



Critical Care Congress®

EXHIBITOR PROSPECTUS

February 16-19, 2020

Orange County Convention Center | Orlando, Florida, USA

Reach key decision-makers in critical care who are eager to learn about your company's offerings.

Acquire and educate the most qualified leads in critical care at the Society of Critical Care Medicine's (SCCM) 49th Critical Care Congress. Share your newest technology, products, services, and career opportunities with the largest gathering of multiprofessional critical care thought leaders from all over the world.

More than 5,500 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 sccm.org/expo.

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

- Gain valuable face time with key decision-makers.
- Develop new product ideas by attending educational sessions.
- Generate new leads and increase sales with exposure to more than 5,500 critical care professionals.

Exhibit Hall traffic boosters:

- Five hours of **unopposed Exhibit Hall time** enables attendees to visit with exhibitors.
- **Research Snapshot Theaters** feature abstract presentations and are strategically placed throughout the Exhibit Hall to drive traffic.
- **Complimentary beverage breaks** take place in the Exhibit Hall during unopposed times, and beverage station locations rotate daily.
- **Critical Crosstalk Theater** houses lively discussion held daily and led by expert faculty; also features the popular Critical Care Quiz Show.
- **Daily attendee giveaways** at SCCM Critical Connections Cafe; must be present in the Exhibit Hall to win.

