



CORPORATE SPONSOR & EXHIBIT PROSPECTUS 2017

STA 2017 Annual Meeting
January 11-14, 2017
Hilton San Diego Bayfront
San Diego, California

Society for Technology in Anesthesia

6737 W. Washington St., Suite 4210 • Milwaukee, WI 53214 • (P) 414-389-8600 • (F) 414-276-7704 • www.stahq.org • stahq@stahq.org

STA CORPORATE SPONSOR

WHAT OUR EXHIBITORS ARE SAYING ABOUT THE VALUE OF THE STA ANNUAL MEETING

*"The Society for Technology in Anesthesia annual meeting was **one of the best marketing investments I made** this year. No other anesthesia conference offers the same access to anesthesia thought leaders and the opportunity to participate in such a collaborative way. At the STA conference, meeting sponsors are not just exhibitors – we were included in discussions, we had access to the STA board, and we were welcomed as partners by the physicians in attendance."*

**Kelly Sager, Business Director,
BD Intelliport**

*"We don't come to STA to generate leads. We come to network with some of the **key physicians in this country (as well as other countries)** with a key interest in all aspects of technology in their practice. These relationships are very valuable to us and STA allows us to do this far better than any other conference."*

**Heidi Hughes,
Director Marketing,
Philips Healthcare**

*"STA provides a venue where the **thought-leaders in the field of anesthesia** technology, including clinicians, engineers, and exhibitors, gather to engage in advanced discussions about medical devices, software, and other technologies that can fulfill unmet needs in the practice of anesthesiology. The integrated, respectful, and collegial feel of all attendees is complemented by a curriculum that is current, informative, and exciting."*

**Daniel Draper,
Nihon Kohden USA**

*"The STA annual meeting is a **fantastic fusion of industry and clinical practitioners** – a highly valuable meeting of minds."*

**Paul Addison,
Technical Fellow, Medtronic**

VISION

The Society for Technology in Anesthesia's (STA) vision is to create and support a community of clinicians, researchers, developers, inventors, engineers, marketers and industry. Our community informs each other about current and proposed future developments in anesthesia equipment, monitors, patient safety, and more.

Meaningful interaction with physician attendees is difficult at many other meetings. The STA members and Board of Directors encourage industry attendees to fully participate in the annual meeting's educational sessions and social events. We encourage open dialogs on trends, active research and patient safety issues between all participants

The relationships developed between industry and key opinion leaders who focus on anesthesia technology are extremely beneficial to developers and manufacturers of both large and small companies. We welcome new technologies and developments and provide unique opportunities to publicize them. While our membership's feedback may be more critical, it is more effective than purely "technological" conferences, and frequently catalyzes success in the anesthesia technology market.

FOCUS GROUPS

The STA Annual Meeting offers a unique opportunity to hold a focus group with STA Board Members and Leadership. Just think of the cost of bringing this many expert users together for a completely separate focus session. This is one of the best deals around! The STA focus groups are held during unopposed meeting time. STA staff will assist in invitations, reminders and on-site meeting arrangements for the focus groups of up to 20 people.

PARTICIPATION IN THE CHALLENGES AND OPPORTUNITIES IN DEVELOPING ANESTHESIA PRODUCTS COURSE

Wednesday, January 11, 2017 • 8:00am – 12:00pm

Intro Course: Experienced anesthesiologists have developed this course for corporate members who may be new to the anesthesia market as well as those with experience. The course is designed to provide a concise overview of the specialty and an opportunity to discuss the role of technology in a collegial (non-sales) environment. The course is intended to foster one of STA's primary goals, which is to establish relationships between users and developers of technology.

This course will demonstrate the anesthesiologists' interaction with patients and devices through a dynamic, interactive agenda. The day will include expert mini-lectures and group discussions on key aspects of the clinical specialty, including anesthesia 'work', behaviors driving equipment usage, the state of anesthesia-induced unconsciousness and machine function. The course concludes with a luncheon and networking event attended by the STA Board of Directors.

