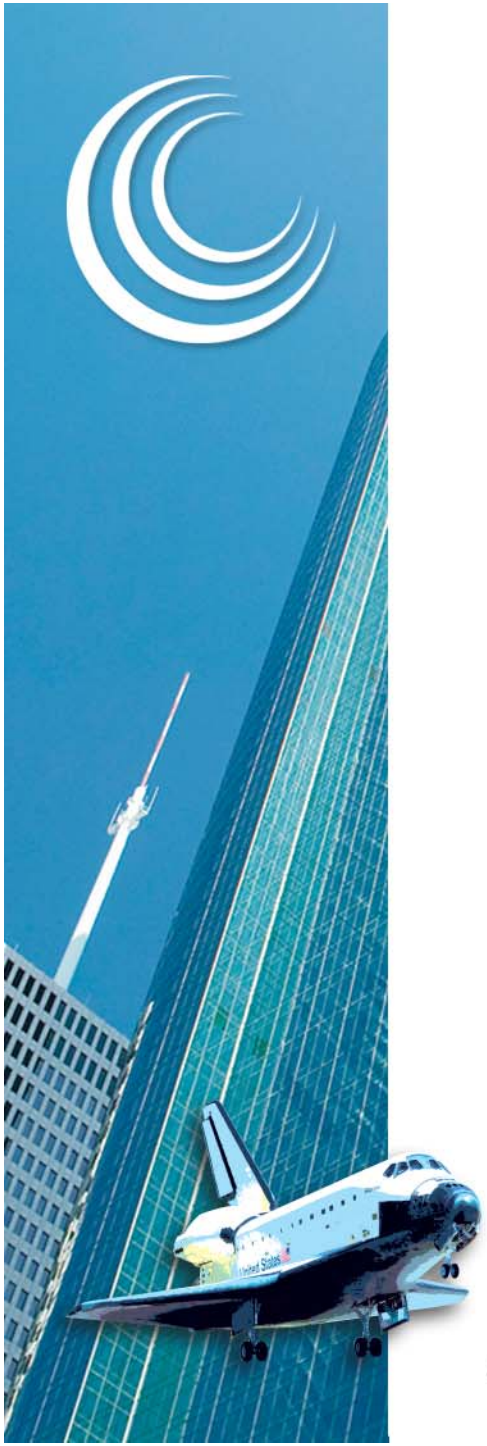
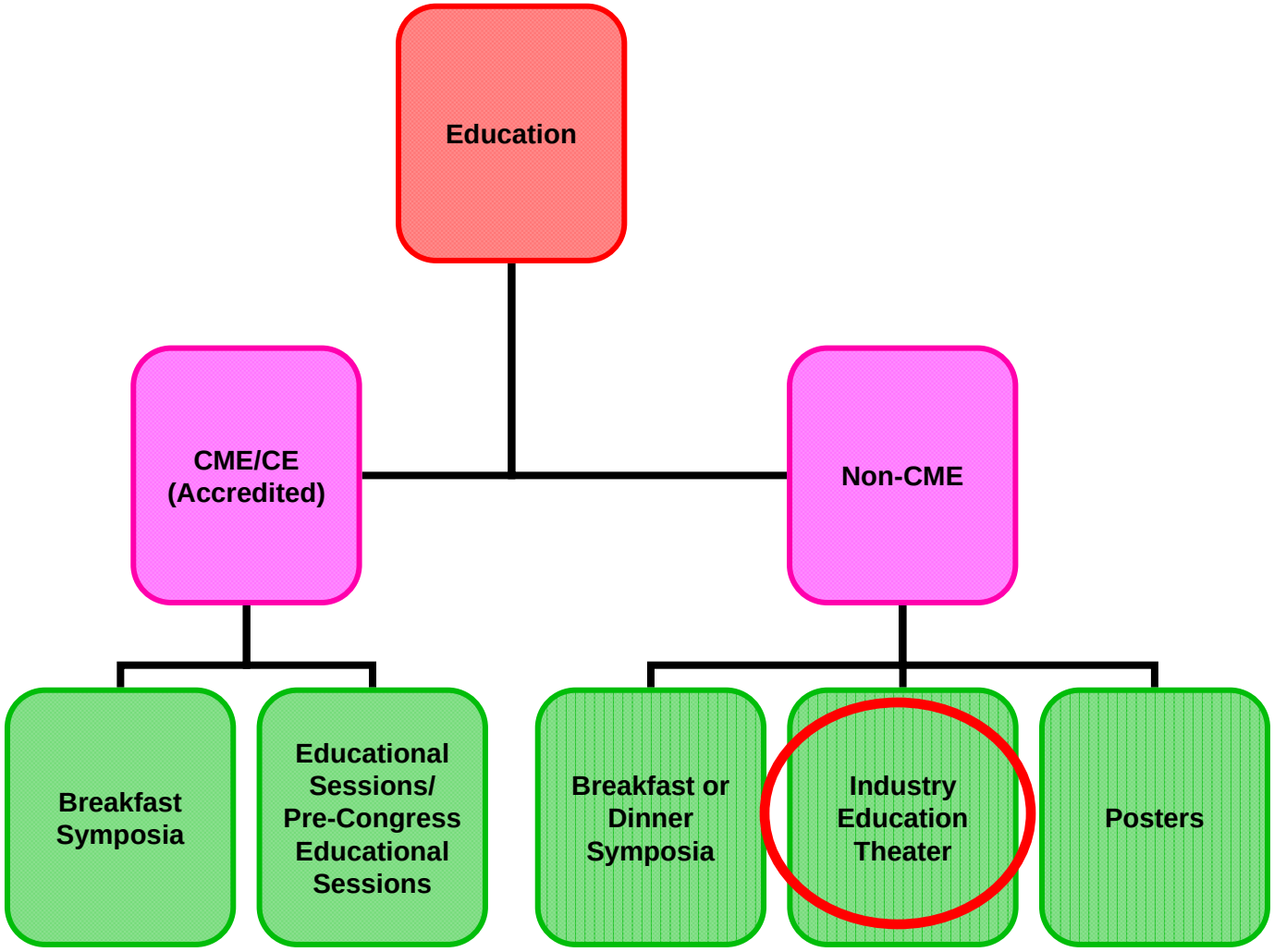