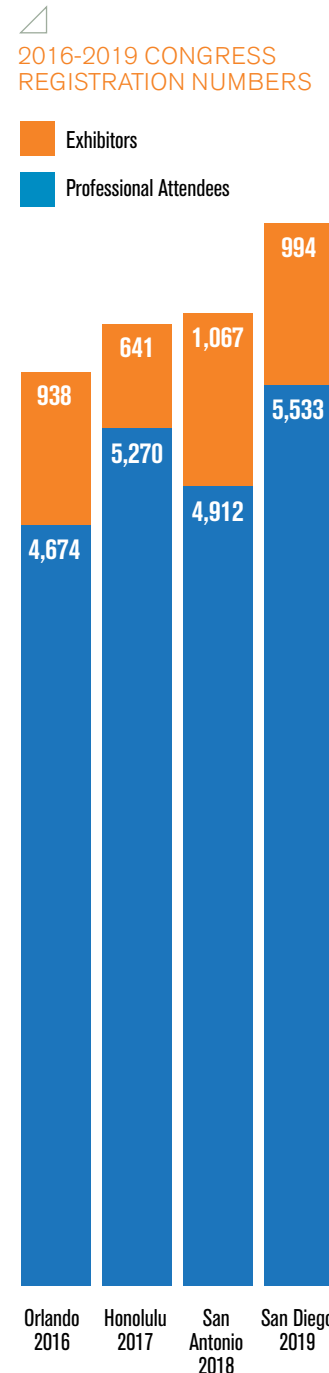
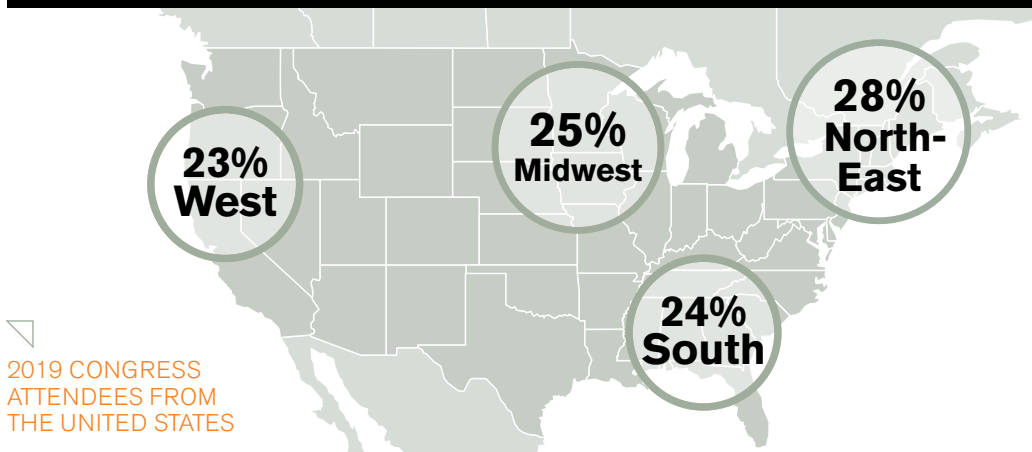
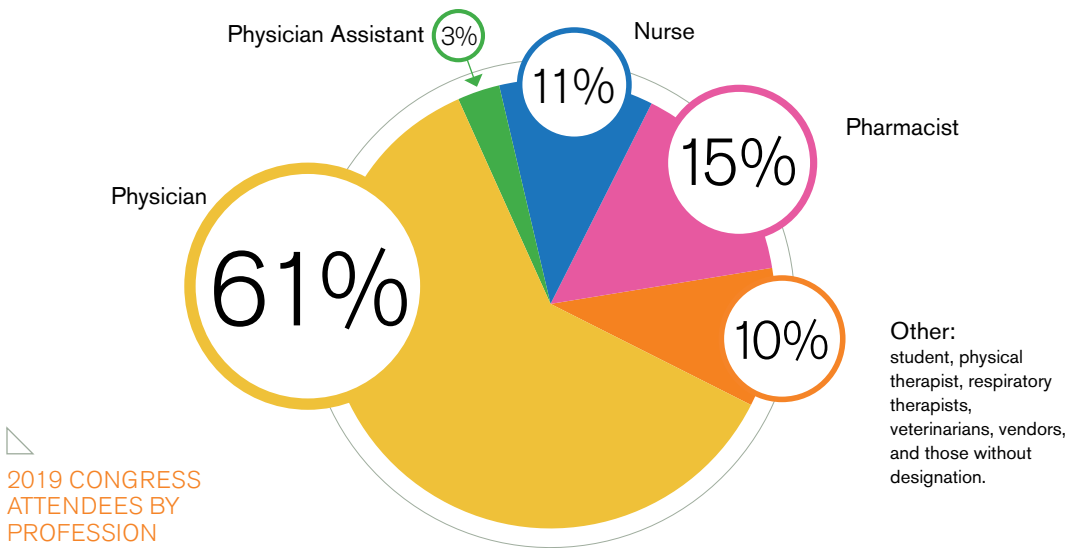
YOUR EXHIBITING EFFORTS WILL CONTRIBUTE TO YOUR COMPANY'S BOTTOM LINE WHEN YOU TARGET THESE PROSPECTIVE CUSTOMERS:

- Anesthesiologists
- Critical care educators
- Critical care nurses
- Critical care physicians
- Emergency department physicians
- Family practice physicians
- ICU medical directors
- ICU nurse managers
- Intensivists
- Internists
- Neurosurgeons
- Nurse practitioners
- 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.

