



EXHIBITORS PROSPECTUS

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COSM

COMBINED
OTOLARYNGOLOGY
SPRING
MEETINGS

American Academy of Facial Plastic and Reconstructive Surgery

American Broncho-Esophagological Association

American Laryngological Association

American Neurotology Society

American Otolological Society

American Rhinologic Society

American Society of Pediatric Otolaryngology

The Triological Society

MANCHESTER GRAND HYATT

APRIL 18-22, 2012

SAN DIEGO, CALIFORNIA

November 2011

Dear Exhibitor

On behalf of the COSM Secretaries Liaison Committee, we invite you to exhibit at the 2012 Combined Otolaryngology Spring Meeting (COSM) on April 18-22, 2012. COSM will be returning to the Manchester Grand Hyatt in the wonderful city of San Diego. The Grand Hyatt is conveniently located downtown, steps away from Seaport Village and cruises on the Bay. Other attractions include the Gaslamp Quarter, San Diego Zoo and SeaWorld.

Exhibiting at COSM will provide you with the opportunity to make direct contact with more than 1,500 otolaryngologists, which include key practitioners within the field and otolaryngology residents. At COSM, each member society presents a highly educational scientific program, which features prominent speakers in the specialty. We are pleased to announce that The American Academy of Facial Plastic and Reconstructive Surgery will be participating in the COSM program for the next two years. This addition is sure to attract an even broader attendee base.

The exhibit hall will be open Thursday – Saturday, 9:00am – 4:00pm. We will continue to offer lunch and coffee breaks in the exhibit hall, as well as a daily raffle in an effort to provide you with more face time with the attendees. The exhibit dates are Thursday, April 19, through Saturday, April 21, 2012.

Included with this prospectus are an application for booth space, the rules and regulations governing the COSM exhibition, a schedule of scientific sessions for the week, and other important information. All meeting arrangements are made through the American College of Surgeons, hereafter known as “COSM Management” or “ACS,” which acts as administrator under the auspices of the COSM Secretaries Liaison Committee. Any questions concerning exhibition at this meeting should be directed to Laura Page, Exhibits & Meetings Coordinator, at the address to the right.

We look forward to your participation at the Combined Otolaryngology Spring Meetings, and to seeing you in San Diego!

Sincerely,



Stanley M. Shapshay, MD, FACS

COSM SECRETARIES LIAISON COMMITTEE

Stephen Park, MD, FACS
American Academy of Facial Plastic and Reconstructive Surgery

Gregory Grillone, MD, FACS
American Broncho-Esophagological Association

Dennis Kraus, MD, FACS
American Head and Neck Society

Gaelyn Garrett, MD
American Laryngological Association

Anil Lalwani, MD, FACS
American Neurotology Society

Paul Lambert, MD, FACS
American Otological Society

Peter Hwang, MD, FACS
American Rhinologic Society

Marci Lesperance, MD, FACS
American Society of Pediatric Otolaryngology

Gerald B. Healy, MD, FACS
The Triological Society, aka American Laryngological, Rhinologic & Otological Society

Stanley M. Shapshay, MD, FACS
Chair, COSM Secretaries Liaison Committee

PLEASE DIRECT ALL COMMUNICATIONS TO:

COSM
c/o American College of Surgeons
633 N. Saint Clair St.
Chicago, IL 60611
Phone: 312/202-5034
Fax: 312/267-1783
E-mail: lpag@fac.org

MARK YOUR CALENDAR

COSM 2013
April 10-14
JW Marriott Grande Lakes
Orlando, FL



Show Dates and Hours

EXHIBIT INSTALLATION

WEDNESDAY, APRIL 18 8:00 am–5:00 pm

EXHIBIT HOURS

THURSDAY, APRIL 19 9:00 am–4:00 pm

FRIDAY, APRIL 20 9:00 am–4:00 pm

SATURDAY, APRIL 21 9:00 am–4:00 pm

EXHIBIT DISMANTLING

Saturday, April 21, beginning at 4:00 pm and must be completed by 9:00 pm. If you will not be finished dismantling by 9:00 pm, please contact Laura Page at lpage@facs.org to make special arrangements with the hotel.

