Acquire and educate the most qualified leads in critical care at the Society of Critical Care Medicine’s (SCCM) 46th Critical Care Congress. Share your newest technology, products, services and career opportunities with the largest gathering of diverse and creative thought leaders from all over the world.

More than 4,600 critical care professionals attend SCCM’s annual Congress to discover the latest solutions and developments, medical advances, cutting-edge treatments, and breakthroughs in intensive care unit (ICU) administration and management.

Sign up to exhibit today! Visit www.sccm.org/expo.

Exhibiting at SCCM’s Congress gives you a competitive advantage:

- Gain valuable face time with key decision makers from more than 60 countries
- Develop new product ideas by attending educational sessions
- Generate new leads and increase sales with exposure to more than 4,600 critical care professionals

Benefit from Exhibit Hall traffic boosters:

- **Unopposed Exhibit Hours**
  Designated unopposed exhibit time is scheduled 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 hall; attendees must be present to win
- **Research Snapshot Theaters**
  Presentations will be given daily, drawing scientists and clinicians to the hall
- **Congress App Listing**
  Announce in-booth education, giveaways, or new products directly to attendees through their mobile phones and iPads

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

2016 Critical Care Congress Attendee Profile

2016 CONGRESS ATTENDEES BY PROFESSION

- Physician: 60%
- Pharmacist: 15%
- Nurse: 10%
- Professional: 9%
- Other: 4%
- Student: 2%

2016 CONGRESS ATTENDEES FROM THE UNITED STATES

- West: 13%
- Midwest: 25%
- Northeast: 30%
- South: 32%

2013-2016 CONGRESS REGISTRATION NUMBERS

- Exhibitors: 825, 4,419, 4,570, 4,416, 4,574
- Professional Attendees: 4,419, 4,570, 4,416, 4,574

2016 CONGRESS ATTENDEES FROM AROUND THE WORLD

- Africa: 0.5%
- Asia/Oceania: 7%
- Europe: 2.5%
- North America: 88%
- South America: 2%
These exhibitors increased their presence in the critical care marketplace at the 2016 Critical Care Congress
Konica Minolta Medical Imaging
Kreg Therapeutics
LiDCO Ltd
LocumTenens.com
Loyal Source
Government Services
Mallinckrodt
Pharmaceuticals, Inc.
Maquet Getinge Group
Masimo
McMahon Publishing Group
Medical College of Wisconsin
Medical Decisions Network
Medtronic
Memorial Healthcare System
Merck
Mindray
Nestlé Health Science
Neurocritical Care Society
NeuroOptics
Niveus Medical
Nova Biomedical
NuVIEW Health
NxStage
Omneotech
On Call Medical Coats
Orlando VA Medical Center
Pfizer
Piedmont Healthcare
Pikeville Medical Center
Portola Pharmaceuticals, Inc.
Pronia Medical Systems, LLC
Questcare Intensivists
Remedy Direct
Respiratory Motion Inc.
Restorative Therapies, Inc.
rEVO Biologics
Sage Therapeutics
Sanford Health Physician Placement Office
Saudi Critical Care Society
SecurAcath (by Interrad Medical)
Sentara Medical Group
Sentec, by Master Distributor Bemes, Inc.
Sharp Medical Products
Sheridan Healthcare
Smiths Medical
SonoSim
SonoSite FujiFilm
Spectral Medical Inc.
Springer
Staff Care
St. Mary’s Medical Group/Ascension Health
TeamHealth
Teleflex
TEM Systems, Inc.
Terason
Texas Children’s Hospital
The Intensivist Company
The Intensivist Group
The JAMA Network
The Medicines Company
Thermo Scientific
UCSF Health
UF Health Pulmonary Specialties
University of Pennsylvania - Clinical Mediation
University of Tennessee Physician Executive MBA Program
USCOM
Vapotherm
Verathon
Virtual Pediatric Systems, LLC
Vital Therapies, Inc.
Wolters Kluwer
ZOLL Medical Corporation
Application and Selection Procedures

Eligibility to Exhibit
Applicants that meet one or more of the following criteria will be eligible to exhibit at 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 and Associations
Recruitment companies and associations will be assigned space at the discounted price of $3,500 for a 10’ x 10’ booth. If an association or recruiter requests a specific booth location or a larger size, the full booth price will apply.

Congress Priority Points
SCCM uses a priority points system for booth assignment. Priority points are awarded based on years of exhibit participation, booth size and non-CME sponsorship support.