2019 Critical Care Congress Attendee Profile





THESE EXHIBITORS INCREASED THEIR PRESENCE IN THE CRITICAL CARE MARKETPLACE AT THE 2019 CRITICAL CARE CONGRESS

- 3D Systems Symbionix
- Abbott Heart Failure
- Abbott Nutrition
- Abiomed, Inc.
- Accelerate Diagnostics
- Access Scientific
- Advanced ICU Care
- Agency for Healthcare Research and Quality
- Alcresta Therapeutics, Inc.
- Alexion Pharmaceuticals
- Allergan
- Ambu Inc.
- American Association of Critical-Care Nurses
- American Board of Internal Medicine
- American College of Chest Physicians
- American Heart Association
- American Society of Echocardiography
- American Thoracic Society
- Applied Medical Technology, Inc. (AMT)
- Associates of Cape Cod, Inc.
- Auburn University - Physicians Executive MBA Program
- Avanos Medical
- AYA Med Group
- Bard Medical Division
- Baxter Healthcare
- Beckman Coulter Diagnostics
- Becton, Dickinson and Company
- Beijing Weili New Century Science & Tech. Development Co., Ltd.
- BioFire Diagnostics, LLC
- Biomed Simulation Inc.
- bioMérieux
- BioPorto Diagnostics A/S
- Biovo Technologies
- Board of Pharmacy Specialties
- Brainstem Biometrics
- BTG International Inc.
- BTG Vascular
- Calmoseptine, Inc.
- Cardio Renal Society of America
- Ceribell
- Cheetah Medical
- Chiesi USA, Inc.
- Children's Hospital of Philadelphia
- COAPTECH
- ConnectMe
- Cook Medical
- CortiCare
- CSL Behring
- CytoSorbents Corporation
- DA Technology
- Dale Medical Products, Inc.
- Daxor Corporation
- Decisio Health
- DISTRIBUNA Ltda. Editorial y Libreria Med
- DMMED Group
- Edwards Lifesciences
- Elsevier
- ENDOCLEAR LLC
- Envision Physician Services
- Etiometry Inc.
- European Society of Intensive Care Medicine
- Extracorporeal Life Support Organization (ELSO)
- Federación Panamericana
- Fisher & Paykel Healthcare
- Fujifilm SonoSite
- Functional Formulations
- GE Healthcare
- Getinge
- Global Life Technologies Corp.
- Haemonetics
- Hamilton Medical, Inc.
- HCA
- Healthy Design Ltd. Co.
- Hill-Rom
- HRA Research
- Hsiner Co., Ltd.
- ICU Medical, Inc.
- IDbyDNA, Inc.
- InBody
- Inova Medical Group
- Inspire CCM
- International Congress of Cardiothoracic and Vascular Anesthesia
- ISICEM (39th International Symposium on Intensive Care and Emergency Medicine)
- KARL STORZ Endoscopy-America, Inc.
- Kreg Therapeutics, Inc.
- La Jolla Pharmaceutical Company
- Lantheus Medical Imaging
- LIDCO LTD
- MASIMO
- McGuff Pharmaceuticals, Inc.
- McMahon Publishing Group
- MD Healthcare Supplies
- MDH – Zhuhai Mindhao Medical Technology Co., Ltd
- Medical Decisions Network
- Medicus Healthcare Solutions
- Medline Industries, Inc.
- MedTech International Group
- Medtronic
- Melinta Therapeutics
- Merck Human Health
- Mermaid Medical
- Metro Health University of Michigan Health
- Mindray/ZONARE
- MNY Innovations
- Moberg ICU Solutions
- MPLT Healthcare, LLC
- National Board of Echocardiography, Inc.
- Nature's Med
- Neurocritical Care Society
- NeurOptics, Inc.
- Neurotech, LLC
- Northwell Health
- Northwest Seminars
- NxStage Medical, Inc.
- On Call Medical Coats
- Pall Medical
- Patient Shield Concepts, LLC
- Pfizer, Inc.
- Pharma-Medical USA
- Philips Healthcare
- Portola Pharmaceuticals
- Pronia Medical Systems
- Provider Solutions + Development
- RAUMEDIC, Inc.
- Registry Partners
- RenalSense
- Respiratory Motion, Inc.
- Restorative Therapies, Inc.
- Retia Medical
- Smart Route
- SonoSim
- Sound Critical Care
- Springer
- Staff Care
- Swan Valley Medical
- SysMed LLC
- T2 Biosystems, Inc.
- Medspace Exploration
- Teleflex
- Tetrphase Pharmaceuticals
- The Intensivist Company
- The JAMA Network
- Thermo Scientific
- TIMPEL Medical B.V.
- TS Medical USA
- University of Tennessee Physician Executive MBA Program
- US Army
- US Army Medicine Civilian Corps
- US Navy Recruiting Command
- Vapotherm
- VEP Healthcare
- Virtual Pediatric Systems, LLC
- Vituity
- Vyair Medical
- Wolters Kluwer Health
- Wolters Kluwer Health/UptoDate
- World Congress of Intensive Care
- WTU Systems LLC
- Xoran Technologies
- ZOLL Medical Corporation