COMMERCIAL EXHIBITOR REGISTRATION

Registration will be located on Level 2 level of the Manchester Grand Hyatt. Badges must be worn to enter meeting rooms and exhibit hall. Children under the age of 16 are not permitted in the exhibit hall.

EXHIBIT REGISTRATION HOURS

WEDNESDAY, APRIL 18 7:00am – 5:00pm

THURSDAY, APRIL 19 7:00 am–5:00 pm

FRIDAY, APRIL 20 7:00 am–5:00 pm

SATURDAY, APRIL 21 7:00 am–4:00 pm

MEETING CONTACTS

Laura Page, Exhibits & Meetings Coordinator
 c/o American College of Surgeons
 633 N. Saint Clair St.
 Phone: 312/202-5034
 Fax: 312/267-1783
 E-mail: lpage@facs.org
 Web site: www.cosm.md

CHECKLIST

- ✓ **January 6:** Booth assignment letters mailed
- ✓ **January 6:** Online exhibitor service manual link posted on COSM Web site (Service orders will only be fulfilled when booth space is paid in full and a certificate of insurance has been provided.)
- ✓ **January 6:** Exhibitor block request form due
- ✓ **February 6:** No refund for cancellations
- ✓ **February 6:** Final payment for booth space due
- ✓ **March 26:** Exhibitor-appointed contractor request form due
- ✓ **March 26:** Gifts/promotional items forms due
- ✓ **March 26:** Raffle forms due

2012 COSM SCHEDULE — Manchester Grand Hyatt

	Wednesday 4/18/12	Thursday 4/19/12	Friday 4/20/12	Saturday 4/21/12	Sunday 4/22/12
AM	ALA AAFPRS	ARS ABEA	TRIO	ANS ASPO TRIO	AOS ASPO
PM	ABEA	ALA AAFPRS ARS	ARS ASPO TRIO	AOS ASPO	ANS
EVE	ALA – R ARS - R	Poster – R	ANS - R Poster - R	AOS – B ASPO - R	

SOCIETY ACRONYMS

AAFPRS American Academy of Facial Plastic and Reconstructive Surgery
www.aafprs.org

ABEA American Broncho-Esophagological Association
www.abea.net

ALA American Laryngological Association
www.alahns.org

ANS American Neurotology Society
www.americanneurotologysociety.com

AOS American Otological Society
www.americanotologicalsociety.com

ARS American Rhinologic Society
www.american-rhinologic.org

ASPO American Society of Pediatric Otolaryngology
www.aspo.us

TRIO The Triological Society
www.triological.org

ABBREVIATIONS

B Banquet
R Reception

Space Assignments and Fees

PURPOSE—The purpose of all exhibits is to provide members and guests with information and explanations concerning medically-related products and services.

The following rules and regulations governing the exhibit under the auspices of the COSM Secretaries Liaison Committee of the Combined Otolaryngology Spring Meetings are part of the application for space and constitute a contract between the exhibitors and COSM. They have been formulated in the best interest of the exhibitor, and we respectfully ask full cooperation of the exhibitor in their observance. Any detail not specified is subject to decision by the COSM Secretaries Liaison Committee.

ELIGIBILITY FOR EXHIBITING—The exhibits are an extension of the continuing education program of COSM. For an application to be accepted by the COSM Secretaries Liaison Committee, the products and services must be related to the otolaryngology/medical field.

Applications from companies that have not previously exhibited with COSM will be reviewed by the COSM Secretaries Liaison Committee for eligibility before assignment is made.

The materials required for review are:

- Background information on the company
- Promotional brochures/literature for all products and services to be exhibited
- A list of three medical meetings where the company has recently exhibited

The COSM Secretaries Liaison Committee reserves the right, even after an application has been approved, to refuse exhibits, curtail activities, or to close exhibits or parts of exhibits that do not, in the COSM Secretaries Liaison Committee's determination, comply with its rules and regulations.

BOOTH ASSIGNMENTS—Exhibit booths are assigned according to points earned from previous COSM exhibitions, the date the application for space is received, and the number of booths requested.

Points are accumulated in the following manner:

- one point per 8' × 10' booth

If two or more companies accumulate the same number of points, space assignments are based on the date the application is received. First-time exhibitors are assigned

space based on the date the application is received.

