

Where Wound Care Professionals Go for Answers



SAWC SPRING
THE SYMPOSIUM ON ADVANCED WOUND CARE

WHS
WOUND HEALING SOCIETY



The SAWC is the Official Meeting Site for the
AAWC
Association for the Advancement of Wound Care



 European Tissue
Repair Society

April 19–22, 2012
Georgia World Congress Center
Atlanta, Georgia

For more information, visit:
www.sawcspring.com



EXHIBITOR PROSPECTUS





The Most Important Wound Care Event in 2012!

The popular Symposium on Advanced Wound Care (SAWC) has once again joined forces with the Wound Healing Society (WHS) and the Association for the Advancement of Wound Care (AAWC) to bring you the largest wound care event in North America – SAWC/WHS Spring.

The partnership between SAWC, WHS, and AAWC brings the wound care commu-

nity closer together year after year for the benefit of patients and our community. The efforts of SAWC, the WHS, and the AAWC will attract more than 2,500 wound care clinicians to the SAWC/WHS Spring 2012. The event will provide the most comprehensive, cutting-edge research and education; unparalleled networking opportunities; and an exhibit hall showcasing the latest products and

treatment solutions available in wound care.

Research and advances in technology are increasingly changing the way patients are treated, and healthcare providers are under increasing pressure to improve patient outcomes. There is no other meeting, conference, or tradeshow that provides greater access to more attendees and key decision-makers within wound care than SAWC/WHS Spring. The 2012 event will help you reach even more clinicians who are seeking products and treatments for the patients with or at risk for wounds. If you serve the wound care industry, you need to showcase your company's products, solutions, and services at this extraordinary event!

Non-Conflicting Exhibit Hall Hours

Thursday

April 19, 2012 . . . 5:30 p.m. – 8:30 p.m.

Grand opening of exhibits/
cocktail reception

Friday

April 20, 2012 . . . 11:45 a.m. – 2:15 p.m.

Lunch with exhibits

Saturday

April 21, 2012 . . . 11:45 a.m. – 2:15 p.m.

Lunch with exhibits



SAWC: The must-do for the wound care market.

Benefit by exhibiting:

- **REACH** thousands of important patient care providers.
- **BUILD** and **DEVELOP** relationships with purchasing decision-makers and influencers.
- **UNCOVER** and **IDENTIFY** new, qualified leads on the spot.
- **CREATE** a positive and lasting impression in the marketplace.
- **NETWORK** with key opinion leaders, faculty, and clinicians from a wide variety of organizations.



Marketing that drives attendance!

Over the past 10 years, total attendance has nearly doubled and the number of MDs and DPMs who attend SAWC/WHS Spring has nearly tripled. Our aggressive marketing campaign reaches more than 225,000 wound care professionals and includes the following channels:

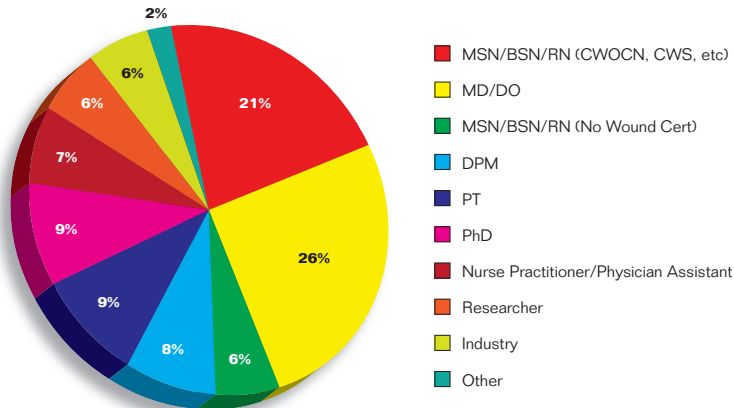
- Partnerships with leading clinical organizations, the Wound Healing Society and the Association for the Advancement of Wound Care
- Print advertising in *Ostomy Wound Management*, *WOUNDS*, *Podiatry Today*, *Today's Wound Clinic*, *Annals of Long-Term Care*, *Skin & Aging*, and *Clinical Geriatrics*
- Dedicated SAWC/WHS Spring 2012 and SAWC Fall 2012 websites
- Banner ads on each partnering organization's and journal's website
- Banner ads on each journal's e-newsletter
- Polybag promotions in *Ostomy Wound Management*, *WOUNDS*, *Podiatry Today*, and *Today's Wound Clinic*
- Comprehensive direct mail campaign using journal mailing lists
- Ongoing marketing and promotional efforts conducted by WHS and AAWC to their members
- Highly targeted e-marketing and fax campaigns
- Public relations
- Social networking advertising including Facebook and Twitter
- And much more