"This course provides a great overview of anesthesia practice and challenges for those new to the subject, and for those with more experience it provides a chance to discuss latest trends, changes and needs with some of the more forward-thinking clinicians in the field."

**Kevin Tissot, Chief Engineer
Anesthesia and Respiratory Care, GE Healthcare**

STA CORPORATE SPONSOR LEVELS

PLATINUM PLUS \$15,000 US

- Two 8' x 10' Exhibit Booth Spaces
- Eight Complimentary Meeting Registrations
- Eight Memberships in STA
- One time use of STA Meeting Registration List
- Advertising space in STA Interface (one time run - full page, four color ad)
- Prominent Logo Link from the STA Website, www.stahq.org, with link to Corporate Members page
- Opportunity to hold private focus group at Annual Meeting (included)

PLATINUM \$10,000 US

- Two 8' x 10' Exhibit Booth Spaces
- Six Complimentary Meeting Registrations
- Six Memberships in STA
- One time use of STA Meeting Registration List
- Advertising space in STA Interface (one time run - full page, four color ad)
- Prominent Logo Link from the STA Website, www.stahq.org, with link to Corporate Members page
- Opportunity to hold private focus group at Annual Meeting (\$5,000 + based on space availability)

GOLD \$7,500 US

- One 8' x 10' Exhibit Booth Space
- Four Complimentary Meeting Registrations
- Four Memberships in STA
- One time use of STA Meeting Registration List
- Advertising space in STA Interface (one time run - 1/2 page, four color ad)
- Prominent Logo Link from the STA Website, www.stahq.org, with link to Corporate Members page
- Opportunity to hold private focus group at Annual Meeting (\$7,500 + based on space availability)

SILVER \$5,000 US

- One 8' x 10' Exhibit Booth Space
- Three Complimentary Meeting Registrations
- Three Memberships in STA
- Advertising space in STA Interface (one time run - 1/4 page, four color ad)
- One time use of STA Meeting Registration List
- Prominent Logo Link from the STA Website, www.stahq.org, with link to Corporate Members page

ENTREPRENEUR GOLD* \$2,000 US

- One 6' Table-Top Exhibit Space
- Two Complimentary Meeting Registrations
- Two Memberships in STA
- Prominent Logo Link from the STA Website, www.stahq.org, with link to Corporate Members page
- 15% discount to new sponsors at this level**

ENTREPRENEUR SILVER* \$1,000 US

- One 6' Table-Top Exhibit Space
- One Complimentary Meeting Registration
- One Membership in STA
- Prominent Logo Link from the STA Website, www.stahq.org, with link to Corporate Members page
- 15% discount to new sponsors at this level**

**Companies with 100 employees or less.*

***Company has never exhibited at STA Meeting*

STA CORPORATE SPONSOR APPLICATION

MAIL OR FAX REGISTRATION FORM

Deadline: November 1, 2016

Contact Information:

Company Name:
Street:
City: State: Zip:
Country:

Contact Name*:
Title:
Phone Number:
Email Address:

** All information regarding the meeting will be sent to this person*

Principal products to be displayed: (Check all that apply)

- | | |
|---|--|
| <input type="checkbox"/> AIMS (Anesthesia Information Management Systems) | <input type="checkbox"/> Monitors |
| <input type="checkbox"/> Computer Hardware | <input type="checkbox"/> Practice Management |
| <input type="checkbox"/> Computer Software | <input type="checkbox"/> Publications |
| <input type="checkbox"/> Education | <input type="checkbox"/> Wireless Devices |
| <input type="checkbox"/> Hand-Held Devices | <input type="checkbox"/> Other (please list) _____ |

Sponsorship Levels	Cost	Focus Group	Total
Platinum Plus	\$15,000	Included	
Platinum	\$10,000	+ \$5,000	
Gold	\$7,500	+ 7,500	
Silver	\$5,000	-----	
Entrepreneur Gold	\$2,000	-----	
Entrepreneur Silver	\$1,000	-----	

