



## The Wisconsin Surgical Society

A CHAPTER OF THE AMERICAN COLLEGE OF SURGEONS



# 2021 VENDOR PROSPECTUS

Plan now to participate in the 2021 Fall Meeting of The Wisconsin Surgical Society, A Chapter of the American College of Surgeons. The American Club, in Kohler, WI is the location of the meeting scheduled for November 5 – 6, 2021.

The Wisconsin Surgical Society is a professional academic society that encourages the exchange of research and information in all areas of surgery. Usual attendance includes the surgical chairs of the Wisconsin teaching institutions, the directors of the residency programs, surgeons in active clinical practice, residents and students. Annual attendance is approximately 175 surgeons and resident students primarily from the state of Wisconsin.

The exhibit area, adjacent to the conference registration and general session meeting room, provides exhibiting companies an opportunity to share product information with the participating surgeons. Exhibiting companies will have for their product display a six-foot

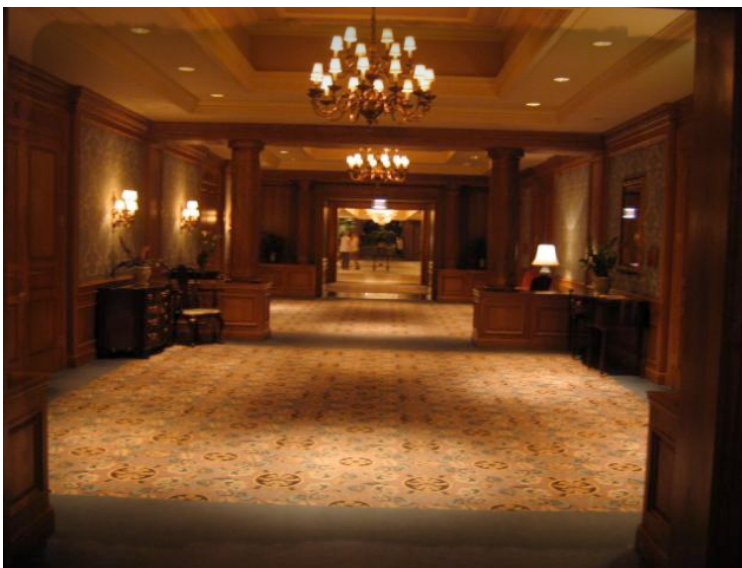
draped and skirted table with two chairs.

Electrical service is optional and available at an extra cost. Both the Friday and Saturday continental breakfasts are included in the exhibition fee as well as an invitation to the Association's Friday evening event.

Additional breakfasts and tickets for the Friday event are available at an extra cost.

Commercial Support is also available and is detailed further in this document.

Exhibitors and sponsors will be acknowledged with signage and in documentation provided to attendees.



## About The Wisconsin Surgical Society

Founded in 1946, The Wisconsin Surgical Society, A Chapter of the American College of Surgeons, stated its business and purposes to be "...the cultivation and the improvement of the science and art of surgery for the betterment of surgical care of the citizens of Wisconsin and the closer professional and social relations of the surgeons of the state and such other matters as may properly come before its sphere."

From its initial membership base of fifty-one surgeons, the association now boasts over 400 members.

### Exhibit Hours (Illustrative)

#### Thursday, November 4, 2021

Evening TBD                      Set-up

#### Friday, November 5, 2021

6:00 am - 7:00 am              Set-up  
7:00 am - 4:30 pm              Exhibits Open  
6:00 pm - 7:00 pm              Cocktail Hour  
7:00 pm - 9:00 pm              Networking  
   Reception

#### Saturday, November 6, 2021

7:30 am - 1:00 pm              Exhibits Open  
1:00 pm                              Tear Down

### Benefits of Exhibiting

- Opportunity to meet with Wisconsin surgeons and resident students over a two-day period
- Recognition on conference materials
- Attendee list
- Special networking event on Friday evening at the Kohler Design Center

### Your Investment Cost

Table Top Display (6')              \$1,000  
2 chairs

Includes breakfast and dinner for 1 person. Additional meals can be purchased. Also includes admittance to educational sessions.

## Additional Commercial Support Opportunities

The scientific presentations by both resident students and member surgeons are the core of the continuing education goal of the association. Approximately 70 research projects will be presented and discussed. Additionally, Poster Displays highlight the research results of approximately 26 research teams. There is a luncheon offering on Friday as well as sponsor opportunities for the Friday evening Networking Event.



