

# KANSAS CITY SOUTHWEST CLINICAL SOCIETY

2011 - 2012 Exhibit Prospectus



Current Management in Critical Care  
April 26-27, 2012  
Marriott Hotel  
Overland Park, KS



Dear Supporters of the Kansas City Southwest Clinical Society:

We are pleased to announce our 2011 - 2012 continuing medical education schedule. The Current Management in Critical Care meeting will be held April 26-27, 2012 at the Overland Park Marriott Hotel. The Clinical Society is dedicated to providing continuing education for healthcare providers in the Kansas City area, and it is greatly due to your contribution that we are able to realize this goal. Your company's continued support of these programs would be greatly appreciated.

In this packet you will find information on the Society and our conference, the benefits of exhibiting, and how to become a conference exhibitor. We hope you will choose to participate in our program.

The Kansas City Southwest Clinical Society greatly appreciates your support, and we look forward to hearing from you.

Sincerely,

A handwritten signature in cursive script, appearing to read "Jennifer Brown".

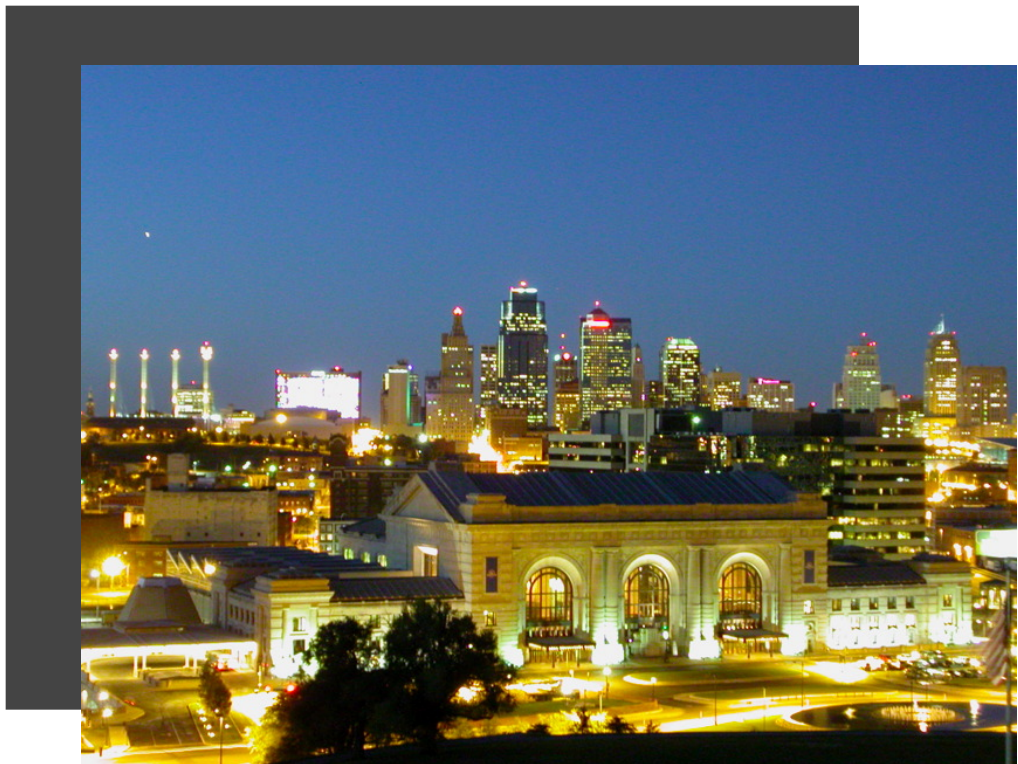
Jennifer Brown, M.D.  
President



## **About the Kansas City Southwest Clinical Society**

The Kansas City Southwest Clinical Society is a regional professional medical society whose activities are devoted entirely to continuing medical education. Membership is open to physicians, nurse practitioners, and physician assistants in all medical specialties. Founded in 1923, the Society is thought to be one of the oldest postgraduate medical education organizations west of the Mississippi. The Society is completely independent and has no affiliation with any area medical schools or hospitals. The Board of Directors is composed of physicians from all areas of Kansas City who practice at many different hospitals.

The purpose of the society is to encourage scientific investigation and the application of medical research to medical practice by promoting and participating in the development of continuing medical education conferences for physicians engaged in the practice of medicine. The Society fosters the development of clinical expertise in medicine by encouraging physicians to share knowledge and experience and to hold an Annual Clinical Conference devoted to topics of interest to physicians in clinical practice.



## **Current Management in Critical Care Program Information**

**Exhibit Dates:** April 26-27, 2012

**Location:** Overland Park Marriott Hotel, 10800 Metcalf, Overland Park, KS 66210, 913-451-8000

**Displays:** Six-foot tabletop display tables will be available for rental. A limited number of tables are available and in previous years the space has all been sold prior to the meeting.