**FOR QUESTIONS
REGARDING EXHIBITING
PLEASE CONTACT
COLLEEN MCNAMARA
AT +1 847 827-7478 OR
CMCNAMARA@SCCM.ORG.**

Booth rental package includes:

- A two-line identification sign (7" x 44") showing company name
- Company name and booth number in the Congress Program and Exhibition Guide (if registered by November 27, 2019.)
- Company name, booth number, address, and description listing in the Congress App
- Five complimentary exhibitor badges per 100 square feet of booth space
- Professional cleaning service for exhibit area aisles

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 Friday, August 30, 2019, the exhibiting company will receive a full refund less a 50% administrative fee. After Friday, August 30, 2019, 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. SCCM 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, February 15, 2020, 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.

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 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 nonmedical 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 \$3,700 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 are made. In the event of a tie in the number of priority points, space will be assigned based on when the application was received. The booth rate is \$48 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 sccm.org/expo. 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 and full payment and until any outstanding balances 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 November 27, 2019.

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

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. SCCM 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 or regulations.

A complete listing of the Exhibitor Guidelines are located in the Exhibitor Service Manual, which can be found at sccm.org/Expo.

General Exhibiting Information

Exhibit Dates: February 16-18, 2020

For questions regarding exhibiting, please contact: Colleen McNamara | +1 847 827-7478 | cmcnamara@sccm.org

On-Site Exhibitor Registration Dates and Hours*

Friday, February 14 8:00 a.m. - 5:00 p.m.
Saturday, February 15 8:00 a.m. - 5:00 p.m.
Sunday, February 16 7:00 a.m. - 4:00 p.m.
Monday, February 17 7:30 a.m. - 4:00 p.m.
Tuesday, February 18 7:30 a.m. - 2:00 p.m.

Exhibit Installation/Move-In Hours*

Friday, February 14 8:00 a.m. - 5:00 p.m.
Saturday, February 15 8:00 a.m. - 5:00 p.m.

Exhibition Dates and Hours*

Sunday, February 16 9:30 a.m. - 3:45 p.m.
Monday, February 17 8:30 a.m. - 3:30 p.m.
Tuesday, February 18 8:30 a.m. - 1:30 p.m.

Exhibit Dismantle/Move-Out Hours*

Tuesday, February 18 1:30 p.m. - 8:00 p.m.
Wednesday, February 19 8:00 a.m. - 12:00 p.m.

*Dates and times are subject to change. Final hours will be posted at sccm.org/expo.

Cancellation of Space

Friday, August 30, 2019: Full refund, less a 50% 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.

Important Dates to Mark on Your Calendar

- Booth assignments begin July 2019
- Exhibitor housing opens July 2019
- Exhibitor service kit available July 2019
- Congress Program and Exhibition Guide advertising deadline November 27, 2019
- Company listing in the Congress Program and Exhibition Guide due November 27, 2019
- Special Events and Sessions Brochure advertising deadline December 6, 2019
- In-Booth Education Information deadline December 6, 2019
- Special function request form due December 20, 2019
- Orlando advance warehouse shipments begin January 13, 2020
- Hotel door drop materials due January 29, 2020
- Booth layout approval due January 29, 2020
- Giveaway form due January 29, 2020
- Intent to use a non-appointed contractor form due January 29, 2020
- Registration list request form due January 31, 2020
- Orlando advance warehouse shipments end February 11, 2020
- Direct shipments begin February 14, 2020

Future Congresses

- **50th Annual Critical Care Congress**
January 31 - February 3, 2021
Anaheim Convention Center
Anaheim, California, USA
- **51st Annual Critical Care Congress**
February 6-9, 2022
Puerto Rico Convention Center
San Juan, Puerto Rico





Grants and Awards

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 selected pre-Congress courses. Options available include supporting a live session, an enduring webcast (which includes continuing education [CE]/continuing medical education [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

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 comply with industry guidelines. SCCM is the CE/CME provider for these events. 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 \$240,000 in research grants and awards.