### Hotel Information

The Wisconsin Surgical Society has a limited block of rooms set aside at the special rate of \$207 + tax at The American Club and \$129 + tax for a single or double at The Inn on Woodlake. **Room reservations must be made no later than October 13, 2021.**

Hotel Room Block Name: Wisconsin Surgical Society  
1-855-205-5679

**Reference City Ledger:** 82S7Z4 or Wisconsin Surgical Society

***In order to take advantage of the spa special, reservations must be made directly with the hotel.***

**Room Cut-off                              October 13, 2021**

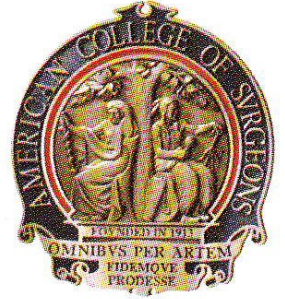
For more information about the conference, please contact:

Terry and Terry Estness  
Executive Directors  
The Wisconsin Surgical Society  
2408 North 67<sup>th</sup> Street  
Wauwatosa, WI 53213

[wisurgical@att.net](mailto:wisurgical@att.net)  
414-617-0880



**The Wisconsin Surgical Society**  
 A CHAPTER OF THE AMERICAN COLLEGE OF SURGEONS  
**Vendor and Commercial Support Form**  
*Registration deadline October 21, 2021.*



Page 1 of 2 pages

2021 Annual Fall Conference

***Please type or print clearly:*** November 5 - 6, 2021

Shipping address:

The American Club  
 419 Highland Drive  
 Kohler, WI 53044  
 Group Name: The Wisconsin Surgical Society  
 Meeting & Events Manager: Trina Moynihan  
 ATTN: XXXXX (marked as vendor's name)

Date \_\_\_\_\_

Company Name \_\_\_\_\_

Contact Person name and email \_\_\_\_\_

Onsite Staff \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ Email Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

***Names, titles and email addresses*** of additional onsite representatives:

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

Please provide a brief description of your product(s) and/or service(s). Description will be used in the conference materials. (30 word maximum)

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To assist us with vendor placement, please indicate any competing companies for your product(s) or service(s). We will do our best to provide adequate distance.

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Wisconsin Surgical Society  
**Vendor and Commercial Support Form 2020** Page 2 of 2 pages  
 (The Wisconsin Surgical Society TIN - 391791132)

<b>I would like to be a Vendor.</b>	Includes one continental breakfast for each day, breaks, cocktail hour and networking reception for one person. See below for additional people.			\$1,000
<b>Included in fee</b>	_____ I (we) will attend the Friday night event.			
<b>Additional Person</b>	Name: _____			
<b>Additional Person</b>	Name: _____			
<b>Additional Person</b>	Name: _____			
	Additional colleagues for cocktail hour and networking reception - \$125 per person			\$ _____
	_____ I (we) will NOT attend the Friday night event.			
<b>Electrical Service - \$25</b>				\$ _____
<b>Additional Continental breakfast(s)</b>	\$36 per person _____ # of people x \$36 =			\$ _____
<b>Optional Friday buffet lunch</b>	\$49 per person _____ # of people x \$49			\$ _____
<b>Commercial Support</b>	<i>Gold Level</i>	<i>Silver Level</i>	<i>Bronze Level</i>	
Friday Continental Breakfast	\$1,500	\$750	\$375	\$ _____
Resident Support for Meals	\$2,000	\$1,000	\$500	\$ _____
Friday Afternoon Break	\$1,500	\$750	\$375	\$ _____
Friday Cocktail Hour	\$2,500	\$1,250	\$625	\$ _____
Friday Dinner	\$5,000	\$2,500	\$1,250	\$ _____
Saturday Continental Breakfast	\$1,500	\$750	\$375	\$ _____

Total Remitted \$ \_\_\_\_\_

\_\_\_\_\_ **Check**    or    **Credit card**    \_\_\_ **MC**    \_\_\_ **VISA**    \_\_\_ **AMEX**

All fees include sales tax.

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_ / \_\_\_\_ Authorization Code \_\_\_\_\_

Name \_\_\_\_\_ as \_\_\_\_\_ it \_\_\_\_\_ appears \_\_\_\_\_ on \_\_\_\_\_ credit \_\_\_\_\_ card

Address \_\_\_\_\_

Municipality \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

**Please return this registration form with payment to:**    **The Wisconsin Surgical Society**  
**A Chapter of the American College of Surgeons**  
**% Terry and Terry Estness, Executive Directors**  
**2408 North 67th Street**  
**Wauwatosa, WI 53213**