EDUCATIONAL SPONSORSHIPS

Right Care Right Now.

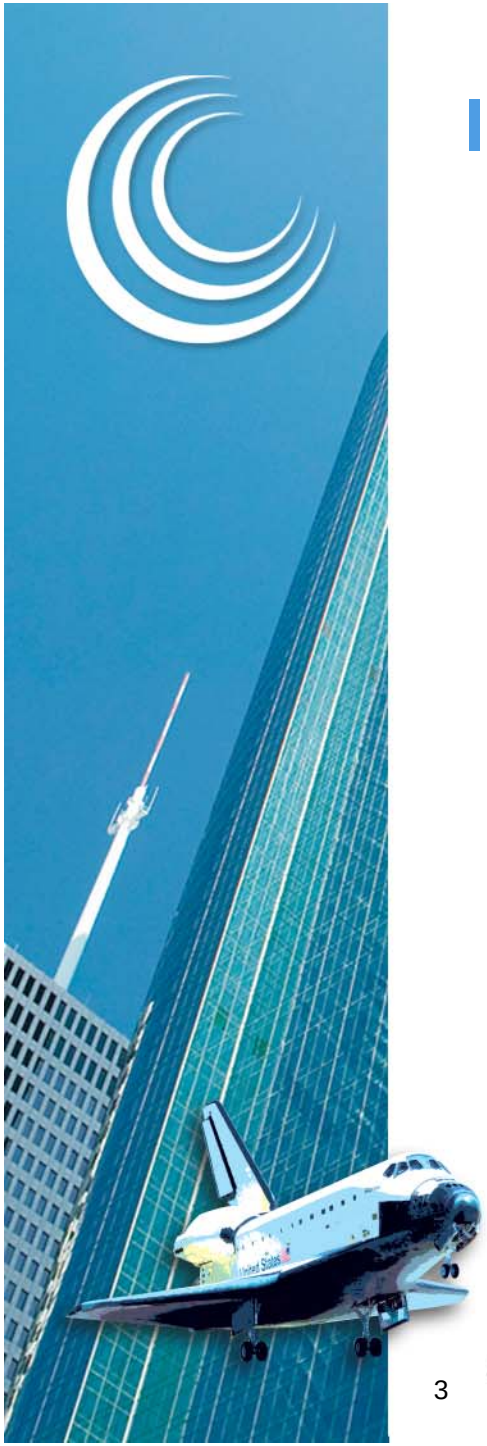
Society of Critical Care Medicine
The Intensive Care Professionals

EDUCATIONAL PROGRAM HIERARCHY



Right Care Right Now.

