preferences for booth locations.

All acceptances of the Congress Program and Exhibition Guide description and assignments of exhibit space are conditioned upon continued compliance of the products or services proposed for exhibition with the basic criteria established for technical exhibits. If at any time a product or service for which a description has been accepted fails to conform to such basic criteria, SCCM may revoke its acceptance of the application and all exhibit space rental fees paid by the applicant may be refunded in accordance with SCCM's refund policy. The Society shall have no further liability to the applicant with respect to the proposed exhibition.

Permission to exhibit does not constitute in any way SCCM's endorsement of the exhibited products or services. SCCM reserves the right to terminate any contract for violating any rules and regulations.

Booth Rental Package Includes:

- A two-line identification sign (7" x 44") showing company name
- Company address listing and description in the Congress Program and Exhibition Guide (if submitted by Wednesday, October 19, 2011)
- Company name and booth number listed on SCCM's website
- Five complimentary exhibitor badges per 100 square feet of booth space (if submitted by January 4, 2012)
- Professional cleaning service for aisles of the exhibit areas

Cancellation Policy

Notification of an exhibitor's decision to cancel or reduce space must be sent in writing on company letterhead to SCCM. If an exhibiting company does not cancel its space in writing and does not occupy its booth space on site, the company will be regarded as a no-show. If written notification of cancellation or booth reduction is received at the SCCM office by Friday, September 2, 2011, a full refund, less a 10% administrative fee, will be refunded to the exhibiting company. After Friday, September 2, 2011, no refunds will be given.

An exhibitor's cancellation of exhibit space may result in the release of any convention center ancillary meeting space previously assigned to the exhibitor by the Society. The Society assumes no responsibility for the inclusion or exclusion of the cancelled exhibitor or descriptions of products in the Congress Program and Exhibition Guide, brochures, news releases, SCCM website, or any other Congress materials.

No-Show Policy

Any booth unoccupied by 5:00 p.m. on Saturday, February 4, 2012, will be regarded as a no-show and the contract to exhibit will be terminated. All freight will be removed and returned to the loading dock at the exhibitor's expense.

General Exhibiting Information



Meeting Dates February 4-8, 2012

On-Site Exhibitor Registration Dates and Hours*:

Friday, February 3 8:00 a.m. - 5:00 p.m.
Saturday, February 4 8:00 a.m. - 5:00 p.m.
Sunday, February 5 8:00 a.m. - 3:30 p.m.
Monday, February 6 6:00 a.m. - 3:30 p.m.
Tuesday, February 7 8:00 a.m. - 3:30 p.m.
Wednesday, February 8 8:00 a.m. - 12:00 p.m.

Exhibit Installation/Move-In Hours*:

Friday, February 3 8:00 a.m. - 5:00 p.m.
Saturday, February 4 8:00 a.m. - 5:00 p.m.

Exhibition Dates and Hours*:

Sunday, February 5 9:00 a.m. - 3:30 p.m.
Monday, February 6 9:00 a.m. - 3:30 p.m.
Tuesday, February 7 9:00 a.m. - 3:30 p.m.

Exhibit Dismantle/Move-Out Hours*:

Tuesday, February 7 3:30 p.m. - 8:00 p.m.
Wednesday, February 8 8:00 a.m. - 2:00 p.m.

*Dates and times are subject to change.

Cancellation of Space

Friday, September 2, 2011 – Full refund, less a 10% administrative fee, if booth space is cancelled on or before this date. No refunds will be given if cancellation occurs after this date.

For questions regarding exhibiting, please contact:

Colleen McNamara • +1 847 827-7478 • cmcnamara@sccm.org

Important Dates to Mark on Your Calendar

- Booth assignments begin **MAY 2, 2011**
- Full booth payment due **BEFORE BOOTH ASSIGNMENT**
- Exhibitor housing opens **JUNE 1, 2011**
- Exhibitor service kit available **JULY 1, 2011**
- Special function request form due **OCTOBER 3, 2011**
- Company description due **OCTOBER 19, 2011**
- Enhanced listing due **OCTOBER 19, 2011**
- Hotel door drop form due **DECEMBER 15, 2011**
- Hotel door drop materials due **DECEMBER 30, 2011**
- Advance warehouse shipments begin **DECEMBER 30, 2011**
- Exhibitor registration and badge form due **JANUARY 4, 2012**
- Registration list request form due **JANUARY 4, 2012**
- Booth layout approval **JANUARY 13, 2012**
- Giveaway form due **JANUARY 13, 2012**
- Intent to use a non-appointed contractor form due **JANUARY 13, 2012**
- Advance warehouse shipments end **JANUARY 30, 2012**
- Direct shipments begin **FEBRUARY 2, 2012**

FUTURE CONGRESSES



January 19-23, 2013 ▲ San Juan, Puerto Rico
▲ Puerto Rico Convention Center



February 8-12, 2014 ▲ Los Angeles, California, USA
▲ Los Angeles Convention Center

Application and Contract to Exhibit



Critical Care Congress



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▲ George R. Brown Convention Center

IMPORTANT INSTRUCTIONS

1. Please type or print clearly on this contract. 2. Space is based on a priority point system. Points will be provided upon receipt of your application. 3. Return completed contract/application along with full payment to: Society of Critical Care Medicine, 35083 Eagle Way, Chicago, IL 60678-1350 or fax to +1 847 493-6478.