In the event of a change in company status, please notify COSM in writing as soon as possible, so that points can be transferred.

SPACE SELECTIONS—The floor plan should be carefully reviewed and four (4) exhibit preferences selected. Indicate these choices on the application for space. If the selected space is not received, the exhibitor agrees to accept the space assigned. The application, along with a deposit of \$1,250 per 80-square-foot booth, should be returned to the COSM office.

Subletting of space is not permitted.

The COSM Secretaries Liaison Committee reserves the right to modify the designated exhibit space and make changes to space assignments should it be necessary.

CONTRACT FOR SPACE—The acceptance of the application by the COSM Secretaries Liaison Committee and deposit on rental charges constitute a contract for the rights to use allotted space. A completed application for space with deposit and all requested information must be received by mail. Facsimile applications will be accepted with credit card information and signature. Telephone requests will not be honored.

TERMS OF PAYMENT—A check for the deposit in the amount of \$1,250 per 80 square feet must accompany the application for space. No applications will be processed without remittance of the deposit. COSM Management will charge credit cards the full \$2,600 (\$32.50 per sq ft) per 8' × 10' space requested for the 2012 COSM. A company that pays for booth space with a check will receive a discounted booth price of \$2,500.

All applications received after Monday, February 6, 2012, must be received with full payment. No application will be processed without full payment after this date.

Full payment is due Monday, February 6, 2012. If payment is not received by this date, space may be reassigned and a refund will not be issued.

Services ordered through the Freeman online service kit will only be fulfilled upon final payment for booth space.

Written notice of cancellation of space by February 6, 2012, will result in a charge equal to 50 percent of the total cost of the space assigned. There will be no refunds for cancellation of space after February 6, 2012.

FAILURE TO OCCUPY SPACE—Any exhibitor failing to occupy space is not relieved of the obligation to pay full rental price for space. The COSM Secretaries Liaison Committee will have the right to use an exhibit space as it sees fit, provided the space is not occupied one hour prior to the scheduled exhibit hall opening.

VIOLATIONS—As a condition for exhibiting, each exhibitor will agree to observe all policies. Violators will incur a reduction in points for each regulation violated.

- The first regulation violated will result in the company not accruing the exhibit participation points for the year.
- The second regulation violated will result in the company losing one-half of its accrued exhibit participation points.
- The third regulation violated will result in the company losing all of its accrued exhibit participation points.
- The fourth regulation violated will result in the company not being eligible to exhibit at future COSM meetings.

The COSM Secretaries Liaison Committee reserves the right to levy a more severe penalty, without successive progression through the preceding regulations.

EXHIBITOR PRICE INFORMATION—One 8' × 10' booth \$2,600 (\$32.50 per sq ft). Note: A company that pays for booth space with a check will receive a discounted booth price of \$2,500. All applications for space must be accompanied by a deposit of \$1,250 per 8' × 10' booth if paying by check.

EXHIBITS—Exhibit booths are 8' × 10'. The height of any exhibit shall not exceed 8' and the side rails must not be higher than 42". All back walls and side rails must remain as set by the official contractor. Please note that all display material must be fire retardant. The exhibit hall at the Grand Hyatt is carpeted.

Exhibits may not span an aisle by ceiling or floor. Solid ceilings of wood, fabric, or other material over exhibits are not permitted if they come under the fire sprinkler heads. Exhibitors having covered exhibits must submit plans to the official contractor who will present said plans to the COSM Secretaries Liaison Committee for review and approval. Exhibits must be arranged so as not to obstruct the sight line or otherwise interfere with the displays of other exhibitors.



Booth Activities and Information

NONCONTRACTED EXHIBIT SPACE—Any person, firm, or organization not having contracted with the COSM Secretaries Liaison Committee for the occupancy of space in the exhibit hall will not be permitted to display or demonstrate any products, processes, or services, solicit orders, or distribute advertising materials at the Manchester Grand Hyatt or in any hotel used by COSM to house registrants. Any noncompliance with this regulation will result in the prompt removal of the offending person and property from the area. No exhibit will be permitted in a hotel room.

