



Society of  
Critical Care Medicine  
The Intensive Care Professionals




## EXHIBITOR PROSPECTUS

- ▲ February 25-28, 2018
- ▲ Henry B. Gonzalez Convention Center
- ▲ San Antonio, Texas, USA



**Critical Care Congress**





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) 47th 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 5,200 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](http://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 70 countries
- Develop new product ideas by attending educational sessions
- Generate new leads and increase sales with exposure to more than 5,200 critical care professionals

#### Benefit from Exhibit Hall traffic boosters:

- **Unopposed Exhibit Hours**  
Designated unopposed exhibit time each day
- **Research Snapshot Theaters**  
Presentations will be given daily, drawing scientists and clinicians to the hall
- **SCCM Giveaway**  
Names will be drawn daily in the hall; attendees must be present to win
- **Rotating Beverage Breaks**  
Location of beverage breaks will be rotated throughout the hall every day
- **Congress App Listing**  
Announce in-booth education, giveaways, or new products directly to attendees through their mobile devices
- **Critical Crosstalk Theater**  
Discussions led by SCCM faculty members and specialty sections held daily, drawing attendees to the hall.

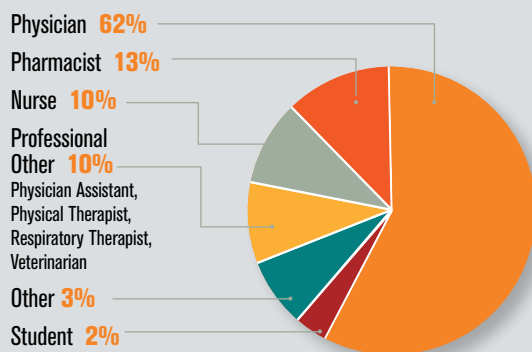
#### Your exhibiting efforts will contribute to your company's bottom line when you target these prospective customers:

- 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.

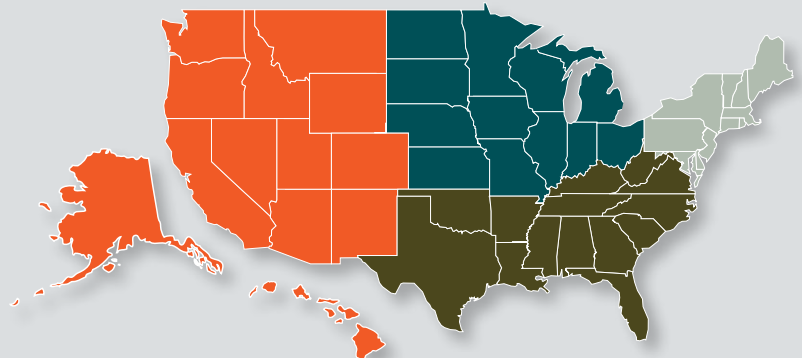
## 2017 Critical Care Congress Attendee Profile