Companies contracted to exhibit at Congress will receive their priority point total and company rank for the booth selection process before the initial booth assignments. In the event of a tie in the number of priority points, space will be assigned based on when the application was received. Booth rates are $46 per square foot. There is a $200 charge for a corner booth.

Application Procedures
To apply for exhibit space and view the exhibit hall floor plan, visit www.sccm.org/expo. SCCM has transitioned to an online booth reservation process. You may reserve your booth, add your exhibit booth staff and update your booth profile online. If you are a new exhibitor, please contact Colleen McNamara at cmcnamara@sccm.org.

- Exhibit space is based on a priority point system during the initial space draw. After the initial booth assignments are made, space is assigned on a first-come, first-served basis.
- Exhibit space will not be assigned without a signed application/contract and full payment and until any outstanding accounts with SCCM are paid in full.
- No requests for exhibit space will be accepted or confirmed via telephone.
- To be listed in the Congress Program and Exhibition Guide, you must be registered by September 30, 2016.

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

All acceptances of the Congress Program and Exhibition Guide listing 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 listing in the Congress Program and Exhibition Guide (if registered by September 30, 2016)
- Company address and description listing on the Congress App
- Company name and booth number listed on SCCM’s website
- Five complimentary exhibitor badges per 100 square feet of booth space (if submitted by December 9, 2016)
- 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 SCCM headquarters by Monday, August 29, 2016, the exhibiting company will receive a full refund less a 25% administrative fee. After Monday, August 29, 2016, 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 SCCM. The Society assumes no responsibility for the inclusion or exclusion of the cancelled exhibitor or descriptions of products in Congress materials, including the Congress Program and Exhibition Guide, brochures and news releases, and on SCCM’s website.

No-Show Policy
Any booth unoccupied by 5:00 p.m. on Saturday, January 21, 2017, 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.

For additional booth sizes, please contact SCCM.
General Exhibiting Information

Meeting Dates: January 21-25, 2017

On-Site Exhibitor Registration Dates and Hours*
Friday, January 20 ............................................. 8:00 a.m. - 5:00 p.m.
Saturday, January 21 ........................................... 8:00 a.m. - 5:00 p.m.
Sunday, January 22 .............................................. 6:00 a.m. - 2:00 p.m.
Monday, January 23 ............................................. 6:00 a.m. - 1:45 p.m.
Tuesday, January 24 ............................................ 6:00 a.m. - 1:45 p.m.
Wednesday, January 25 ....................................... 8:00 a.m. - 12:00 p.m.

Exhibit Installation/Move-In Hours*
Friday, January 20 ............................................. 8:00 a.m. - 5:00 p.m.
Saturday, January 21 ........................................... 8:00 a.m. - 5:00 p.m.

Exhibition Dates and Hours*
Sunday, January 22 ............................................ 7:30 a.m. - 2:00 p.m.
Monday, January 23 ............................................. 7:15 a.m. - 1:45 p.m.
Tuesday, January 24 ............................................ 7:15 a.m. - 1:45 p.m.

Exhibit Dismantle/Move-Out Hours*
Tuesday, January 24 ............................................ 1:45 p.m. - 8:00 p.m.
Wednesday, January 25 ....................................... 8:00 a.m. - 12:00 p.m.

*Dates and times are subject to change.

Cancellation of Space
Monday, August 29, 2016 – Full refund, less a 25% administrative fee, will be given 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 JUNE 2016
- Exhibitor housing opens JUNE 2016
- Exhibitor service kit available JULY 15, 2016
- Company listing in the Congress Program and Exhibition Guide due SEPTEMBER 30, 2016
- Special function request form due OCTOBER 28, 2016
- In-Booth Education Information deadline NOVEMBER 4, 2016
- Special Events and Sessions Brochure advertising deadline NOVEMBER 4, 2016
- Congress Program and Exhibition Guide advertising deadline NOVEMBER 8, 2016
- Shipments to the advance warehouse in LA (for container shipping) begin DECEMBER 6, 2016
- Exhibitor registration and badge form due DECEMBER 9, 2016
- Hotel door drop materials due DECEMBER 9, 2016
- Registration list request form due DECEMBER 17, 2016
- Booth layout approval due DECEMBER 17, 2016
- Honolulu advance warehouse shipments begin DECEMBER 17, 2016
- Giveaway form due DECEMBER 17, 2016
- Intent to use a non-appointed contractor form due DECEMBER 17, 2016
- Shipments to the advance warehouse in LA (for container shipping) end JANUARY 3, 2017
- Honolulu advance warehouse shipments end JANUARY 16, 2017
- Direct shipments begin JANUARY 20, 2017