EXHIBIT HOURS

Thursday, April 19 9:00 am–4:00 pm
Friday, April 20 9:00 am–4:00 pm
Saturday, April 21 9:00 am–4:00 pm

BADGES AND BOOTH STAFFING—Each exhibiting company is entitled to five complimentary badges per 80 sq ft (8' × 10') of space. Substitutions are not permitted, and badges cannot be shared. A \$25 per badge fee will be charged above and beyond your booth allotment. Lost or forgotten badges may be reprinted on site at a fee of \$25 per badge.

A physician who wants to register as an exhibitor must be a full-time employee of the exhibiting company and possess a business card with that company's name. Using exhibitor registration to register physicians and other professional attendees who are not full-time employees is strictly prohibited. Any exhibiting company found to be in violation will forfeit its priority points for the current year.

No badges will be issued without proof of company affiliation.

Badges can be picked up on Level 2 level of the Manchester Grand Hyatt

COSM requires that all representatives be registered for the meeting. Badge exchange

between exhibitor representatives is not permissible.

Booths must be staffed at all times. Please note that you will be in violation of regulations if the booth is not staffed.

ADMISSION TO HALL—Properly badged exhibitors will be admitted to the exhibition hall one hour before show opening each show day and may remain up to one-half hour after show closing each evening.

RESTRICTIONS IN OPERATION OF EXHIBITS—The COSM Secretaries Liaison Committee reserves the right to restrict exhibits that because of sound, method of operations, materials, content, or for any reason are objectionable and also to prohibit or evict any exhibit that in the opinion of COSM Management may detract from the general character of the exhibit as a whole. This reservation includes persons, things, conduct, printed matter, food and beverages, or anything of a character that COSM Management determines is objectionable to the exhibit. All demonstrations, interviews, or instructional activities must be confined to the limits of the exhibit booth. Any person canvassing in any part of the Manchester Grand Hyatt will be required to leave the building. In the event of such restriction or eviction, COSM and COSM Management are not liable for any refunds or rentals or other exhibit expense.

FOOD AND BEVERAGES—Nonalcoholic beverages and food products are permitted in your booth only if ordered or approved through the hotel's food and beverage departments. No popcorn, peanuts, or jelly beans will be allowed.

LASER POLICY—Exhibiting companies planning to demonstrate laser equipment and other potentially hazardous light sources must request laser information from COSM Management.

LIST RENTAL—Exhibitors have the opportunity to purchase the preregistration attendee list before the meeting and the final

attendee list after the close of the meeting. Additional information including pricing and guidelines will be posted on the COSM Web site at www.cosm.md in December 2011.

LEAD RETRIEVAL—Lead retrieval information will be included in the online Freeman exhibitor service manual.

GIFTS/PROMOTIONAL ITEMS—Exhibitors are permitted to give gifts and promotional items in their assigned booths, but items must be approved by COSM Management. A "Gifts/Promotional Items" form will be provided in the online exhibit service manual. The deadline for submitting this form is Monday, March 26, 2012. Individual gifts in the general range of \$100 are acceptable. No gifts over \$100 are permitted. Exhibitors must follow the AMA Guidelines on Gifts to Physicians from Industry. Any gifts accepted by physicians individually should primarily entail a benefit to patients. Accordingly, textbooks, modest meals, and other gifts are appropriate if they serve a genuine educational function. Cash payments may not be offered.

VIDEO AND AUDIO-VISUAL EQUIPMENT RESTRICTIONS—The COSM Secretaries Liaison Committee reserves the right to restrict exhibits that because of the sound, methods of operations, or for any other reason become objectionable and also to prohibit or evict any exhibit that in the opinion of the COSM Secretaries Liaison Committee may detract from the general character of the display.

RAFFLES/PRIZE DRAWING—Exhibitors may conduct raffles or have individual prize drawings in their assigned booths. All raffle prizes must be approved by COSM Management. A "Raffle/Prize Drawing" form will be provided in the online exhibit service manual. The deadline for submitting this form is Monday, March 26, 2012.

BAGS—Sorry, tote bags are not permitted as giveaways.



FOOD AND DRUG ADMINISTRATION

(FDA)—All medical devices or pharmaceuticals exhibited must have fulfilled all applicable FDA regulations.