We support our exhibitors a variety of ways:

- Impression-driven sponsorships
- Customized marketing programs
- Exhibitor marketing kits (full of many useful tools for every step of your trade show experience)
- An experienced sales staff to assist with reaching your marketing goals



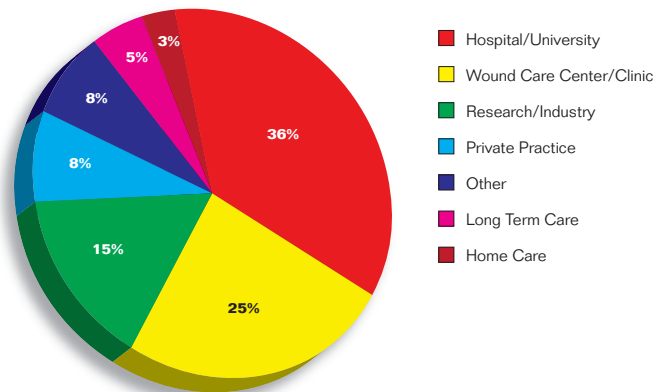
Professional Categories



The SAWC SPRING appeals to clinicians in all settings.

99% of SAWC/WHS Attendees Visit the Exhibit Hall!

Facility Type



Virtually every discipline is represented at SAWC SPRING.

98% of SAWC/WHS Attendees found the products/services in the Exhibit Hall to be of value to their work and patient care responsibilities.



Reserve your booth space for 2012 today!

The exhibits, an integral part of the SAWC/WHS Spring 2012 educational experience, compliment the program and clinical sessions, letting registrants examine and evaluate the latest developments in research, equipment, supplies, and services that are represented for use in the field of wound care.

Exhibiting at the SAWC/WHS Spring 2012 will give you the opportunity to identify qualified leads on the spot, build and develop new business relationships, and have unprecedented networking opportunities with thousands of clinicians.

Who should exhibit? Any company that wants to reach clinicians in the wound care field, including surgeons, physicians, podiatrists, physical

therapists, advanced practice wound care nurses, researchers and other clinical specialties.

Standard Booth Fees

Standard booths are 10' x 10'.

- \$3,800 if reserved by October 15, 2011
- \$3,850 after October 15, 2011

Included in Booth Fees

- Standard booth identification sign showing exhibitor name and booth number
- Draped 8'-high back wall and 3'-high side rails
- Daily cleaning of aisles in exhibit area
- Exhibit description in the exhibition guide
- Complimentary exhibit badges (quantity based on the size of the booth space)
- Carpeted aisles

Value-Added Exhibitor Benefits

- **Recognition** through a comprehensive and innovative promotional campaign of emails, direct mail, and advertising (over 1 million impressions!)
- **Pre-show coverage** in *WOUNDS*, *Ostomy Wound Management*, *Today's Wound Clinic*, *Podiatry Today*, and *Annals of Long-Term Care* journals
- **Hyperlink** on the official website
- **Press opportunities** on the official show website



“The exhibits were a great opportunity to see products and learn about their uses.”