FUTURE CONGRESSES

Critical Care Congress

▲ February 24-28, 2018 ▲ San Antonio Convention Center
▲ San Antonio, Texas, USA

▲ February 16-20, 2019 ▲ San Diego Convention Center
▲ San Diego, California, USA

| WWW.SCCM.ORG/EXPO | 2017 EXHIBITOR PROSPECTUS | 5
Medical Education Grants

Be acknowledged as an educational partner by supporting the educational programming at Congress through an unrestricted medical educational grant. All Congress programs are packed with essential clinical information to keep practitioners informed on various critical care topics.

Educational Sessions

Support a concurrent session or select pre-Congress courses. Options available include supporting a live session, an enduring webcast (which includes CE/CME for a year) or both. Because these are CE/CME sessions, no influence by industry is allowed in the program content or speaker selection.

Investment: Customized

CE/CME Symposia

Held on the afternoon of Sunday, January 22, these programs promote improvement in healthcare and give a balanced view of available therapeutic options for all intensive care practitioners. The CE/CME symposia are supported by unrestricted independent educational grants and are in compliance with industry guidelines. SCCM is the CE provider for these events, and all presentation topics, faculty and objectives are approved by SCCM to ensure that content is unbiased and meets established goals. For an incremental fee, enduring material options are available to reach learners beyond the live event.

Investment: Customized

SCCM’s Awards and Grants Program

This program was established in 1983 to promote excellence in critical care teaching and research for the improved care of the critically ill and injured. Last year, SCCM awarded nearly $190,000 in research grants and awards.

Star Research Awards

These awards honor the top 64 original scientific papers (abstracts) for outstanding research.

Investment: $9,400

In-Training Award

This award honors a presenting author who is in a critical care training program or who has ended training not more than one year before Congress.

Investment: $2,500

Young Investigator Award

This award honors a presenting author who has completed a training program at least 18 months, but not more than three years, before Congress.

Investment: $2,500

Norma J. Shoemaker Award for Critical Care Nursing Excellence

This award, which honors SCCM’s founding Executive Director Norma J. Shoemaker, RN, MN, FCCM, recognizes an SCCM nurse member who demonstrates excellence in critical care clinical practice, education and/or administration. The recipient receives an honorarium plus registration and reimbursement for air and hotel expenses to attend SCCM’s Critical Care Congress.

Investment: $2,500

Norma J. Shoemaker Grant

This grant, which honors SCCM’s founding Executive Director Norma J. Shoemaker, RN, MN, FCCM, is given to support the research studies of an SCCM nurse member. The grant was created to encourage research in critical care nursing and to provide funding for the continuation of research endeavors. Grant funds may be used for a period of up to two years. Research will be presented at SCCM’s 2017 or 2018 Congress.

Investment: $15,000

THRIVE Grants

SCCM seeks to improve patient and family support after critical illness through the THRIVE Initiative. The THRIVE Initiative offers two grants. The THRIVE Peer Support Collaborative offers grants aimed at fostering an international network of in-person support groups linking survivors of critical illness and their families. The THRIVE Research Grant to Accelerate Recovery offers up to $50,000 in funding to SCCM members conducting research aimed at improving patient and family support after critical illness.

Investment: Customizable

SCCM-Weil Research Grants

The SCCM-Weil Research Trust offers grant support for members conducting basic, translational or clinical research specifically related to SCCM’s mission to secure the highest quality care for all critically ill and injured patients.

Investment: $50,000 per grant

Critical Care Society Collaborative Abstract Award

This award honors a presenting author for research that aligns with the goals and projects of the Critical Care Society Collaborative (CCSC) and who is in training or within three years of his/her first faculty position.

Investment: $500
Advertising

Successful product promotion begins with targeting the right audience. With SCCM’s advertising opportunities, you’ll reach key decision makers who drive the industry. Your advertisement will benefit from exposure in vital Congress promotions, helping you to capitalize effectively on your investment. Customize your own advertising package or select one of SCCM’s discount packages.