**Fee:** \$750 per table. Payment due prior to meeting.

**Set Up:** Thursday, 6:00 a.m.

**Display Hours:** Thursday & Friday, 7:00 a.m. - 5:00 p.m.

**Registration:** 7:00 a.m. to 5:00 p.m. daily.

### **Previous Attendance**

2011: Physicians: 29; Allied Personnel: 71; Total: 200

2010: Physicians: 125; Allied Personnel: 81; Total: 206

2009: Physicians: 117; Allied Personnel: 75; Total: 192

**Program Brochure:** In order to list a firm as a contributor in the final program brochure, an Application for Exhibit Space must be received by January 1, 2012. Copies of last year's brochure are available upon request.

**Payment/Tax I.D. Number:** Please make check payable to: KCSWCS. Tax Identification number: 44-0309060.



## Why You Should Exhibit

**Gain exposure to a targeted market:** Current Management in Critical Care attracts approximately 200 physicians and allied health personnel each year.

**Create new relationships** and build on existing ones with conference attendees.

**Showcase** new products and services with a six-foot tabletop display.

**Support** continuing medical education in Kansas City.

## Past Exhibitors

Astellas

Abbott

Amgen

AstraZeneca Pharmaceuticals

Auxilium Pharmaceuticals

Boehringer Ingelheim

Bristol-Myers Squibb

Corizon

Covidien

Docs Who Care

DSI

Electromed

Elsevier/Mosby/Saunders

EMD Serono

Finucane Enterprises

Forest Pharmaceuticals

GlaxoSmithKline

Hospira

Lilly USA

Merck & Co., Inc.

Mid America Rehabilitation Hospital

Minimally Invasive Surgery Hospital

Novartis

Novo Nordisk

Optimer Pharmaceuticals

PDS Cortex

Pfizer

Proctor & Gamble

Professionals' Business Management

Purdue Pharma

The Rehabilitation Institute of Kansas City

Sanofi

Shawnee Mission Heart & Vascular Center

Sunovion Pharmaceuticals Inc.

Teva Pharmaceuticals

The University of Kansas Hospital

Vein Clinics of America

WiseWealth



# Kansas City Southwest Clinical Society

## Application for Exhibit Space: Current Management in Critical Care Conference, April 26-27, 2012

I have read and understand the conditions listed on both sides of this application as well as the conditions of the contract and regulations published. By signing below I am indicating my company's agreement to become a Partner at the *Current Management in Critical Care Conference* and be bound by any and all such conditions and regulations.

(PLEASE TYPE/PRINT)

<b>Company Name</b>		
Address		
City/State/Zip	Tele	Fax
<b>Contact Name</b>	Title	
Address	Email	
City/State/Zip	Tele	Fax
<b>Signature</b>	Date	

If possible, please do not place us near the following companies or types of companies:

Payment Information	
<b>Cost Per 6' Tabletop Space:</b> \$750	<b>Payment</b>
<b>Total number of space requested #</b>	<input type="checkbox"/> Check <b>Make check payable to: KCSWCS</b>
<b>Total cost of space requested \$</b>	<input type="checkbox"/> Credit Card
<b>Credit Card Type:</b> <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover Card	
<b>Name as it appears on CREDIT CARD</b>	
<b>Account Number</b>	
<b>Expiration Date:</b> Month _____ Year _____	<b>Security Code</b> _____ <i>(3 digits on the back of card – signature line)</i>
<b>Signature</b> _____	
<b>TAX ID#</b> 44-0309060	

**Return your application to:**  
 Kansas City Southwest Clinical Society  
 9229 Ward Parkway, Suite 280  
 Kansas City, MO 64114  
 Fax: 816/523-3393 – Email: [info@kcswcs.org](mailto:info@kcswcs.org)

For Office Use Only
Date Application Received
Check Number
Invoice Number
Booth Space Assigned
Date Received Full Payment
Amount Received \$
Check Number

## **Exhibitor Information**

Please reserve exhibit space for our company at the ***Current Management in Critical Care Conference at Marriott Hotel, Overland Park, Kansas.***

We understand that this application becomes a contract when signed by us and accepted by the KCSWCS. We agree to abide by the conditions of the contract and regulations published and by all conditions under which space at the Marriott, Overland Park, KS is leased to the KCSWCS. We accept responsibility for informing all our employees and agents of these conditions and agree that they will abide by them. We further understand the penalties that may be assessed if we are in violation of these conditions.

We are aware that any information received by the KCSWCS **AFTER January 1, 2012 MAY NOT BE INCLUDED IN THE OFFICIAL PROGRAM.**

We understand that any product(s) we will be promoting through our exhibit that require approval by the Food and Drug Administration (FDA) must receive this approval before our company will be eligible to exhibit. By signing this application, we are signifying that FDA approval has been granted.

We understand that our exhibit is designed for the display and demonstration of products and services relating to the practice and advancement of the art and science of medicine, and the professional education of the attendees of the KCSWCS. To this end the KCSWCS may forbid installation or request removal or discontinuance of any exhibit or promotion, wholly or in part, that in its opinion is not in keeping with the character and purpose of the KCSWCS.

We agree to be responsible for our own property through insurance or self-insurance and shall hold harmless each of the other parties and for any and all damage caused by theft and those perils normally covered by a fire and extended coverage policy.

We understand that the KCSWCS reserves the right to change or modify any rule or regulation in the best interest of the KCSWCS.