NON-FDA-APPROVED DRUGS AND DEVICES

—Exhibitors are reminded that the FDA generally prohibits the advertising or other promotion of investigational or unapproved drugs and devices. The FDA also forbids the promotion of approved drugs or devices for unapproved uses. Unapproved Class III devices may be displayed only if they are the subject of an effective investigational device exemption (IDE). Class I or II devices that have not been approved by the FDA may be displayed only if they are the subject of a pending 510(k) premarket notification application. Any investigational product (including any product subject to a pending 510(k)) that is displayed or graphically depicted within the exhibit must: contain only objective statements about the product; contain no claims of safety, effectiveness, or reliability; contain no comparative claims to other marketed products; display the statement “Caution: Investigational Devices. Limited to Investigational Use” in prominent size and placement; and not be sold or be the subject of order taking or name gathering until approved. Signage that is easily visible is to be placed near the devices themselves and on any graphics depicting the device stating: “This device is not cleared by the FDA for distribution in the United States” or “This device is limited by Federal Law for investigational use only.”

SALES AND ORDER TAKING—Exhibitors are free to solicit sales and take orders.

SECURITY—Security officers will be stationed in the exhibit hall continuously from 5:00 pm Wednesday, April 18, through 9:00 pm Saturday, April 21. Children under the age of 16 are not permitted in the hall at any time.

CORPORATE REPRESENTATIVE—

Companies that are unable to exhibit at the 2012 COSM, but would like to send a representative, may pre register the individual(s) by contacting ACS Registration at registration@facs.org or 312/202-5244 for the appropriate registration form. The fee for each individual is \$400. Representative badges may be picked up at the Registration desk on Level 2 level of the Manchester Grand Hyatt.

PHOTOGRAPHERS—All exhibiting companies hiring a photographer for COSM must submit in writing the name of the firm to the COSM Management office. Unauthorized photographers or camera equipment will not be allowed into the exhibit hall.

SIGNS—A 7” x 44” ID sign will be furnished to each exhibitor by COSM. Forms for ordering additional signs will be provided in the online exhibitor service manual. Only professionally printed signs are permissible.

CLEANING SERVICE/AISLE CARPET—Each exhibitor is responsible for ordering cleaning service for the upkeep of its booth during the show. A form will be provided in the online exhibitor service manual. COSM will assume responsibility for aisle cleaning in the exhibit hall. The **Douglas Pavilion** is carpeted.

FUNCTION SPACE—All requests for function space (including social functions, sales meetings, group meetings, etc) must be submitted using the function space request form included in the online exhibitor service manual and submitted to the COSM office. Requests for function space cannot be made directly with the Manchester Grand Hyatt or any other hotel used by COSM to house registrants. Exhibitors may not conduct, participate in, or sponsor any educational or marketing activities directed toward COSM participants during times that conflict with scientific sessions or educational activities of any COSM society.

All requests for function space are subject to approval by the COSM Secretaries Liaison Committee. All function space request forms should be faxed to Beth Faubel at 312/ 267-1779. If you have any questions regarding the function space request form please contact Beth Faubel at 312-202-5033 or bfaubel@facs.org.

EXHIBITOR EVENTS/MARKETING AND PROMOTION OPPORTUNITIES—

The Opportunity to hold Exhibitor Events will be offered at COSM as well as additional marketing and promotion opportunities. Exhibitors will want to take advantage of the opportunity to gain additional exposure to this influential group of otolaryngologists. Information regarding exhibitor events and marketing and promotion opportunities will be available on the COSM Web site at www.cosm.md in December 2011.

HOTEL INFORMATION—The headquarters hotel is the Manchester Grand Hyatt, One Market Place, San Diego, CA 92101. The exhibits will be located in the Douglas Pavilion. To verify that all hotel rooms within the COSM block are properly allocated, COSM will actively monitor the housing process. Exhibitors who require the use of ten (10) sleeping rooms or more per night must use the exhibitor block request form located on the COSM website at www.cosm.md. The deadline to submit the exhibitor block request form is Monday, January 6, 2012. Any requests for housing after January 6, 2012 are subject to hotel availability. For exhibitors who require the use of fewer than ten rooms, hotel information will be available on the COSM Web site at www.cosm.md. The reservation cutoff date at the Manchester Grand Hyatt is Friday, March 26, 2012.