### 2017 CONGRESS ATTENDEES BY PROFESSION

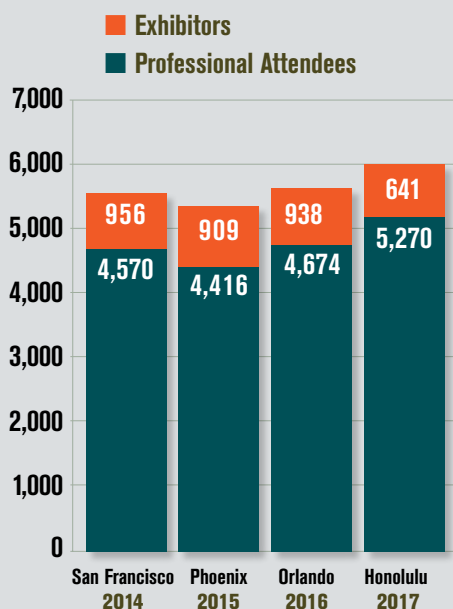


### 2017 CONGRESS ATTENDEES FROM THE UNITED STATES

West 15% Midwest 24% Northeast 29% South 32%

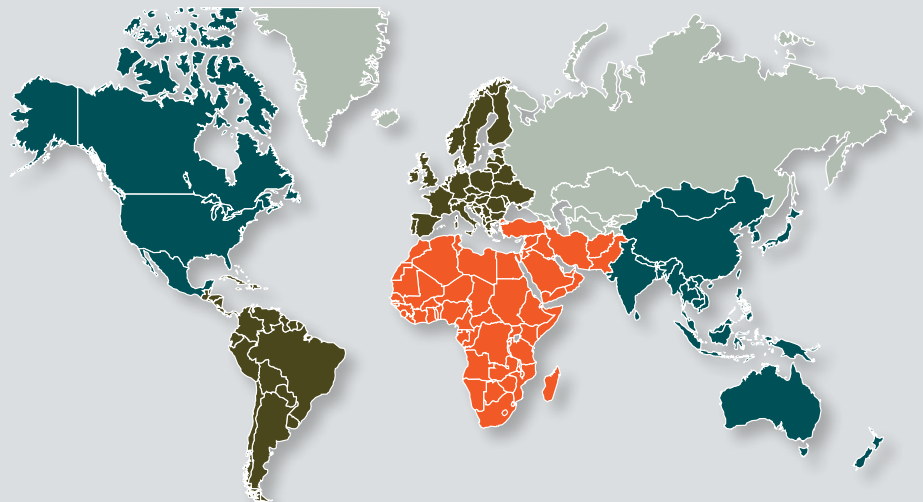


### 2014-2017 CONGRESS REGISTRATION NUMBERS



### 2017 CONGRESS ATTENDEES FROM AROUND THE WORLD

Africa 0.5% North America 89%  
 Asia/Oceania 6.5% Central/South America 1%  
 Europe 3%







## These exhibitors increased their presence in the critical care marketplace at the 2017 Critical Care Congress

3D Systems	Australian and New Zealand Intensive Care Society (ANZICS)	Curetis USA Inc.	Fresenius Kabi USA, LLC
410 Medical Innovation	Bard Access Systems	CytoSorbents Corporation	FujiFilm SonoSite
Abbott Nutrition	Bard Medical Division	Daxor Corporation	GE Healthcare
Access Scientific	Baxter Healthcare	Decisio Health	Getinge Group
AcesoCloud Inc.	Beutlich Pharmaceuticals, LLC	DISTRIBUNA Ltda. Editorial y Liberia Med	Haemonetics Corporation
Adaptec Medical Devices LLC	BiO2Medical, Inc.	Draeger Medical	Halyard Health
Advanced Cooling Therapy	BioFire Diagnostics, LLC	Eagle Pharmaceuticals, Inc.	Hawaiian Moon
Advanced ICU Care	bioMerieux	ECMO Advantage	HCA Physician Recruitment
Aerogen, Inc.	Biovo Technologies	Edwards Lifesciences	Hill-Rom
Agency for Healthcare Research and Quality	Board of Pharmacy Specialties	EKOS Corporation	HRA Research
Allergan USA, Inc.	Brain Cool	Elsevier	ICU Medical, Inc.
Ambu Inc.	Cardio Renal Society of America	Enable Me	Indiana University Kelley School of Business, Business of Medicine Physician MBA
American Board of Internal Medicine	Cerus Corporation	Endoclear, LLC	Intermountain Healthcare
American Thoracic Society	Cheetah Medical Inc.	European Society of Intensive Care Medicine	IntraDiagnostic, LLC
Associação de Medicina Intensiva Brasileira	Cincinnati Sub-Zero	Exergen Corporation	
Astonna	Cook Medical	Extracorporeal Life Support Organization (ELSO)	
Astute Medical, Inc.	CortiCare	Fisher & Paykel Healthcare	
	CSL Behring		



ISICEM (37th International Symposium On Intensive Care and Emergency Medicine)	Medline Industries, Inc.	Questcare Intensivists, PLLC	The JAMA Network
ivWatch, LLC	Medtronic	RadiometerAmerica, a Danaher Corporation	The Medicines Company
Kalispell Regional Medical Center	Merck Human Health	Respiratory Motion, Inc.	Thermo Scientific
Karl Storz Endoscopy America Inc.	Mindray/ZONARE	Restorative Therapies, Inc.	University of Tennessee Physician Executive MBA Program
La Jolla Pharmaceutical Company	Navicent Health	Sage Therapeutics	U.S. Army Medicine Civilian Corps
Lantheus Medical Imaging	Nestlé Health Science	Saint Alphonsus Regional Medical Center	USCOM
LocumTenens.com	Neurocritical Care Society	Smiths Medical	Vapotherm
Madigan Army Medical Center	NeurOptics, Inc.	Sociedad Puertorriqueña de Medicina Critica	Virtual Pediatric Systems, LLC
Mallinckrodt Inc.	Niveus Medical	SonoSim	Vital Therapies, Inc.
MASIMO	Nova Biomedical	Sound Physicians - The Intensivist Group	Wolters Kluwer Health
McMahon Publishing Group	Nutritional Medicinals, LLC	Springer	Yuma Regional Medical Center
Medical Decisions Network	NxStage Medical, Inc.	Syncro Medical Innovations	ZOLL Medical Corporation
Medicus Healthcare Solutions	On Call Medical Coats	Synergistic Systems, LLC	
	Ornim Medical	Teleflex	
	Panamericana	TEM Systems, Inc.	
	Philips Healthcare		
	Pikeville Medical Center		
	Portola Pharmaceuticals		
	Pronia Medical Systems		