Star Research Awards

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

Investment: \$14,650

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 airfare 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 up to two years. Research will be presented at SCCM's 2020 or 2021 Congress.

Investment: \$15,000

Research Grants

SCCM's research grants provide funding opportunities for critical care professionals whose research efforts will ultimately improve patient care both during and after an ICU stay.

Investment: SCCM-Weil Research Grants: up to two grants of \$50,000 each

Discovery Research Grants: total of \$100,000

Critical Care Societies Collaborative Abstract Award

This award honors a presenting author for research that aligns with the goals and projects of the Critical Care Societies Collaborative (American Association of Critical-Care Nurses, American College of Chest Physicians, American Thoracic Society, and Society of Critical Care Medicine) and who is in training or within three years of his/her first faculty position.

Investment: \$250

BUNDLE AND SAVE

- Choose two advertising vehicles: \$1,000 discount
- Choose three advertising vehicles: \$1,500 discount
- Choose four advertising vehicles: \$2,000 discount

Advertising

Successful product promotion begins with targeting the right audience at the right time. With SCCM's advertising opportunities, you will reach key decision-makers who can make a significant impact on your sales revenue. 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. Please contact Desiree Ng at +1 847 827-7188 or dng@sccm.org for more information.

Congress Program and Exhibition Guide

More than 5,000 critical care professionals will see your message as they repeatedly check the Congress schedule. Premium positions are available. Advertising agreement is due November 27, 2019.

Full Page: \$5,000

Divider Page: \$6,500

Congress Special Events and Sessions Brochure

A must-read for all Congress registrants, this brochure exclusively highlights pre-Congress educational sessions, educational symposia, and social events. All Congress registrants, as well as nonregistrants, will receive this brochure before Congress via email. Recipients will total approximately 59,000. The brochure will also be available for viewing on the SCCM website. Advertising agreement is due December 6, 2019.

Full Page: \$3,750

Critical Connections

Broaden your advertising reach with SCCM's print newsmagazine, *Critical Connections*. This unique publication is designed to keep all critical care professionals up to date on vital news. Your advertisement 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. Choose from the fall (August, September, and October 2019), winter (November, December 2019, and January 2020), or spring (February, March, and April 2020) issues.

Full Page: \$4,715

Half page: \$3,550

Congress Daily Update eNewsletter

Your ad will be the only one that appears in this eNewsletter, which will be seen by Congress attendees and non-attendees, released on Saturday, Sunday, Monday, Tuesday, and Wednesday during Congress. Average open rate has been 26% (14,528 unique contacts).

Per issue: \$6,500

Exclusivity: \$50,000

Critical Connections, Congress Edition

Gain exclusive access to more than 55,100 critical care clinicians during November, December, and January. This eNewsletter includes information related to pre- and post-Congress educational sessions, along with late-breaking news and session highlights.

Per issue: \$5,000

Exclusivity: \$12,000

Bookstore and Door Drop Bags

During Congress, attendees will receive these recyclable bags when they make a purchase at the SCCM Bookstore and with their hotel door drops. Your company's logo, product logo(s), and exhibit booth number will be prominently displayed on each bag.

Investment: \$20,000

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 selected SCCM-contracted hotels.

One Piece: \$5,000

Two Pieces: \$7,500

Pre-Congress Mailing List

Reach your prospects before Congress begins by purchasing the preregistration attendee list. The list of mailing addresses (not email addresses) will be emailed four weeks before Congress and is for a one-time use only. SCCM must approve your mail piece before sending the list. (Excluded from bundling discount).