Society of Critical Care Medicine
The Intensive Care Professionals



INDUSTRY THEATER WORKSHOPS

Industry Theater Workshops offer exhibitors an excellent opportunity to present sessions on the exhibit floor while providing increased learning opportunities for attendees.

- Reach attendees beyond your booth space and gain additional contact with potential buyers. These commercial workshops are conducted by exhibitors in a specially constructed theater on the exhibit floor
- Set-up includes theater seating for up to 80 people, head table, Screen, LCD projector and sound system with lavaliere microphone
- One exclusive 60-minute session during the morning and afternoon unopposed break hours and a new offering, *lunch time sessions* with optional boxed lunches for attendees

Investment: $6,000 per lunch time session
$4,000 per morning or afternoon session

Right Care Right Now.

Society of Critical Care Medicine
The Intensive Care Professionals

INDUSTRY THEATER WORKSHOP

Session Listed in the following SCCM vehicles

- Program & Exhibition Guide
- Congress Program App
- Congress eDaily
- SCCM direct mailer promoting Exhibit Hall activities
- Audio announcement in the Exhibit Hall 5 minutes prior to start of the Industry Education program

Pre-Congress registrant direct mail list

Signage

- Three large informational signs in high-traffic areas
- One sign within exhibit booth

Right Care Right Now.

Society of Critical Care Medicine
The Intensive Care Professionals

ADDED VISIBILITY FOR INDUSTRY THEATER WORKSHOP SPONSORS

EXHIBIT HALL INFORMATION AND EVENTS

EXHIBITOR-SPONSORED PRODUCT THEATER WORKSHOPS (EXHIBIT HALL)

SUNDAY, JANUARY 16, 2011
9:30 A.M. - 10:30 A.M.

Respiratory Solutions for Ventilator-Associated Pneumonia Risk Reduction

Sponsored by Teleflex Medical

Presenter: Jodi BREWER, RRT, RCP
Teleflex Medical, Research
Triangle Park, North Carolina, USA

The focus of this discussion will be on products and programs designed to help clinicians adhere to clinical practice guidelines and recommendations from the CDC, IHI, AARC and SHEA.

SUNDAY, JANUARY 16, 2011
2:45 P.M. - 3:45 P.M.

MONDAY, JANUARY 17, 2011 9:00 A.M. - 10:00 A.M.

Expanded Role of Parenteral Nutrition for Critically Ill Patients

Sponsored by Baxter Healthcare Corporation

Presenter: Thomas HAYWARD III, MD, MBA, CNSP
Indiana University School of Medicine
Indianapolis, Indiana, USA
Indiana University Hospital

Traditionally, nutrition support in the critically ill has been focused on providing gut stimulation and modulating the patient's immune response. More recently, the practice of goal-directed nutrition therapy has been supported by the latest clinical evidence and guidelines. This program reviews some of the latest nutrition guidelines for critically ill patients and helps demonstrate the various roles for parenteral nutrition in this patient population.

Listing within the Program and Exhibition Guide

Listing within the Congress online/mobile phone app

Product Theater Workshop: Expanded Role of Parenteral Nutrition for Critically Ill Patients
Refreshment Break
Monday | 9:00AM - 10:00AM | Exhibit Hall

Product Theater Workshop: Respiratory Solutions for Ventilator Pneumonia Risk Reduction
Refreshment Break
Sunday | 9:30AM - 10:30AM | Exhibit Hall

Product Theater Workshop: The PICC...Protected From The Inside Out!
Refreshment Break
Sunday | 2:45PM - 3:45PM | Exhibit Hall

Product Theater Workshop: The Value of Extravascular Lung Water (EVLW) Measurements and Evidence-based Fluid Resuscitation Techniques for Best Clinical Practice in the ICU
Refreshment Break
Monday | 2:15PM - 3:15PM | Exhibit Hall

Right Care Right Now.

