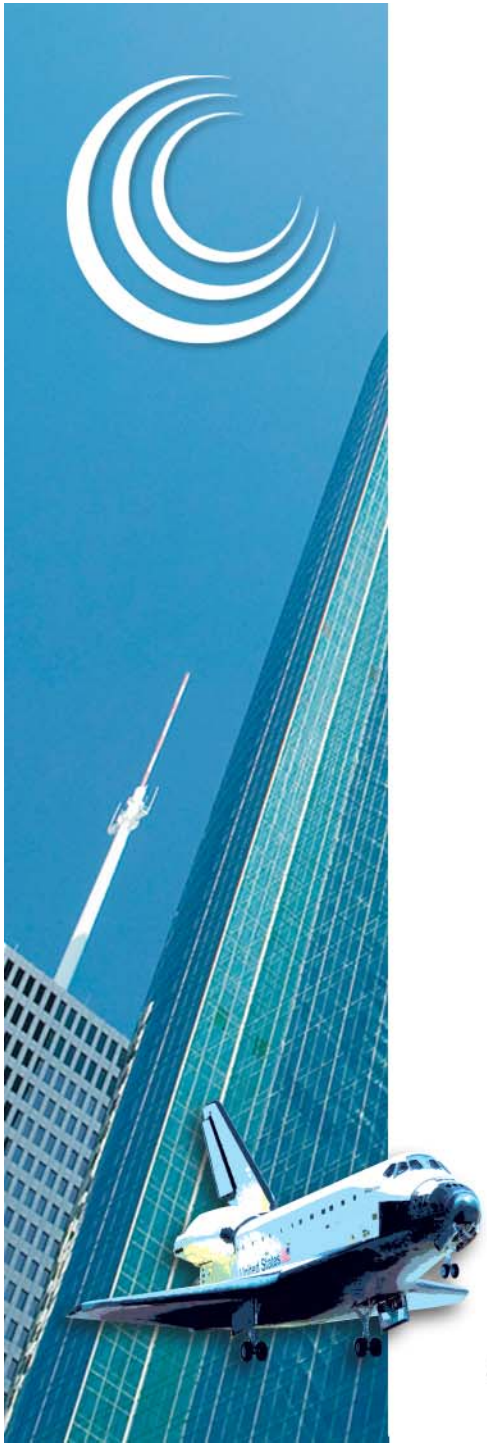


ENHANCED EXHIBITOR LISTING

Right Care Right Now.

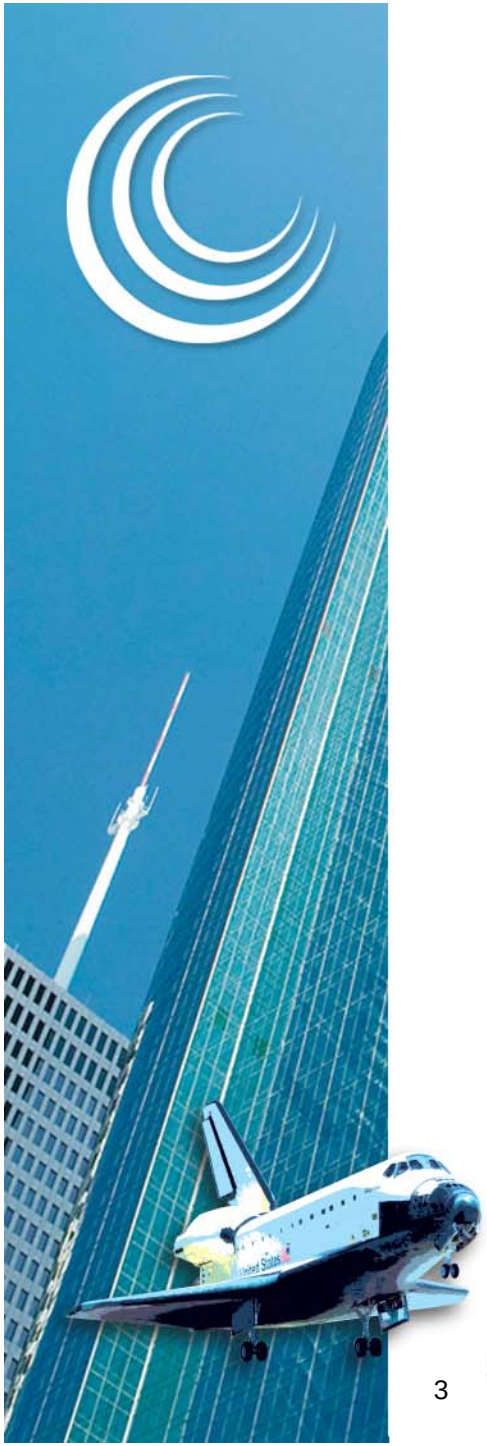
Society of Critical Care Medicine
The Intensive Care Professionals

ENHANCED LISTING RESULTS

- Congress Program App
  - More than 50% of Congress Attendees downloaded the Congress Program App
    - 1,025 used the iPhone app
    - 2,096 used mobile web site
  - Average was 8 page views per unique user

Right Care Right Now.