**Congress Program and Exhibition Guide**
More than 4,600 critical care professionals will see your message as they repeatedly check the Congress schedule. Premium positions are available. Advertising agreement is due November 8, 2016.

| Full Page: | $4,775 |
| ½ Page:  | $3,325 |

**Congress Special Events and Sessions Brochure**
A must-read for all Congress registrants, this brochure exclusively highlights pre-Congress educational sessions, sponsored symposia, social events and tours. All Congress registrants as well as non-attendees from surrounding states will receive this brochure two to three weeks before Congress. Circulation is estimated at 5,000. Advertising agreement is due November 4, 2016.

| Full Page: | $3,425 |

**Critical Connections**
Broaden your advertising reach with SCCM’s newsmagazine, *Critical Connections*. This unique publication is designed to keep all critical care professionals up to date on vital news. Your advertisement will be placed in the August, October or December issue and will be read by 45,000 critical care professionals who seek new therapies, technologies, drugs, and other tools for delivering the best possible care to their patients. The advertising agreement is due six weeks before the issue date.

| Full Page: | $4,615 |
| ½ Page:  | $4,040 |

**Bookstore and Door Drop Bags**
Receive three times the exposure! During Congress, attendees will carry these sturdy, high-grade plastic bags when they make a purchase at the SCCM Bookstore, receive their hotel door drops, and collect exhibit materials in the Exhibit Hall. Your company’s logo, product logo(s) and exhibit booth number will be prominently displayed on each bag.

Investment: $10,000

**Hotel Door Drop**
SCCM will distribute your product literature, sales brochures or other promotional materials to attendees’ hotel rooms so that your materials are at their doors when they awaken in the morning. Materials must be approved by SCCM and will be distributed at select SCCM contracted hotels.

| One Piece: | $4,000 |
| Two Pieces: | $6,000 |

**Pre-Congress Mailing List**
Reach your prospects before Congress begins by purchasing the pre-registration attendee list. The list will be e-mailed four weeks before Congress and is for a one-time use only. Materials must be approved by SCCM before mailing.

Investment: $750

**Common Area Ad Banner**
Rise above your competitors and get attendees’ attention with a hanging banner ad! These banners will hang from the ceiling over high-traffic attendee areas of the Hawaii Convention Center. Artwork to be submitted by advertiser; production, installation and dismantling are included in pricing.

Investment: $10,000

**Bundle and SAVE**
Choose two advertising vehicles: $700 discount
Choose three advertising vehicles: $1,100 discount
Choose four advertising vehicles: $1,500 discount
Sponsorships

SCCM offers several sponsorship opportunities for Congress. Your company name will be seen at a wide range of Congress activities, increasing your exposure to critical care decision makers, purchasers and influencers. Congress sponsors receive substantial recognition for their support. SCCM acknowledges the importance of corporate partners and recognizes that, without their generous support, Congress’ success would not be possible.

**Industry Education Workshops**
Located in the Exhibit Hall, Industry Education Workshops provide additional learning opportunities for attendees and allow exhibitors to present products and services beyond their booth space.
Investment: $4,000 to $6,000

**Research Snapshot Theaters**
Located in designated sections of the Exhibit Hall during Exhibit Hall hours, these theaters feature presentations of accepted abstracts and select case reports. The sponsoring company can include an acknowledgement consisting of its booth number, company logo and tagline, which is visible to Research Snapshot Theater and Exhibit Hall attendees. Each theater highlights a therapeutic category. Various therapeutic categories are available, allowing you to target a specific audience.
Investment: $20,000

**Attendee Internet Access**
Get everyone connected throughout the convention center as the official Congress Wi-Fi sponsor. Design a splash or redirect page that will be seen on every attendee’s login page. Your company’s advertisement also will be visible on the Internet kiosks in the Critical Connections Cafe. Detailed analytics are provided after the meeting.
Investment: $25,000

**Hotel Key Cards**
Place your company’s name, logo, product name, or product logo in the palm of each attendee’s hand! Each time Congress attendees use their hotel key cards, your message will be noticed. The sponsoring company will work directly with select SCCM contracted hotels and will cover all costs associated with the actual key cards in addition to the sponsorship investment.
Investment: $25,000

**Charging Station Sponsorship**
Promote your company/brand with either a static or video ad in the Critical Connections Cafe or other areas of the convention center where attendees will be able to charge their mobile devices and laptops.
Investment: $15,000 per station