Please visit: www.sawcspring.com

Policy for Assignment of Space

All applications for space must be filed on a contract form. Please keep a copy for your records. It is not always possible to assign one of your preferred choices. However, the management company will try to assign in your requested area. The primary consideration in the assignment of space to exhibitors shall be in the best interest of SAWC/WHS. The SAWC/WHS may, at its discretion, accept or reject any application for space and reserves the right to relocate or reassign exhibit booths at any time. Many booth spaces have already been assigned using a point system in combination with the on-site booth-assignment process for those who exhibited at SAWC/WHS Spring 2011. Applications received after the on-site booth assignment process is completed shall be assigned on a first-come, first-served basis. Space assignments are contingent upon a timely receipt of application; the size of

exhibit requested; physical layout and characteristics of the exhibit hall; compatibility of exhibitors; and other factors as determined by SAWC/WHS, such as overall support of the meeting.

Terms of Payment/Cancellation

Prices of exhibit booths are as indicated on the exhibitor agreement. Applications for each exhibit space must be accompanied by a 50% deposit in the form of a credit card payment, check, or money order made payable to HMP Communications, LLC. The balance of the payment shall be due no later than Jan. 14, 2012. Applications submitted after Jan. 14, 2012, must be accompanied by payment in full. Should any contingency prevent the SAWC/WHS or exhibition from occurring, HMP Communications, LLC, shall not be held liable for any expenses incurred by

exhibitors. If HMP Communications, LLC, receives written notice of space cancellation by Feb. 11, 2012, a 50% refund of monies received will be made. If an exhibitor cancels after this date, and the space is not resold or the exhibits are not sold out, the entire cost of booth space will be forfeited. Please refer to the back of the exhibitor agreement for complete rules and regulations.

Installation/Dismantling

The official exhibit contractor, Freeman, will provide an exhibitor services kit containing literature and rates for all labor, services, electrical connections, furniture, and miscellaneous equipment to exhibitors after space assignment has been confirmed. Please check your exhibitor kit for order-deadline dates. Freeman also will provide instructions for submitting forms online.



Testimonials From SAWC Spring Exhibitors



"The Spring SAWC conference is a premiere venue for top-notch education and clinical symposia. The audience is a great mix of healthcare practitioners from every stakeholder within the wound care setting. The sponsorship opportunities are vast and varied, and collectively offer a comprehensive overview of the latest in technology and education."

Product Manager, Advanced BioHealing



"EHOB has been a loyal exhibitor for more than 15 years. We value our interaction at each SAWC with our current customers, as well as with new prospects."

Sales and marketing manager for EHOB, Inc.

"No other wound care meeting attracts more clinicians each year!"

"Virtually every wound care discipline is represented at SAWC/WHS each year!"

SAWC provides so much collegial interaction, both business-to-business and clinician-to-business. It's a wonderful opportunity for a small business to reach its target audience."

President of Regenesys Biomedical, Inc.

"The SAWC Spring Conference provides Net Health with an unmatched ability to connect with current and future WoundExpert clients, by combining state-of-the-art education and great opportunities to socialize with key constituents in the industry."

President, Net Health Systems



"We've been attending SAWC for 10 years now. What we like most is touching base with all our current clientele. If they have any questions or concerns, we can field those but also prospect new business."

National sales manager for Hy-Tape International, Inc.

"The attendees are the perfect balance between knowledgeable and inquisitive. While they already know quite a bit about advanced wound care and the available products, they want to find out about new technologies and ask very good questions. HMP does a great job of making sure the exhibit hall is full of attendees during exhibit hours. Having no conflicts with the general session agenda is a win-win: Attendees don't have to sacrifice lecture time to [visit] the exhibit hall, and exhibitors have productive exhibit sessions."

EVP, global marketing for DermaSciences

Looking to help your company increase its presence at the SAWC/WHS Spring 2012?



Bag Inserts \$5,000 per insert

The SAWC/WHS Spring 2012 allows a limited number of promotional

flyers and items to be inserted into each conference registration bag, given free to every attendee. Attendees value the contents of their bags, which include the syllabus book, exhibition guide, and much more. Make sure your company is included.