Contractual Considerations

INSURANCE—Insurance on all exhibits is the responsibility of the exhibitor. COSM or COSM Management will not assume any responsibility for property loss or damage to personal property, as stated in the section on limitation of liability.

Exhibitor shall at its own cost and expense provide general liability insurance in an amount not less than \$1,000,000. This insurance should recognize COSM and the American College of Surgeons as an additional insured.

Service orders will only be fulfilled by Freeman when booth space is paid in full and a certificate of insurance has been submitted.

LIMITATION OF LIABILITY—It is mutually agreed by and among COSM, COSM Management, and the exhibitor that COSM and COSM Management shall have no liability whatsoever to an exhibitor, its employees, or its business invitees, or any liability for loss or damage to the property of the exhibitor, its employees, or its business invitees resulting from any cause. It is further understood and agreed that all claims against COSM and COSM Management for any damage, loss, or injury are expressly waived by the exhibitor and assumed by the exhibitor as its responsibility.

Space is leased with the understanding that COSM, COSM Management, Freeman Decorating Company, and the Manchester Grand Hyatt assume no liability whatsoever for damages for any act of omission in connection with the said agency, and the exhibitor and its representative(s) hereby keep forever harmless COSM, COSM Management, Freeman Decorating Company, and the Manchester Grand Hyatt from any and all liabilities for loss ensuing from any cause.

It is further understood and agreed that the COSM and COSM Management shall in no event be liable to an exhibitor for any lost profits, sales, or business opportunities or any other type of direct or consequential damages alleged to be due from a breach of this contract. It is understood and agreed that the sole liability of COSM and COSM Management to the exhibitor for any breach of the contract shall be for the refund of all amounts paid by the exhibitor pursuant to this contract, as an exclusive remedy. The exhibitor agrees to abide by all applicable laws, ordinances, and rules and regulations, including but not limited to those of the

State of California, the City of San Diego, and the Manchester Grand Hyatt, as may be amended from time to time.

CATASTROPHE—In the event of fire, strikes, or other unavoidable occurrence rendering the exhibit space unfit for use, provisions will be made for the exhibit elsewhere or a proper financial adjustment will be made to the exhibitor.

Installation and Dismantling

Exhibitor Installation may begin on Wednesday, April 18, at 8:00 am. Setup must be completed by 8:00 am on Thursday, April 19. All display material, packages, crates, etc. not attended to by 8:00 am Thursday, April 19, will be removed by Freeman Decorating Company on a time and material basis at the exhibiting company's expense.

Dismantling may begin promptly at 4:00 pm on Saturday, April 21. Dismantling exhibits before the official closing without just cause and/or permission from COSM Management will result in not receiving an invitation to exhibit the following year.

SERVICE CONTRACTORS—Freeman Decorating Company has been designated the official contractor. Freeman will operate a service desk in the exhibit hall. Forms for ordering complete exhibit hall services will be on the COSM Web site at www.cosm.md on January 6, 2012. The service desk will be open during installation, dismantling, and show hours for your convenience.

INSTALLATION AND DISMANTLING

BADGES—These passes are necessary for all unregistered installation and dismantling personnel who want access to the exhibit hall. Setup badges must be presented to the security officers for entrance. Passes may be obtained at the exhibitor registration desk on Level 2 level of the Manchester Grand Hyatt Wednesday, April 18, at 8:00 am.

SETUP BY NONOFFICIAL

CONTRACTOR—The unpacking, setup, assembling, dismantling, and packing of displays and equipment must be done by the correct type of labor. Freeman Decorating Company will have skilled craftsmen available to assist exhibitors. Arrangements for labor should be made through the decorating company in advance whenever possible. Official labor forms will be included in the online exhibitor service manual.

EXHIBITOR-APPOINTED CONTRACTORS

(EACS)—Exhibitor-appointed contractors (EACs, nonofficials, or independent contractors) are allowed to install and dismantle at COSM as long as there is compliance with the following rules:

- COSM Management must be notified in writing by Monday, March 26, 2012. The EAC approval request form will be in the online exhibitor service manual. Notification by the EAC is not acceptable.
- The EAC must furnish COSM Management with a certificate of liability insurance no later than March 26, 2012. The liability insurance must have a limit of not less than \$1,000,000.
- The EAC must have current contracts with appropriate unions and provide stewards in the required ratio.
- The EAC may not solicit or accept new business for future COSM shows on the show floor.
- The EAC must have all appropriate federal, state, and local license, permits, etc. (if any).
- An EAC will not be permitted on the show floor unless the above rules are observed. No exceptions!