Grand Total \$ _____ **

Please indicate form of payment:

- ☐ Check (Enclosed)
☐ Check (to follow application via US mail)
☐ EFT Wire Transfer

Send Payment To:

Society for Technology
in Anesthesia
6737 W Washington St
Suite 4210
Milwaukee, WI 53214

**Fee is due IN FULL at time of application

Corporate Membership Applications must be received to the STA Offices no later than November 1, 2016

Registrations are accepted via mail:
Society for Technology in Anesthesia
6737 W Washington St
Suite 4210
Milwaukee, WI 53214

Via Fax at 414-276-7704

Via Email at stahq@stahq.org

The STA Offices will confirm receipt of the application.

Payment is accepted via check to:

Society for Technology in Anesthesia
6737 W Washington St
Suite 4210
Milwaukee, WI 53214

OR

Via Electronic Wire Transfer, contact STA for information.

Payment for Corporate Sponsorship is NOT accepted via Credit Card.

Federal Tax ID# 33-0355176

Questions? Contact STA via email at stahq@stahq.org or via telephone at 414-389-8600.

Tentative Exhibit Hours

Wednesday, January 11, 2017

8:00am-5:00pm – Exhibitor Set up
6:00pm-7:30pm – Opening Reception with Exhibitors

Thursday, January 12, 2017

7:00am-8:00am – Breakfast with Exhibitors
9:30am-10:00am – Break with Exhibitors
12:15pm-1:30pm – Lunch with Exhibitors
3:30pm-3:45pm – Break with Exhibitors

Friday, January 13, 2017

7:15am-8:15am – Breakfast with Exhibitors
10:00am-10:30am – Break with Exhibitors
10:30am – 5:00pm – Exhibitor Tear Down

2017 ANNUAL MEETING SCHEDULE

Wednesday, January 11, 2017	
8:00am – 5:00pm	Exhibitor Set Up
8:00am – 12:00pm	Challenges & Opportunities (see next page)
6:00pm – 7:30pm	Opening Reception with Exhibitors
Thursday, January 12, 2017	
7:00am – 8:00am	Continental Breakfast with Exhibitors
8:00am – 9:30am	Educational Sessions
9:30am – 10:00am	Break with Exhibitors
10:00am – 12:15pm	Educational Sessions
12:15pm – 1:30pm	Lunch with Exhibitors
1:30pm – 3:30pm	Educational Sessions
3:30pm - 3:45pm	Break with Exhibitors
3:45pm - 5:00 pm	Educational Sessions
Friday, January 13, 2017	
7:15am – 8:15am	Continental Breakfast with Exhibitors
8:15am – 10:00am	Educational Sessions
10:00am – 10:30am	Break with Exhibitors
10:30am – 5:00pm	Exhibitor Tear Down
1:30pm – 5:00pm	Educational Sessions

*Please Note: Educational Sessions on Saturday, January 14, 2017 from 8:30am – 12:25pm

STA CORPORATE SPONSOR OPPORTUNITIES

	Platinum Plus	Platinum	Gold	Silver	Entrepreneur Gold	Entrepreneur Silver
Fee	\$15,000	\$10,000	\$7,500	\$5,000	\$2,000	\$1,000
Memberships	8	6	4	3	2	1
Meeting Registrations	8	6	4	3	2	1
Meeting Registrant Contact List	1	1	1	1	1	1
8x10 Booth or Table Top Exhibit	2 – 8x10 Booths	2 – 8x10 Booths	1 – 8x10 Booth	1 – 8x10 Booth	1 – Table-Top	1 – Table-Top
Prominent Logo Link on STA website	Included	Included	Included	Included	Included	Included



Hilton San Diego Bayfront

1 Park Blvd
San Diego, California

Room Rate: \$259/night

Make Your Reservation:

(619) 564-3333

Reservation Deadline:

December 19, 2016

Website:

www.hiltonsandiegobayfront.com

For More Information
Please Visit
www.stahq.org

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