Room Drop Bag \$3,000 per insert

To promote your products and invite attendees to visit your booth, please contact your HMP sales representative for pricing on room drops.



SAWC/WHS Spring 2012 Website Banner \$2,000 per month

Over 85 percent of attendees registered for 2011 through the SAWC/WHS Spring website. It is consistently advertised through all four of our wound care journals — *Ostomy Wound Management*, *WOUNDS*, *Today's Wound Clinic*, and *Podiatry Today* — which increases traffic to the SAWC/WHS site.

Advertising in Exhibition Guide \$2,000 per ad

The SAWC/WHS Spring 2012 Exhibition Guide is an outstanding opportunity for your company to reinforce its visibility at the show. As the official directory to companies exhibiting at SAWC/WHS, more than 2,500 attendees will use the guide when deciding which companies to visit and determining where they can be found. It includes valuable information such as floor plans, company descriptions, and contact information. Advertising in the exhibition guide will ensure that your company is not overlooked.

For more sponsorship information, please contact your HMP sales representative.



Floor Plan Sponsorships/ My SAWC Planner

\$1,500–\$4,500

My SAWC Planner is an interactive floor plan available to all SAWC/WHS attendees. They'll be able to view exhibitor locations along with company descriptions, contact information, and links to company websites. Choose one of the enhanced listings, and attendees can view press releases, your product images, videos, and much more! Added benefits let attendees create an agenda, with highlighted booths and company information to help drive your booth traffic.

**72% of SAWC/WHS Attendees
Visited the Exhibit Hall All Three Days!**

**97% of SAWC Spring attendees found
exhibitor's products/services to be of value
for work/patient care responsibilities**

**93% of SAWC/WHS Attendees are
involved in the decision making process
for their facility!!**



Book your exhibit or sponsorship opportunity today!

Contact your HMP Communications Sales Representative.



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"Before this meeting, I had a limited knowledge of the products that were available."

"The SAWC/WHS program has something for every care setting that treats wounds"

Join the growing list of companies that have exhibited at SAWC/WHS and know the value of meeting the leaders in wound care.

3M Health Care
3S Wound Care Consulting Group
AAWC
Abbott Nutrition (formerly Ross Products)
ACEOS, Inc.
ACI Medical
Action Bandage
Advanced BioHealing
Advanced Tissue
Aesbar
Airtgas Puritan Medical
Albert Lea Medical Center
ALCAVIS HDC
AK Molecular Diagnostic
All South Services
AlloSource
Amarex Clinical Research
AMD-Ritmed, Inc.
American Academy of Wound Management
Amerx Health Care Corporation
Anacapa Technologies, Inc.
Andover Healthcare, Inc.
Apptec PharmaChem, Inc.
ARANZ Medical Limited
Argentum Medical, LLC
ArjoHuntleigh
Arobella Medical, LLC
ArthroCare Wound Management
Arteriocyte Medical Systems

ATMOS
Attends Healthcare products
B. Braun Medical
Baylor Health Care Systems
Best Publishing
Biacare Medical
Bio Compression Systems, Inc.
BioSpherix, Ltd.
BioTherapeutics, Education and Research
Foundation
Blair Laboratories
Boston Healthcare
BRIDGE PTS (Preclinical Testing Services), Inc.
Burman's Medical Supplies
Byram Healthcare
Calmoseptine, Inc.
Cardinal Health – NeuroCare
Care Tech Laboratories, Inc.
Carl Zeiss Micro Imaging, Inc.
Carolon Multi-Layer Hosiery
CCS Medical
Celleration, Inc.
Celox
Clinical Wound Solutions, LLC
Coloplast Corp.
Comprehensive Healthcare Solutions
ConvaTec
Covidien
Custom Medical Solutions