Investment: \$1,000

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, a successful Congress 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: \$6,000 to \$8,500

Increased Exposure Enduring Option

Extend the life of industry-sponsored education by having your workshop included in Congress On Demand and endured on SCCM's YouTube Channel and LearnICU. SCCM will provide quarterly reminders via digital marketing to broaden the reach of sponsored sessions. Attendees and nonattendees can access it any time and from anywhere.

Investment: \$10,000

Popular Destination Research Snapshot Theaters

Located in the Exhibit Hall, these strategically placed theaters feature oral presentations of accepted abstracts and selected case reports and allow seating for at least 30. These popular presentations draw standing-room-only crowds during exhibit hours all three days. The sponsor message includes company logo and tag line, which appears on two external panels visible to theater attendees, as well as anyone passing by. Each theater highlights a therapeutic category, allowing you to target an audience interested in that subject matter. Exclusive theater sponsorships are available.

Investment: \$10,000 per theater

Increased Exposure Attendee Internet Access

Connect attendees throughout the convention center or the Congress headquarters hotel, Hyatt Regency Orlando, and be recognized as a Wi-Fi sponsor. Design a redirect page that will be seen on every attendees' login page when used in the convention center. In 2019, there were approximately 9,500 views.

Convention Center only: \$55,000

Hyatt Regency Orlando only: \$35,000

\$12,500 per day

(Sunday, Monday, or Tuesday)

New and Exclusive!

Registration Kiosks and Computer Stations

Your company name will appear on registration kiosk screens that attendees use to print their badges, which will be located in the registration area of the convention center and at selected Congress hotels. Registration kiosks in the convention center will convert to CE/CME claiming kiosks as Congress progresses, ensuring continued exposure of your company name. Your company name will also appear on screen at abstract viewing and Internet stations in the SCCM Critical Connections Cafe in the Exhibit Hall.

All kiosk advertisements: \$20,000

Exclusive!

Hotel Keycards

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 keycards, your message will be noticed. The sponsoring company will work directly with SCCM's keycard vendor and will cover all costs associated with the actual keycards in addition to the sponsorship investment.

Investment: \$35,000

Exhibit Aisle Signage

Prominently displayed throughout the Exhibit Hall, this high-visibility sign hangs above the highly trafficked exhibit floor, directing attendees to your booth. A 4' x 2' sign is attached to the bottom of the aisle signs for the exhibit row of your choice. Each aisle is exclusive!

Investment: \$4,000 for one aisle

\$6,000 for two aisles

New and Exclusive!

Housing Portal

This exclusive sponsorship will place your company branding on the SCCM partnered hotel's housing portal, as well as a company branded message on all Congress hotel confirmations. Sponsor receives valuable exposure when attendees book hotel room reservations using the housing portal and then again when attendees receive their hotel confirmations.

Investment: \$15,000

Sponsorships

Congress App

Promote your company and/or products in 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 access this resource. The banner ad links to your website for additional value. In 2019, the Congress App had more than 4,500 unique users (67% of total attendees). The majority of attendees used this app to build an agenda for favored sessions, download materials, and check in to sessions.

Investment: \$30,000 (exclusive)
or \$8,000 per ad (non-exclusive)

Attendee Receptions

Sponsor one or more attendee receptions to target specific audiences in the critical care field. Benefits include a company color logo on the entrance sign, a 15-minute address to attendees, reception admission for 10 guests, and a listing in the meeting section in the Congress App.

Investment: Customized

Common-Area Signage

Maximize your presence and visibility by increasing participant awareness of your support of the Critical Care Congress. Opportunities include floor decals, charging stations, LED panels, hanging banners, light boxes, and more, displayed in high-traffic attendee areas of the convention center. Artwork is to be submitted by advertiser. Production, installation, and dismantling are included in pricing.

