

**CRSA**  
**Clinical Robotic Surgery Association**

**2<sup>nd</sup> worldwide Congress**  
**CRSA CHICAGO**  
**2010**

**Sponsorship & exhibition**  
**Proposal**

UIC FORUM

OCTOBER 1-2 2010

# Clinical Robotic Surgery Association Annual Scientific Meeting

**OCTOBER 1-2, 2010**  
**UIC FORUM**  
**CHICAGO, IL**

## **EVENT DESCRIPTION**

*It is with great pleasure that the Clinical Robotic Surgery Association invites you to attend the 2010 CRSA Congress – the 2nd Worldwide Robotic Meeting.*

*The CRSA is the premier event in non-urologic/gynecological robotic surgery. Gain visibility and competitive edge in the robotic surgery marketplace by sponsoring or exhibiting at the 2nd worldwide congress. Reach highly qualified robotic surgeons, scientists and allied health professionals who are at the cutting edge of surgery. This meeting is becoming the premier event in robotic surgery with an anticipated 500 attendees.*

## **EVENT SPONSORS LEVELS**

*Event sponsorship opportunities throughout this brochure at various levels will come with additional benefits described below. The CRSA is accepting unrestricted grants for the event that would, also, come with the benefits described below dependant on sponsorship level. In-kind service providers will also receive recognition as described below*

### **I. PLATINUM - \$50,000 +**

- Platinum Sponsors will be recognized on the CRSA web site – congress registration pages
- Recognition as a platinum sponsor in all promotional materials
- Recognition in the final program, in a prominent position
- Recognition in the main hall
- Six (6) VIP tickets to invite guests to the congress
- Six (6) tickets to the mid-congress social event
- Two minutes advertising opportunity on the congress shuttle
- Ability to send messages and poll the membership on the Spot Me wireless device.
- Recognition at the Founding Members Dinner (held September 30, 2010)
- 90 day post-congress pass to materials published videos on the CRSA website
- Two year recognition as a platinum sponsor on the archived congress webpage

### **II. GOLD - \$25,000 - \$49,999**

- Gold Sponsors will be recognized on the CRSA web site – congress registration pages
- Recognition as a gold sponsor in all promotional materials
- Recognition in the final program, in a prominent position
- Recognition in the main hall
- Four (4) VIP tickets to invite guests to the congress
- Four (4) tickets to the mid-congress social event
- Recognition at the Founding Members Dinner (held September 30, 2010)
- 30 day post-congress pass to materials published videos on the CRSA website
- Two year recognition as a gold sponsor on the archived congress webpage

### **III. SILVER - \$10,000 - \$24,999**

- Silver Sponsors will be recognized on the CRSA web site – congress registration pages
- Recognition as a silver sponsor in all promotional materials
- Recognition in the final program, in a prominent position
- Recognition in the main hall
- Two (2) VIP tickets to invite guests to the congress
- Two (2) tickets to the mid-congress social
- Recognition at the Founding Members Dinner (held September 30, 2010)
- Two year recognition as a silver sponsor on the archived congress webpage

## EXHIBITORS HALL

To make a booking or receive more information about exhibiting, please contact:

Daniel Nita  
Clinical Robotic Surgery Association  
Exhibit Sales  
Office Phone: (312)355-2494  
Email: Daniela@clinicalrobotics.com

### Exhibit Dates and Hours

Friday October 1, 2010 Grand Opening Ceremony - 8:30am

Friday October 1, 2010 Exhibitor Hall Open  
Poster Viewing / Exhibit  
Product Theater Presentations

Saturday October 2, 2010 Exhibitor Hall Open  
Poster Viewing / Exhibit  
Product Theater Presentations

### Exhibit Booth Information

Booth Fee 10 x 10: **\$2,500**  
Island Space 20 x 20: **\$30 PER SQ FT**

### Benefit to Exhibitors

- Access to over 500 robotic surgery specialists
- Two (2) complimentary conference registrations per 10' x 10' booth. The exhibitor badge allows for unrestricted access to all areas of the congress, except the speakers room.
- Dedicated poster viewing times each day
- Four (4) VIP tickets for you to invite your best customers not registered at the conference
- Opportunity to participate in the Product Theater Presentation
- A minimum of one year online listing on the association website as an exhibitor at the congress
- One copy of the abstract CD (distributed onsite)
- One copy of the final program per booth
- Discounted exhibitor hotel registration
- Send messages and exchange contact details with meeting attendees using the Spot Me scanning device.
- Exhibit Booth listing on the Spot Me scanning device