Cytomedix
Darco International, Inc.
Daval Inc.
Debra of America
Dermagenics, U.S., Inc.
DermaRite Industries, LLC
Derma Sciences, Inc.
DeRoyal Industries
Diabetica Solutions, Inc.
Diversified Clinical Services
DJO Incorporated
DM Systems, Inc.
Dynamic Medical Systems, Inc.
EHOB, Inc.
Elta Swiss American Products, Inc.
Encompass Therapeutic Support Systems
Farrow Medical Innovations
Ferris Manufacturing Group
FMC BioPolymer
Gaymar Industries, Inc.
Hartmann, Inc.
Healagenics, Inc.
Health Care Logistics
Healthpoint, Ltd.
Health Volunteers Overseas (HVO)
Hill Laboratories
Hill-Rom Company, Inc.
HMP Communications
Hollister, Inc.
HS Pharmaceuticals, LLC
HyperMed, Inc.
Hy-Tape International
I-Flow Corporation
Innovative Therapies, Inc.



Integra
 Intellicure Inc.
 International ATMO, Inc.
 Ivivi Technologies
 Joerns Healthcare, Inc.
 The Joint Commission
 JUZO
 KAP MEDICAL
 KCI
 KCK Industries
 Koven Technology, Inc.
 Lantiseptic
 LaSalle University
 Lendell Manufacturing, Inc.
 Links Medical Products
 Lippincott Williams & Wilkins
 Llorens Pharmaceuticals
 Lohmann & Rauscher
 Longport, Inc.
 Lorenz NeuroVasc
 Lympha Press USA
 Majilite Corporation
 Mason Medical Products
 Medastat USA
 Medefficiency, Inc.
 Medela Medical Technology
 Medical Nutrition USA, Inc.
 Medical Solutions Supplier
 Medline Industries
 MicroVas Technologies
 Milliken & Company
 Misonix, Inc.
 Molnlycke Healthcare, Inc.
 MPM Medical, Inc.

National Alliance of Wound Care
 National Healing Corporation
 National Lymphedema Network
 National Rehab
 Nestlé HealthCare Nutrition, Inc.
 Net Health Systems, Inc.
 NeuroVasix
 Noble Biomaterials, Inc.
 NormaTec
 NPUAP
 Nu-Hope Laboratories, Inc.
 NuMedTec
 Oculus Innovative Sciences, Inc.
 Onset Therapeutics
 Organogenesis, Inc.
 Osborn Medical Corporation
 OxyHeal Health Group, Inc.
 PamLab, LLC
 Pan-America Hyperbarics, Inc.
 Pathogenius – Wound Diagnostic
 Pegasus Biologics, Inc.
 Penn North Centers for Advanced Wound Care
 Perimed, Inc.
 Perry Baromedical
 Promethean LifeSciences, Inc.
 ProsPera NPWT System
 Puricore
 Quantificare, Inc.
 Radiometer America Inc.
 RecoverCare, LLC
 Regensis Biomedical
 Reliamed
 Sage Products, Inc.
 SAM Medical Products

SANUWAVE
 Saunders-Mosby-Elsevier
 Sechrist Industries, Inc.
 Sharp Wound Care
 Silverleaf Medical
 Sizewise Rentals, LLC
 Smith & Nephew Wound Management Division
 Soluble Systems, LLC, the makers of TheraGuaze
 Soring, Inc.
 Southwest Technologies, Inc.
 Stratus Pharmaceuticals, Inc.
 Summit Doppler Systems, Inc.
 Synergy Wound Care Supply
 Systagenix Wound Management
 Tactile Systems Technology
 Talley Medical
 TEI Biosciences
 Tekscan, Inc.
 Tissue Repair Company
 Touchless Care Concepts, Inc.
 Undersea & Hyperbaric Medical Society, Inc.
 VA/FED Wound Care Providers
 Vasamed, Inc.
 VATA – Wound Care Models
 WebWOC Nursing Education Program
 Wiley-Blackwell
 Winchester Laboratories, LLC
 Wound Care Innovations
 Wound Care Technologies
 Wound Healing Society
 Wound Honey
 Wright Medical Technology