Society of Critical Care Medicine
The Intensive Care Professionals

ADDED VISIBILITY FOR INDUSTRY THEATER WORKSHOP SPONSORS

Included in our give-away mailer – front view

Win an Apple iPad at the Society of Critical Care Medicine's 40th Critical Care Congress

Complete the [illegible] and drop them in the raffle [illegible] at SCCM Central in the Exhibit Hall.

Exhibitor-Sponsored Product Theater Workshops

Attend these workshops to learn about the latest technology in critical care:

Sunday, January 16, 2011
9:30 a.m. - 10:30 a.m.
- Respiratory Solutions for Ventilator-Associated Pneumonia Risk Reduction
Sponsored by Teleflex Corp.

Monday, January 17, 2011
9:00 a.m. - 10:00 a.m.
- Expanded Role of Parenteral Nutrition for Critically Ill Patients
Sponsored by Baxter Healthcare Corporation

Sunday, January 16, 2011
2:45 p.m. - 3:45 p.m.
- The PICC... Protected from the Inside Out!
Sponsored by Teleflex Corp.

Monday, January 17, 2011
2:15 p.m. - 3:15 p.m.
- The Value of Extravascular Lung Water Measurements and Evidence-Based Fluid Resuscitation Techniques for Best Clinical Practice in the ICU
Sponsored by Pulsion Medical

The Society of Critical Care Medicine appreciates the support from our industry partners who contribute to the success of the event. In particular we are grateful for the generosity of the following companies that have made substantial financial commitments in support of the 40th Critical Care Congress:

Platinum
Hospira
Advancing Wellness
Booth #917

Gold
Eisai
Booth #1140
Pharmacia
Booth #232
Teleflex
Booth #1230
Pfizer
Booth #1146

Silver
- Baxter - Booth #118
- GE Healthcare - Booth #510
- Medtronic Diabetes
- Nestlé Healthcare Nutrition - Booth #501
- Otsuka America Pharmaceutical, Inc.

Society of Critical Care Medicine
The Intensive Care Professionals
Headquarters
500 Midway Drive
Mount Prospect, IL 60056 USA

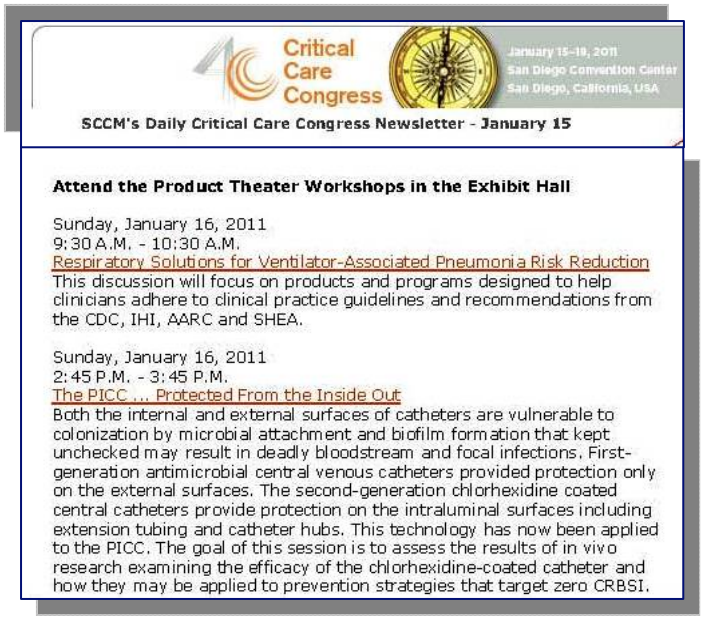
NONPROFIT ORG
U.S. POSTAGE
PAID
Palatine, IL
Permit No. 226

Session listing included in our give-away mailer – back view

Right Care Right Now.