Investment: Customized

Popular Destination

Critical Crosstalk Theater

Located in the Exhibit Hall, the Critical Crosstalk Theater features educational sessions and debates focusing on critical care topics including internal medicine, anesthesiology, surgery, and more. Discussions are led by SCCM faculty members and specialty section members. Sponsoring companies gain additional engagement with attendees and receive company exposure through a floor decal and company logo and/or tagline appearing on monitors and other signage.

Investment: \$5,000

Critical Care Quiz Show

The Critical Care Quiz Show draws large crowds to the Critical Crosstalk Theater located in the Exhibit Hall. Sponsorship of this engaging activity offers tremendous exposure in front of standing-room-only crowds. The theater features a large video monitor to allow for commercial breaks that accommodate sponsor acknowledgments and commercial messages during the Quiz Show.

Investment: \$5,000 per commercial
\$20,000 for exclusive sponsorship

Exclusive!

Select Member Lounge

More than 50% of SCCM Select Members took advantage of this relaxing lounge to unwind, network, and enjoy refreshments. Your company logo will be displayed on lounge signage, and Select Member communications, which reach more than 2,500 of our most engaged members, will link to the sponsor's website. Additionally, the sponsor can provide handouts and/or giveaways, a two-minute company or product video for display, and the designated company representative will receive access to the lounge.

Investment: \$10,000



MORE OPPORTUNITIES ARE AVAILABLE, INCLUDING CUSTOMIZED SPONSORSHIP PACKAGES. PLEASE CONTACT DESIREE NG AT +1 847 827-7188 OR DNG@SCCM.ORG FOR MORE INFORMATION.

Sponsorships

Industry Insights Sessions

These nonaccredited 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 ICUs. Held off-site from the convention center, these non-CE/CME sessions must not conflict with SCCM programming. Multiple dates and times are available.

Investment: \$15,000 - \$40,000

(pricing based on time slot and exhibit booth size)

Increased Exposure

Enduring Option

Extend the life of industry-sponsored education by having your industry insights session included in Congress On Demand and endured on SCCM's YouTube Channel and LearnICU. SCCM will provide quarterly reminders via digital marketing to broaden the reach of sponsored sessions. Attendees and nonattendees can access it any time and from anywhere.

Investment: \$10,000.

Session Livestreaming

Sponsor information will be visible to those viewing the livestream online. Sponsors can interact on Facebook as the session is taking place. These sponsored sessions will be recorded and then posted on SCCM's YouTube channel. Each sponsored livestream recording will be posted on social media channels and mentioned in SCCM eNewsletters to broaden audience reach.

Only selected sessions are sponsorable.

Investment: \$10,000

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 because the number of available slots is limited. Investments include exhibit space, sponsorships, promotional symposia, industry education workshops, receptions, advertising, and other non-CE/CME sponsorship activities.

Benefits	Investment Level		
	Platinum \$100,000	Gold \$75,000	Silver \$50,000
Special Events and Sessions Brochure	Color company logo with exhibit booth number	B/W company logo with exhibit booth number	Company name with exhibit booth number
Complimentary Registrant List	Pre- or post-Congress	Pre- or post-Congress	N/A
Sponsorship of a Research Snapshot Theater	2 theaters	1 theater	N/A
Convention Center Signage	Color company logo in common-area signage	B/W company logo in common-area signage	Company name in common-area signage
Exhibit Hall Visibility	Floor decals in aisles surrounding exhibit space	Floor decals in aisles surrounding exhibit space	N/A
Critical eConnections (Congress Editions)	Color company logo placement	Company acknowledgment (text only)	N/A
Priority Points Awarded for Future Exhibit Space Assignments	25	15	5
Sponsorship Level Highlighted in the Congress App	Company name highlighted	Company name highlighted	Company name highlighted

Society of
Critical Care Medicine
The Intensive Care Professionals



Headquarters
500 Midway Drive
Mount Prospect, IL 60056 USA

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



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SIGN UP TO
EXHIBIT TODAY!

February 16-19, 2020

Orange County Convention Center | Orlando, Florida, USA