Please note: The exhibiting company is fully responsible for the coordination of its contractors. In the interest of clear communication, COSM Management will not work directly with any nonofficial contractors including decorators, contractors, public relations agencies, or advertising agencies.

For services such as electrical, plumbing, telephone, drayage, rigging, booth cleaning, and millwright work, no exception will be made and the contractor designated by COSM Management must be used.

SHIPPING INFORMATION

—All exhibitors are required to send their freight through the official drayage contractor. It is imperative that all exhibitors coordinate their deliveries with the official drayage contractor, inasmuch as COSM Management has given the drayage contractor control of the loading dock, which is necessitated by limited accessibility and time. Shipping directly to the hotel is prohibited.

EXHIBITORS PROSPECTUS



MANCHESTER GRAND HYATT
APRIL 18-22, 2012
SAN DIEGO, CALIFORNIA

AMERICAN COLLEGE OF SURGEONS
 DEPARTMENT: COSM
 633 N. SAINT CLAIR ST.
 CHICAGO IL 60611-3211

NON PROFIT ORG.
 U.S. POSTAGE
PAID
 CHICAGO, IL
 PERMIT NO. 1

2011 Exhibitor List

Acclarent, Inc.
 Advanced Bionics
 Alcon Laboratories, Inc.
 Allergychoices, Inc.
 American Academy of Otolaryngology - Head & Neck Surgery Foundation
 American Journal of Rhinology & Allergy
 American Medical Systems
 Annals Publishing Company
 ArthroCare ENT
 ATMOS, Inc.
 Atos Medical, Inc.
 Beutlich LP Pharmaceuticals
 Boston Medical Products
 BrainLab
 Bright Health Physicians of PIH
 Carestream Health
 Carl Zeiss Meditec, Inc.
 Checkpoint Surgical, LLC
 Cochlear Americas
 COMFORT EARX, LLC
 Cook Medical
 DocuMENT@
 Ear, Nose & Throat Journal
 eClinicalWorks
 Elsevier
 Entellus Medical, Inc.
 ENTrigue Surgical, Inc.
 Envisionier Medical Technologies
 Envoy Medical
 Ethicon Endo-Surgery

Eyemaginations
 Fanconi Anemia Research Fund, Inc.
 FridaBaby, LLC
 GE Healthcare
 General Pharmacy/Sinus Dynamics
 Grace Medical, Inc.
 Gyrus ENT L.L.C.
 HCA - Hospital Corporation of America
 Hemostasis, LLC
 Hill Dermaceuticals, Inc.
 Hood Laboratories
 InHealth Technologies
 Instrumentarium
 Intersocietal Accreditation Commission (IAC)
 Intuitive Surgical
 Invotec International Inc.
 IRIDEX
 Jedmed Instrument Company
 KARL STORZ Endoscopy-America, Inc.
 KayPENTAX
 KLS Martin Group
 Kurz Medical, Inc.
 Leica Microsystems
 LifeCell Corporation
 Lippincott, Williams & Wilkins
 Lisa Laser USA
 LMA North America
 Lumenis
 MDScope (BHS International, Inc.)
 MedEI
 MedNet Technologies, Inc.

Medtronic Surgical Technologies
 Mentor Worldwide LLC
 Merz Aesthetics, Inc./Radiesse Voice
 MTI
 NeilMed Pharmaceuticals
 NexTech
 OmniGuide
 Optim, LLC
 Otologics
 Otomed, Inc.
 OtoSim
 Ototronix
 Plural Publishing, Inc.
 PMPH-USA
 Reliance Medical Products
 Restech
 Richard Wolf Medical Instruments Corporation
 SAGE
 Sonitus Medical, Inc.
 Sophono
 Starion Instruments
 Stryker
 Summit Medical
 Synthes Anspach
 Synthes CMF
 United States Army Healthcare Team
 Vision-Sciences, Inc.
 Wiley-Blackwell
 Xoran Technologies, Inc.
 Yuma Regional Medical Center