COMPANY INFORMATION

Company Name _____

Address _____

City/State/Zip or Postal Code/Country _____

Phone _____ Fax _____

Website Address _____

Is this your first time exhibiting at SCCM's Congress? Yes No

If yes, please indicate how you found out about us: _____

Has your company previously exhibited under another name? Yes No

If, yes, please indicate previous name: _____

EXHIBIT CONTACT

Name _____

Title _____

Phone _____

Email Address _____

DECISION MAKER FOR MARKETING SPONSORSHIPS

Name _____

Title _____

Phone _____

Email Address _____

DECISION MAKER FOR EDUCATIONAL PROGRAMS

Name _____

Title _____

Phone _____

Email Address _____

ADVERTISING AGENCY OR MANAGER

Company Name _____

Address _____

City/State/Zip or Postal Code/Country _____

Phone _____

Website Address _____

Cancellation/Refund Policy: Notification of cancellation or space reduction must be sent to SCCM by Friday, September 2, 2011, to receive a full refund, less a 10% administrative fee. After this date, no refunds will be given. Any booth unoccupied by Saturday, February 4, 2012, will be regarded as a no-show and the contract to exhibit will be terminated. For complete details regarding SCCM's cancellation, refund and no-show policies, visit www.sccm.org/expo.

For SCCM Use: Customer Number _____ Contact Number _____ Date Received _____

Total Cost _____ Booth Number _____ Booth Size _____ Points _____ Accepted for SCCM by _____

EXHIBIT SPACE FEES (Quoted in USD)

Size	Cost	Size	Cost
10 x 10 In-line	\$4,100	30 x 30 Island	\$36,900
10 x 10 Corner	\$4,300	30 x 40 Island	\$49,200
20 x 20 Island	\$16,400	40 x 40 Island	\$65,600
20 x 30 Island	\$24,600	40 x 50 Island	\$82,000
20 x 40 Island	\$32,800	Recruiter/Association	\$3,000

EXHIBIT SPACE INFORMATION

- Rates are subject to change.
- Additional booth sizes may be created by combining booths.
- Please refer to the Exhibit Hall floor plan for booth descriptions.
- Associations, Publishers and Recruiters Rows are located in a designated area of the Exhibit Hall; please see floor plan.
- Please contact SCCM for further information.

BOOTH SELECTION:

Size of space desired: _____ x _____

Do you prefer a corner booth? Yes No

(Corners cannot be guaranteed but will be assigned if available.)

Booth Preferences: Please list four preferred exhibit spaces.

1. _____
2. _____
3. _____
4. _____

List the companies you DO NOT want in close proximity. (Every effort will be made to accommodate your request, but requests cannot be guaranteed.)

1. _____
2. _____
3. _____

Total Amount Due: _____

Payment Method: Check or Int'l. Money Order payable to SCCM (Must be U.S. funds drawn on U.S. bank)

American Express Discover Mastercard Visa

Card Number _____ Exp. Date _____

Cardholder Name _____

Cardholder Signature _____ Date _____

Signature authorizes SCCM to charge the above account. Should the total due be incorrect, SCCM is authorized to charge correct amount and notify cardholder.

I am an authorized representative of the company named above with authority to sign and deliver this application for exhibit space. The company listed on this contract agrees to comply with all of the policies, rules and regulations contained in the Exhibitor Prospectus and at www.sccm.org/expo, which we accept as part of the agreement. I further acknowledge that SCCM reserves the right, in its absolute discretion, to reject this application for exhibit space. Moreover, this application for exhibit space shall not become a binding contract until fully executed by both parties (the exhibitor and SCCM) hereto.

Signature _____

Title _____ Date _____



Program and Exhibition Guide Description

Please type or print clearly. Complete and return this form by Wednesday, October 19, 2011, to be included in the Congress Program and Exhibition Guide.