## Application and Selection Procedures

For additional booth sizes,  
please contact SCCM.

### 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 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 \$3,500 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](http://www.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](mailto: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 October 27, 2017.

Every effort will be made to consider location of competitors and to 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. 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.

### 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 October 27, 2017)
- 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
- 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 Friday, September 1, 2017, the exhibiting company will receive a full refund less a 25% administrative fee. After Friday, September 1, 2017, 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 24, 2018, 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.





## General Exhibiting Information

**Exhibit Dates:** February 25-27, 2018

**On-Site Exhibitor Registration Dates and Hours\***

Friday, February 23 .....	8:00 a.m. - 5:00 p.m.
Saturday, February 24 .....	8:00 a.m. - 5:00 p.m.
Sunday, February 25 .....	7:00 a.m. - 4:00 p.m.
Monday, February 26 .....	6:30 a.m. - 2:30 p.m.
Tuesday, February 27 .....	6:30 a.m. - 3:00 p.m.

**Exhibit Installation/Move-In Hours\***

Friday, February 23 .....	8:00 a.m. - 5:00 p.m.
Saturday, February 24 .....	8:00 a.m. - 5:00 p.m.

**Exhibition Dates and Hours\***

Sunday, February 25 .....	9:00 a.m. - 3:45 p.m.
Monday, February 26 .....	8:30 a.m. - 2:00 p.m.
Tuesday, February 27 .....	8:30 a.m. - 2:00 p.m.

**Exhibit Dismantle/Move-Out Hours\***

Tuesday, February 27 .....	2:00 p.m. - 8:00 p.m.
Wednesday, February 28 .....	8:00 a.m. - 12:00 p.m.

**\*Dates and times are subject to change.**

**Cancellation of Space**

Friday, September 1, 2017 – 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](mailto:cmcnamara@sccm.org)

### Important Dates to Mark on Your Calendar

- Booth assignments begin  
**JUNE 2017**
- Exhibitor housing opens  
**JUNE 2017**
- Exhibitor service kit available  
**JULY 17, 2017**
- Special Events and Sessions Brochure advertising deadline  
**OCTOBER 24, 2017**
- Congress Program and Exhibition Guide advertising deadline  
**OCTOBER 27, 2017**
- Company listing in the Congress Program and Exhibition Guide due  
**OCTOBER 27, 2017**
- In-Booth Education Information deadline  
**NOVEMBER 3, 2017**
- Special function request form due  
**NOVEMBER 24, 2017**
- San Antonio advance warehouse shipments begin  
**JANUARY 22, 2018**
- Registration list request form due  
**FEBRUARY 2, 2018**
- Booth layout approval due  
**FEBRUARY 5, 2018**
- Giveaway form due  
**FEBRUARY 5, 2018**
- Intent to use a non-appointed contractor form due  
**FEBRUARY 5, 2018**
- Hotel door drop materials due  
**FEBRUARY 9, 2018**
- San Antonio advance warehouse shipments end  
**FEBRUARY 20, 2018**
- Direct shipments begin  
**FEBRUARY 23, 2018**

### FUTURE CONGRESSES



▲ February 17-20, 2019 ▲ San Diego Convention Center  
▲ San Diego, California, USA



▲ February 16-19, 2020 ▲ Orange County  
Convention Center ▲ Orlando, Florida, USA



## 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 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 in the morning and during lunch, 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 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 \$183,000 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 2018 or 2019 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 intensive care unit 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:** \$500





#### Bundle and SAVE

Choose two advertising vehicles:	\$700 discount
Choose three advertising vehicles:	\$1,100 discount
Choose four advertising vehicles:	\$1,500 discount

## 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. Please contact Desiree Ng at +1 847 827-7188 or [dng@sccm.org](mailto:dng@sccm.org) for more information.

### Congress Program and Exhibition Guide

More than 5,200 critical care professionals will see your message as they repeatedly check the Congress schedule. Premium positions are available. Advertising agreement is due October 27, 2017.