Society of Critical Care Medicine
The Intensive Care Professionals

ADDED VISIBILITY FOR INDUSTRY THEATER WORKSHOP SPONSORS



Critical Care Congress

January 15–19, 2011
San Diego Convention Center
San Diego, California, USA

SCCM's Daily Critical Care Congress Newsletter - January 15

Attend the Product Theater Workshops in the Exhibit Hall

Sunday, January 16, 2011
9:30 A.M. - 10:30 A.M.
Respiratory Solutions for Ventilator-Associated Pneumonia Risk Reduction
This discussion will focus on products and programs designed to help clinicians adhere to clinical practice guidelines and recommendations from the CDC, IHI, AARC and SHEA.

Sunday, January 16, 2011
2:45 P.M. - 3:45 P.M.
The PICC ... Protected From the Inside Out
Both the internal and external surfaces of catheters are vulnerable to colonization by microbial attachment and biofilm formation that kept unchecked may result in deadly bloodstream and focal infections. First-generation antimicrobial central venous catheters provided protection only on the external surfaces. The second-generation chlorhexidine coated central catheters provide protection on the intraluminal surfaces including extension tubing and catheter hubs. This technology has now been applied to the PICC. The goal of this session is to assess the results of in vivo research examining the efficacy of the chlorhexidine-coated catheter and how they may be applied to prevention strategies that target zero CRBSI.

Session listing included in the Congress eDaily

Signage included at Sponsor's booth and in and by entrance of the exhibit hall

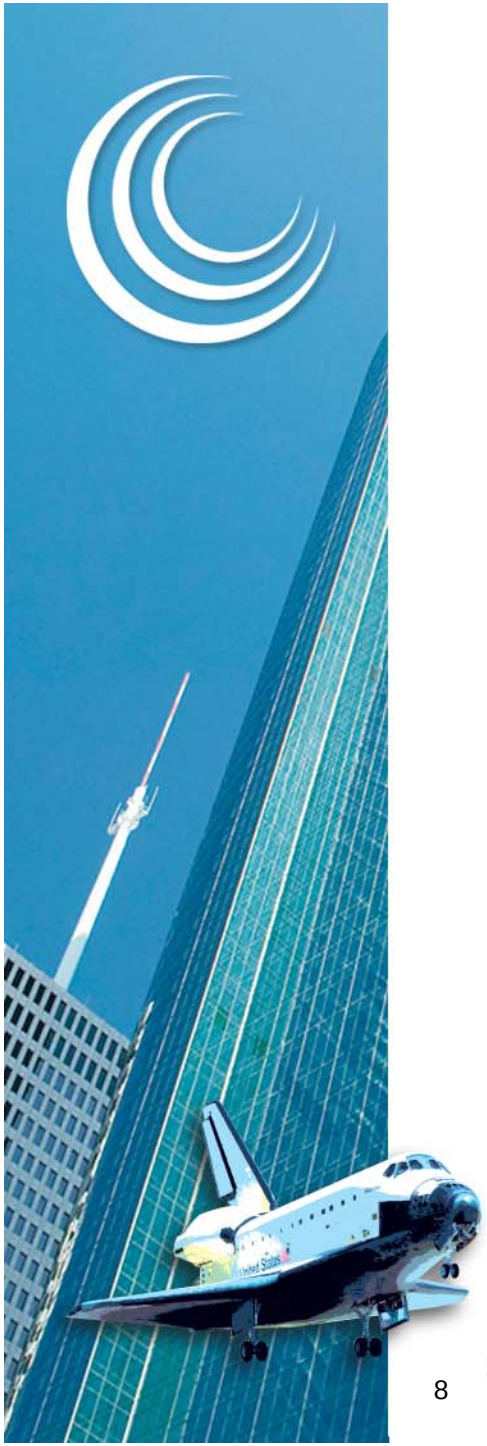
Critical Care Congress

PRODUCT THEATER WORKSHOP
SPONSOR
Baxter
Expanded Role of Parenteral Nutrition for Critically Ill Patients
9:00 am - 10:00 am
Monday, January 17, 2011

Society of Critical Care Medicine

Right Care Right Now.

Society of Critical Care Medicine
The Intensive Care Professionals



THANK YOU FOR YOUR INTEREST IN SCCM!

For more information contact:

Desiree Ng
dng@sccm.org
847-827-7188

Jim Flanigan
jflanigan@sccm.org
847-827-7282

Right Care Right Now.

Society of Critical Care Medicine
The Intensive Care Professionals