### Product Theater Presentations [GOLD]

Product Theaters are the ultimate opportunity for you to deliver your message to attendees in Chicago. Exhibitors are given a 30 minute opportunity to present a 30 minute sales/marketing presentation on their product or service. This allows attendees to hear about latest news about your product or services and can drive traffic to your booth. Presentations take place in the main hall during the lunch break to maximize attendance. Product presentations will be advertised in the congress program. Presentations are non-CME and must stay within product labeling. Scanners are provided so you can poll the audience, and capture lead information. Preview of the presentation will be included on the congress shuttle. Product Theaters are open to all attendees - **\$25,000 (2 PER DAY)**

# Clinical Robotic Surgery Association Annual Scientific Meeting

## EDUCATIONAL SESSIONS

All educational sessions at the CRSA congress are eligible for CME credits. The CRSA receives significant support through educational grants from supporters. Conference educational sessions address the latest technologies and breakthroughs in robotic surgery, and have a high number of topics addressing clinical and scientific topics.

Educational grants are used to help offset the costs of speaker honoraria and expenses, audio/visual equipment rental, catering, and syllabus production, as well as to contribute to the overall financial viability of the conference. In accordance with the Accreditation Council for Continuing Medical Education (ACCME) and the American Medical Association (AMA), the CRSA must control the development and operational of all educational sessions held independently throughout the congress.

In keeping with its role as accredited CME provider the CRSA retains control of all capture and production of CRSA Worldwide Congress educational material (including corporately supported sessions) for enduring materials, and reserves the right to serve as CME provider for all CME enduring materials associated with the congress.

### Recognition of Educational Session Corporate Grant Support

Corporate sponsorship of educational sessions are recognized in several ways. Acknowledgements are made in all promotional materials associated with the congress including:

CRSA website – used extensively by attendees to plan their conference itinerary

Final Program – to be distributed to all attendees

Onsite Signage at the door of the specific session

Future use of presentation materials used in the session

All attribution for educational sessions is as follows:

“This session is supported by an educational grant from (company name). The Clinical Robotic Surgery Association takes responsibility for the content, quality and scientific integrity of this CME activity. All congress sessions are controlled by CRSA members and are free of the control of commercial interests.” In keeping with ACCME and AMA standards no corporate or product specific advertisements, invitations to events or promotional literature are not permitted in conference education sessions. Additionally, companies may not drive attendance to specific sessions.

### Sub-Specialty Sessions [SILVER]

These sessions held throughout the congress offer the latest information on clinical practice, surgical techniques, and area specific topics. Attendance ranges from 50 – 250, depending on the topic. **\$10,000 per session:** including archive on the CRSA web site. Topics sessions include: HPB, Upper GI, Endocrine, Bariatric, Transplant, Vascular, ENT (7 sessions)

### Nursing Session [SILVER]

The nursing session is eligible for CUA credits as governed by the XXXXXXX. This session will attract nurses and other allied professionals. The session focuses on the clinical-care of robotic surgery patients. Attendance is expected to exceed 100. **\$10,000**

### Non CME Eligible Sessions

There are several sessions that not eligible for CME credits, and are therefore, not governed by the rules and regulations of ACCME and AMA. These sessions are focused on product development, and do not contain educational content.

### Executive Session [PLATINUM]

The Executive Session of the CRSA is aimed at CEOs and other hospital executives. Attendees of this session are not CRSA members, and the session is held concurrently with the conference at the same location, but in a separate room. This session is exclusively sponsored by Intuitive Surgical.

# Clinical Robotic Surgery Association Annual Scientific Meeting

## **Emerging Technologies Session [PLATINUM]**

This session gives corporate sponsors the opportunity to demonstrate new or emerging technologies in a hands-on environment. The two-hour session will not be CME accredited, and is intended as a demonstration workshop. This is a rare opportunity to put your product in the hands of the surgeons who will be the end users, present to a captive audience in the main hall, and receive product feedback through Spot Me scanning technology. There are two 45 minute slots available at **\$50,000**.