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, sponsored symposia, and social events. All Congress registrants, as well as nonattendees from surrounding states, will receive this brochure before Congress. Circulation is estimated at 5,000. Advertising agreement is due October 24, 2017.

Full Page:	\$3,750
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### 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 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:	\$4,665
Two-Thirds Page:	\$4,090
Half page:	\$3,500

### Critical eConnections

Delivered to inboxes twice a month, SCCM's eNewsletter provides updates on SCCM events and activities. *Critical eConnections* also features blogs from expert clinicians who highlight top critical care journals. The average recipient list is 53,500 names, and each eNewsletter regularly receives 13,700 opens. Artwork and agreement are due one week prior to the issue release.

Investment:	\$3,425/per issue
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### Critical eConnections (Congress Editions)

Gain exclusive advertising access to more than 31,000 critical care professionals. *Critical eConnections* (Congress Editions) features late-breaking news that includes session highlights, new initiatives, new or updated guidelines, SCCM products and Congress events. Your skyscraper ad will be the only ad that appears in this eNewsletter, which is sent to Congress attendees and nonattendees each of the four days of Congress. In 2017, the *Critical eConnections* Congress Editions were sent to over 155,000 e-mail addresses and had an average open rate of 59%.

Investment:	\$25,000
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### Bookstore and Door Drop Bags

During Congress, attendees will receive these sturdy, high-grade plastic 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:	\$10,000
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### 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:	\$5,000
Two Pieces:	\$7,500



## 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:** \$5,000 to \$7,500

### Research Snapshot Theaters

Located in the Exhibit Hall, 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. Exclusive theater sponsorships are available.

**Investment:** \$10,000 per theater

### Attendee Internet Access **Exclusive!**

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:** \$30,000

### Hotel Key Cards **Exclusive!**

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 SCCM's keycard vendor and will cover all costs associated with the actual key cards in addition to the sponsorship investment.

**Investment:** \$30,000

### 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 **Exclusive!**

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 2017, the Congress App had over 6,900 unique users and more than 264,000 page views.

**Investment:** \$30,000

### 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 10-minute address to attendees, reception admission for 10 guests, and a listing in the meeting section on the Congress App.

**Investment:** \$7,500 per reception

### Common Area Signage

Maximize your presence and visibility by increasing participant awareness of your support of the Critical Care Congress. Opportunities include floor decals, window clings, column wraps, 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

### 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

More opportunities are available, including customized sponsorship packages.

Please contact Desiree Ng at +1 847 827-7188 or [dng@sccm.org](mailto:dng@sccm.org) for more information.



# Sponsorships

## Critical Care Crosstalk New

Located in the Exhibit Hall, Critical Care Crosstalk features a debate theater focusing on critical care topics. Discussions are led by SCCM faculty members and Specialty Section members. Sponsoring companies gain additional interaction with attendees and receive company exposure through a floor decal and company logo and/or tagline appearing on monitors and other signage.

**Investment:** **\$10,000**

## Promotional Symposia

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 intensive care units. Held off-site 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)

## Critical Connections Live New

Promote your company or product to attendees and nonattendees at Congress. Critical Connections Live features live-streaming sessions from Congress, interviews with guest panelists, and highlights and bonus content from the meeting. In 2017, Critical Connections Live had more than 1,700 viewers with an average viewing time of over 30 minutes. The advertiser or sponsor will gain additional exposure beyond the live program. The streamed segments will be posted on YouTube and other media channels or repurposed when there is topical relevance.

**Investment:** **\$10,000 per commercial (4 slots available)**  
**\$35,000 for full programming sponsorship**

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, receptions, advertising and other non-CME sponsorship activities.

Benefits	Investment Level		
	Platinum \$100,000	Gold \$75,000	Silver \$50,000
<b>Slots Available</b>	Limited	Limited	Limited
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-show	Pre- or post-show	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 listed in common area signage
Exhibit Hall Visibility	Floor decals in aisles surrounding exhibit space	Floor decals in aisles surrounding exhibit space	N/A
<i>Critical eConnections</i> (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

For questions regarding advertising or sponsorship, please contact Desiree Ng at +1 847 827-7188 • [dng@sccm.org](mailto:dng@sccm.org)



Society of  
Critical Care Medicine

The Intensive Care Professionals

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500 Midway Drive  
Mount Prospect IL 60056 USA

Visit [www.sccm.org/social](http://www.sccm.org/social) and connect  
with SCCM on social media.



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