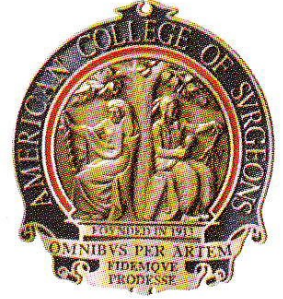
**Vendor Signature** \_\_\_\_\_    **Registration deadline October 21, 2021**





# The Wisconsin Surgical Society

A CHAPTER OF THE AMERICAN COLLEGE OF SURGEONS



## Vendor and Commerical Support Agreement

### Annual Fall Conference

November 5 – 6, 2021

The American Club • Kohler, WI

Upon receipt of the Vendor and Commerical Support Application Form and appropriate payment, The Wisconsin Surgical Society, A Chapter of the American College of Surgeons (WSS) assumes you have read the terms outlined below and agree to abide by these terms. Your application is subject to acceptance by the WSS.

**Who may exhibit** - The annual conference is intended for those companies that are related to the profession. The WSS reserves the right to determine eligibility of any applicant as an exhibitor. With a limited amount of vendor space, the WSS reserves the right to deny exhibitors after the limit is reached.

**Cancellation** - An exhibitor may cancel or withdraw from the meeting subject to the following conditions: 1) the exhibitor shall immediately file a written notice of intention to withdraw or cancel; 2) if written notice is received 30 days or more prior to the event, the WSS shall retain a sum equal to fifty percent (50%) of the total cost of the reserved exhibit space; 3) no refunds will be made for cancellation made less than 30 days in advance of the meeting. Any exhibitor failing to occupy their space by the initial opening of the exhibit area shall forfeit said space at the discretion of the WSS. The WSS retains the right to assign and use the space as desired.

**Representatives** - Each paid exhibit fee includes continental breakfasts, breaks and participation in the Friday evening event for one person. Additional representatives may participate in these activities for an additional fee. Representatives may sit in on the educational sessions.

**Exhibit Hours** - All exhibits must be staffed during the exhibit open exhibit hours. It is agreed no exhibitor will dismantle or remove any part of their exhibit prior to exhibition closing.

**Exhibit Standards** - Exhibits must conform to the table contracted. The fastening of materials to table drapery, building walls, ceilings floors, carpeting or columns is expressly prohibited. Exhibitors must abide by all applicable Food and Drug (FDA) regulations, including but not limited to any or all approved requirements. Exhibitors are reminded that the FDA prohibits the advertising or other promotion of investigational or unapproved drugs and devices and forbids the promotion of approved drugs or devices for unapproved uses.

**Use of Space** - No sharing, subletting or assignment of space is permitted. Various company representatives may staff the exhibit space during the course of the meeting. The American Club is a no smoking facility.

All costs of shipping, cartage and handling are to be borne by the exhibitor. The exhibit fee includes one 6' skirted and draped table with 2 chairs. Electrical connection(s) cost extra (\$25 per hook-up) and need to be ordered on the attached order form.

**Security** - Exhibitors will be responsible for their own exhibit areas and property.

**Contests, prizes or lotteries** - In order to ensure the highly professional and educational standards of the conference, contests, prizes and lotteries are expressly prohibited unless fully explained in writing and submitted to the WSS at least 4 weeks prior to the meeting. The WSS reserves the right to approve or decline any request. It is the exhibitor's responsibility to notify winners following the meeting.

**Liability, insurance and waiver of subrogation** - The WSS, its officers and council members, committee chairs, volunteers, service contractors, nor the facility shall be held responsible for the safety of exhibits against fire, theft, or property damage, or for accidents to exhibitors or their employees from any cause prior to, during, or subsequent to the period covered by this application. Exhibitors shall acquire, at their own expense, adequate insurance against such injury, loss, or damage. The exhibitor waives the right of subrogation by its insurance carrier(s) to recover losses sustained under the exhibitor's insurance for real and personal property.

Any and all exhibitor charges for services levied by the facility or subcontractors are the responsibility of the exhibitor. The WSS is not responsible for payment for any services connected with exhibitor requests and has no authority over any service charges, rental fees, set-up fees, labor contracts, etc., that are required by any venue.

**Music and amplification** - Due to U.S. Copyright Laws, ASCAP, and BMI licensing, no copyrighted music, live or recorded, will be permitted in the exhibit area unless the exhibitor using the material has purchased the appropriate license.

**Hospitality functions** - Scheduling of private functions must be coordinated directly with the WSS. No activities shall be scheduled in a manner that conflicts with the WSS scheduled meeting and events.

**Matters not covered** - The WSS reserves the right to rule on all matters pertaining to the meeting, whether expressly mentioned or not, and the exhibitor, by executing this document agrees that all of the decisions shall be binding between the exhibitor and the WSS.