## **OTHER EDUCATIONAL SPONSOR OPPORTUNITIES**

### **International Travel Grant**

The CRSA would like to encourage participation from all nations involved in robotic surgery, and is looking to develop a grant fund to provide travel to young surgeons, or surgeons from minority countries to cover travel expenses. Sponsorship opportunities to this fund are unrestricted, international travel grants to individuals will be issued at \$1,500 per grant, and we ask for potential sponsors for at least five young international surgeons per grant **\$7,500+**. Sponsors providing grants above \$10,000 will be recognized as silver, gold or platinum sponsors.

## **PRESENTATION OF AWARDS**

### **Young Robotic Surgeon Award:**

This award is to recognize the practice of a young surgeon who must have completed a robotic fellowship, and be in practice no more than three years. An educational award of \$1,000 dollars will be given to the winner, selected by the CRSA board. **\$5,000**

### **Poster/Abstract Prize Presentation [SILVER]**

This is an opportunity to sponsor the poster room and the prize ceremony. Company logo will be displayed in the poster hall, and will be visible on each poster. The company logo will, also, be displayed on the handheld device on the poster voting page. Prizes to be awarded at the end of the conference to posters and presentation voted on by conference attendees. Prizes will be \$500 First, \$300 Second and \$150 Third. Sponsorship **\$15,000**

### **Video Presentation Award [GOLD]**

This is an opportunity to sponsor the three video presentation sessions and the prize ceremony. Company logo will be displayed at the video presentations hall, and will be visible on each poster. The company logo will, also, be displayed on the handheld device on the poster voting page. The sponsor will be recognized on all future online publishing of video presentations on the CRSA website.

Three video sessions will be held throughout the congress, attendees of the conference can vote on the presentation. The first prize winner will receive a \$1,000 first prize. Your executive will present the award. **\$25,000**

## **OTHER CORPORATE SPONSORS OPPORTUNITIES**

### **Speakers / Press Room [GOLD]**

This is a unique opportunity to sponsor the private speakers lounge and press room. All speakers will be provided a private breakfast on the morning of the conference, and will have a separate registration process. This room will, also, be used as a base for the press and media, and may give the sponsor the opportunity to gain recognition to a wider audience. **\$25,000**

# Clinical Robotic Surgery Association Annual Scientific Meeting

## Mid Congress Social Event [PLATINUM]

The mid-congress social event will be held at the Signature Room on the 95th floor of the John Hancock Tower. This is a unique opportunity for your executive to mingle with the congress attendees in a social setting. The sponsor of this event will be given up to twenty (20) tickets to the event, and will be recognized at the entrance of the dinner, on the registration web page, on the dinner tickets, and by the President during the dinner.

**\$50,000**

## Program Advertising

All program advertising will be in the print version of the pre-registration brochures, the full program, and the online program which will be archived for one year online.

Half Page **\$1,500**

Full Page **\$2,500**

Inside Front Cover **\$3,000**

Back Cover Reserved for Sponsor Recognition

## Spot Me Banner Advertising [GOLD]

Display your Banner on the home page of the Spot Me handheld device. Every participant will be registered with a profile, and be given a handheld device which will be used for networking, televoting, electronic scheduling and messaging. Attendees will use the multiple times per day, and will carry the device to their hotel room mid-congress.

Exclusive Spot Me Advertising: To obtain exclusive advertising rights to the Spot Me device, right to be the sole advertising banner, Ability to poll the attendees, and exclusive access to the registration database. **\$35,000**

[Deadline for exclusivity – July 31, 2010]

Home Page Banner Display **\$7,500**

Individual Banner Displays **\$5,000**

Poll the Congress **\$2,000**

[Tentative until July 31, 2010]

## Congress Shuttle Advertising [SILVER]

Attendees will be shuttled between the Marriot Downtown and the Congress and will be a captive audience for 15 minutes, twice a day, and from the hotel to the mid-congress social. The CRSA is producing a welcome video, with a three minute introduction. A five minute slot is available for advertising your product of service which will receive at six views by all congress attendees. **\$10,000**

## Congress Tote Bag

Exclusive rights to advertise logo on the congress tote bag, which will be used to hold congress and exhibitor materials. All attendees will receive a tote bag on registration at the congress: **\$2,000**

## Congress Flash Drive

Exclusive right to add corporate presentation materials to a CRSA printed USB drive, which will be distributed to all exhibitors. **\$7,500**

## Coffee Stand [SILVER]

Advertise your company logo on the coffee stand, which will be available throughout the day portion of the conference. Any printing of banners, printed cups or napkins will be at sponsor's expense. **\$10,000**