1. Company Information (exactly as it should appear in Congress Program and Exhibition Guide)

Company Name _____

Address _____

City _____ State _____ Zip/Postal Code _____ Country _____

Phone _____ Fax _____

Website Address _____ Email Address _____

2. Directory Description

In 50 words or less, describe the products and/or services that you plan to exhibit. This description will appear in the Congress Program and Exhibition Guide, provided you follow these requirements: 1) Limit your description to 50 words or less and one paragraph (lists and multiple paragraphs will be edited to one paragraph); 2) Use ® for registered product names and ™ for trademarks; 3) Clearly write product and service names so that upper and lowercase letters are unmistakable; 4) Pharmaceutical companies must adhere to FDA guidelines. The Society reserves the right to edit text so that it conforms to these requirements. Only descriptions received by **Wednesday, October 19, 2011**, will be included in the Congress Program and Exhibition Guide.

3. Product/Services Category Listing

Check the three (3) categories that best describe your products or services. If more than three are selected, only the first three will be listed.

- A**
- Airway Management Products
- Anesthesia Systems
- Apparel/Apparel Related
- Assisted Vascular Access
- Associations and Societies
- B**
- Bathing
- Bedside and Portable Analyzers and Monitors
- Billing, Consulting & Recruitment for Critical Care
- Biotechnology
- Blood Volume Analyzer
- Blood Glucose Monitoring
- Blood Gas Analyzers
- Blood Pressure Measurement and Systems
- Monitoring Equipment
- Books and Journals (Publishing)
- C**
- Career Opportunities
- Catheter Securement Devices
- Clinical Information/Data Management Systems
- Clinical Trial Support
- Computers and Solutions
- Computerized Insulin Dosing Software
- Congress Organizer
- Contrast Agents
- Continuous Renal Replacement Therapy Equipment
- CPR Assist Devices
- CRRT Solutions
- Critical Care Mobility Devices
- Critical Care Practice Management
- Curriculum
- D**
- Decision Support
- Defibrillators
- Diagnostic AMI Detection – Cardiac Electrical
- Biomarker
- Diagnostic Equipment
- Digital Dictation
- Dressing/Procedure Kits/Trays
- E**
- ECG Monitoring Devices
- ECMO Related Consulting, Staffing, Equipment

- ECOM™-Endotracheal Cardiac Output Monitoring
- Educational Resources
- Electronic Medical Records
- Endoscopes with Slide-On EndoSheath Technology
- Endotracheal and Tracheal Tubes
- Enteral Nutrition
- F**
- Feeding Tubes and Delivery
- Furniture
- G**
- Glucose Benchmarking Reports
- Government Acquisition and Logistics
- Group Practice
- H**
- Healthcare Staffing
- Health Systems
- Heat Therapy/Hyper-Hypothermia Systems
- Hemodynamic Monitoring Equipment
- Hemofilters and Hemofiltration
- Hemostatic Agents
- High Flow Therapy
- Home Healthcare Products
- Holter Equipment
- I**
- ICU Management Solutions
- ICU Program Development
- Infection Control Products
- Infectious Disease Diagnostic Test Kits
- Information Services
- Infusion Pumps
- Insulin Dosing Software
- Intervention Patient Hygiene
- Intravascular Temperature Management
- Invasive Pressure Monitoring Equipment
- and Catheters
- IV Arterial/Venous Catheters
- M**
- Market Research
- Minimally Invasive Cardiac Monitoring
- N**
- Neurological Monitoring Systems
- Noninvasive Monitoring

- P**
- Parenteral Nutrition
- Patient Monitoring System
- Pharmaceuticals
- Physician Recruitment
- Portable Ultrasound
- Professional Practice Guidelines
- Publishing
- R**
- Respiratory Care Devices
- Robotics
- S**
- Securement Devices
- Simulators
- Skin Protection Products
- T**
- Telemedicine
- Temperature Management Systems
- Thoracic Drainage Devices
- Training Solutions
- U**
- Urinary Catheters and Drainage Systems
- W**
- Wealth Planning
- Wound Care Products
- V**
- Ventilators
- Venous Access
- Video Laryngoscopes
- Voice Recognition Services
- OTHER
- Please specify:
- _____
- _____
- _____
- _____

ADVERTISING AND SPONSORSHIPS

Capitalize on your exhibit investment and increase your exposure with key decision makers in critical care using SCCM's advertising and sponsorship opportunities.

Advertising Packages: Maximize your exposure in a variety of Congress promotions and industry-specific publications.

Sponsorship Opportunities: Promote your company or a specific product with sponsorships that will make a lasting impression.

Customized Solutions: Create your own promotional package that is tailored to your budget.

Visit www.sccm.org/expo for a complete list of opportunities.

To discuss advertising and sponsorship opportunities, please contact:

Desiree Ng
Industry Relations Manager
+1 847 827-7188
dng@sccm.org



REACHING NEW HEIGHTS OF INNOVATION

SIGN UP TO EXHIBIT TODAY!



Critical Care Congress

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Society of
Critical Care Medicine



The Intensive Care Professionals

500 Midway Drive
Mount Prospect IL 60056

Nonprofit
Organization
U.S. Postage
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Palatine, IL
Permit No. 228



**Right Care
Right Now.**