Society of Critical Care Medicine
The Intensive Care Professionals



ENHANCED LISTINGS

- **Print:** Program and Exhibition Guide and Pocket Pal
  Company Logo printed next to exhibit listing

- **Online/Mobile:** Enhanced Listings may include:
  - Multi-media content
  - Twitter feeds and Facebook account links
  - Photos or featured products
  - Product information PDF's and coupons

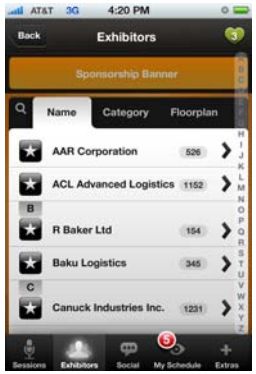
  (*information added at exhibitor's discretion)*

Right Care Right Now.

Society of Critical Care Medicine
The Intensive Care Professionals

CONGRESS PROGRAM APP ENHANCED LISTINGS

Basic Listing	Enhanced Listing
Booth Number Company Name Address and Phone Number Exhibitor Description (Maximum 50 words)	Basic Listing + Inclusion in "Featured Exhibitors" Company Logo Link to Booth Location on Floor Plan Link to Corporate Website Linked Email Address Links to LinkedIn, Twitter & Facebook Accounts 10 Searchable Keywords 3 Featured Products (Including Photo, Description, PDF brochure and web links for each) Coupon or Flyer



Right Care Right Now.

Society of Critical Care Medicine
The Intensive Care Professionals

ONLINE/MOBILE PROGRAM

- Attendees download a customized App to their iPhone, Blackberry® or Android™ Smartphone
- The Congress Program App allows attendees to build custom schedules and “favorite exhibitor” lists
- Real-time announcements broadcasted to attendees during Congress
- Attendees electronically store exhibitor brochures, conference notes and other literature as PDFs within the application to access long after Congress is over

Right Care Right Now.

Society of Critical Care Medicine
The Intensive Care Professionals

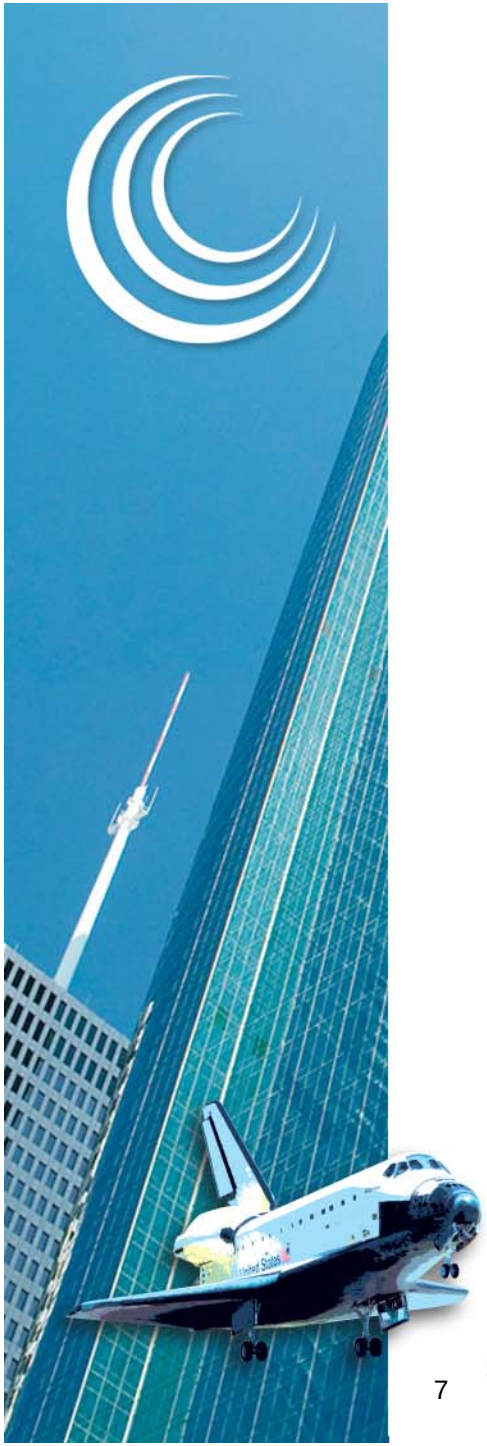
ENHANCED LISTINGS

- Attendees may contact exhibitors directly from their Smartphone or the mobile website
- Enhanced Listings include analytics to gauge the success of the conference experience

Investment: $2,250; includes Mobile and Print Enhanced Listings.

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