**Exhibit Aisle Signage**
Prominently displayed throughout the hall, the aisle signs hang above the exhibit floor. A 4’ x 2’ sign is attached to the bottom of the aisle signs for the exhibit row of your choice, prominently displaying your company name and booth number. Each row is exclusive!
Investment: $4,000 for one aisle
$6,000 for two aisles

**Congress App**
Promote your company and/or products on the Congress App. The Congress App features the latest information, from the schedule of events and speaker listings, to Exhibit Hall information. This sponsorship puts your banner ad front and center every time users refer to this resource. The banner ad links to your website for additional value. In 2016, the Congress App had over 5,100 unique users and more than 207,000 page views.
Investment: $25,000

**Section Receptions**
Sponsor one or more of the Section Receptions to target specific audiences in the critical care field. SCCM’s Specialty Sections provide the opportunity for members of similar disciplines to advance their specialty through unique projects, advocacy and educational programming. During the receptions, section members meet and network with colleagues from around the world. Various Section Receptions are available, allowing you to target a specific audience.
Investment: $7,500 per Section
## Sponsorships

### New Member Reception
Interact with attendees at the New Member Reception, which is hosted by the SCCM Membership Committee. New members will gain insight on how to become more involved with SCCM and learn about member benefits from membership mentors.

**Investment:** $7,500

### Congress eDaily
Gain exclusive advertising access to 54,000 critical care professionals. The eDaily features late-breaking Congress events, Exhibit Hall activities and daily industry-sponsored programs. Your skyscraper ad will be the only ad that appears in this eNewsletter, which is sent to Congress attendees and non-attendees each of the five days of Congress. In 2016, nearly 107,000 impressions were generated at an average of over 21,000 impressions per day.

**Investment:** $20,000

### Promotional Symposia
These non-accredited programs, independently developed and directly sponsored by industry, are presented in an educational format that will provide insight on new or controversial developments affecting most intensive care units. Held offsite from the convention center, promotional symposia may not conflict with SCCM programming. There are multiple dates and times available.

**Investment:** $15,000 - $40,000 (pricing based on time slot and exhibit booth size)

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Achieve highly valued benefits designed to help you reach more potential customers based on the level of financial support (Platinum, Gold or Silver) for Congress. Act quickly since a limited number are available. Investments include exhibit space, sponsorships, promotional symposia, industry education workshops, advertising and other non-CME sponsorship activities.

### Benefits

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investment Level</td>
<td>$100,000</td>
<td>$75,000</td>
<td>$50,000</td>
</tr>
<tr>
<td>Slots Available</td>
<td>3</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>Special Events and Sessions Brochure</td>
<td>Color company logo with exhibit booth number</td>
<td>B/W company logo with exhibit booth number</td>
<td>Company name with exhibit booth number</td>
</tr>
<tr>
<td>Complimentary Registrant List</td>
<td>Pre- or post-show</td>
<td>Pre- or post-show</td>
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</tr>
<tr>
<td>Program and Exhibition Guide Sponsor Listing</td>
<td>Color company logo</td>
<td>B/W company logo</td>
<td>Company name listed</td>
</tr>
<tr>
<td>Convention Center Signage</td>
<td>Color company logo in common area signage</td>
<td>B/W company logo in common area signage</td>
<td>Company name listed in common area signage</td>
</tr>
<tr>
<td>Special Exhibit Visibility</td>
<td>Floor decals in aisles surrounding exhibit space</td>
<td>Floor decals in aisles surrounding exhibit space</td>
<td>N/A</td>
</tr>
<tr>
<td>Congress eDaily</td>
<td>Color company logo placement</td>
<td>Company acknowledgment (text only)</td>
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<tr>
<td>Priority Points Awarded for Future Exhibit Space Assignments</td>
<td>25</td>
<td>15</td>
<td>5</td>
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<tr>
<td>Sponsorship Level Highlighted in the Congress App</td>
<td>Company name highlighted</td>
<td>Company name highlighted</td>
<td>Company name highlighted</td>
</tr>
</tbody>
</table>

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For questions regarding advertising or sponsorship, please contact Desiree Ng at +1 847 827-7188 • dng@sccm.org
Society of Critical Care Medicine

The Intensive Care Professionals

Headquarters
500 Midway Drive
Mount Prospect IL 60056 USA

Visit www.sccm.org/social and connect with SCCM on social media.

SIGN UP TO EXHIBIT TODAY!

Critical Care Congress

January 21-25, 2017 ▲ Hawaii Convention Center
▲ Honolulu, Hawaii, USA