

2024 CRITICAL CARE CONGRESS

EXHIBIT, SUPPORT, AND ADVERTISING OPPORTUNITIES

JANUARY 21-23, 2024
PHOENIX CONVENTION CENTER
PHOENIX, ARIZONA, USA



Society of
Critical Care Medicine
The Intensive Care Professionals



Featuring experts from every facet of critical care.

Connect, collaborate, and innovate at this premier event.

TABLE OF CONTENTS

2

- About SCCM and the Critical Care Congress

3

- Important Dates to Mark on Your Calendar
- 2024 Schedule

4

- Attendee Profile

5

- Exhibiting

7

- Medical Education Grants

8

- SCCM Grants and Awards

9

- Advertising

11

- Sponsorships

14

- Contact Us

BE AT THE CENTER OF IT ALL!



The Society of Critical Care Medicine (SCCM) invites you to the 2024 Critical Care Congress in Phoenix, Arizona. Featuring experts from every facet of critical care, connect, collaborate, and innovate at this premier event.

Partner with SCCM and get connected to a global community of critical care professionals—from clinicians to researchers to educators—all of whom share your goal of improving patient care. The 2024 Congress will highlight the latest medical advances and innovative treatments in intensive care unit (ICU) administration and management. The tools and technologies you deliver are essential to the significant breakthroughs and contributions that impact critical care.



Society of
Critical Care Medicine
The Intensive Care Professionals

About the Society of Critical Care Medicine

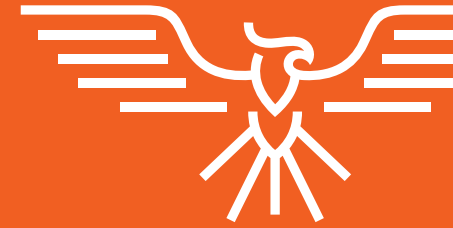
Connecting a global community of critical care clinicians, the Society of Critical Care Medicine (SCCM) serves as a leader in critical care best practices. With more than 17,000 members in more than 85 countries, SCCM is the only multiprofessional organization dedicated exclusively to advancing critical care, education, research, and advocacy. The Society has been a recognized leader in critical care for more than 50 years.



About the Critical Care Congress

SCCM's Critical Care Congress highlights extraordinary advances being made in the treatment of critically ill and injured patients. Attendees can expect the latest knowledge, research, and strategies for optimizing care as provided by the multiprofessional team. The annual Congress has delivered an exceptional and comprehensive experience for more than 50 years.

IMPORTANT DATES TO MARK ON YOUR CALENDAR



Critical Care Congress and Exhibit Dates: January 21-23, 2024*

Booth registration opens	August 1, 2023	Phoenix warehouse shipments begin	December 18, 2023
Exhibitor housing opens	August 1, 2023	Intent to use a non-appointed contractor form due . .	December 29, 2023
Exhibitor service kit available	September 5, 2023	Registration list request form due	December 29, 2023
Special Events and Sessions Brochure advertising deadline.	October 10, 2023	Hotel door drop materials due	January 3, 2024
In-Booth Education Information deadline	October 10, 2023	Booth layout approval due	January 5, 2024
Congress Pocket Pal deadline	October 10, 2023	Giveaway form due	January 5, 2024
Booth assignments begin	October 15, 2023	Phoenix warehouse shipment ends	January 16, 2024
		Direct shipments begin	January 19, 2024

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

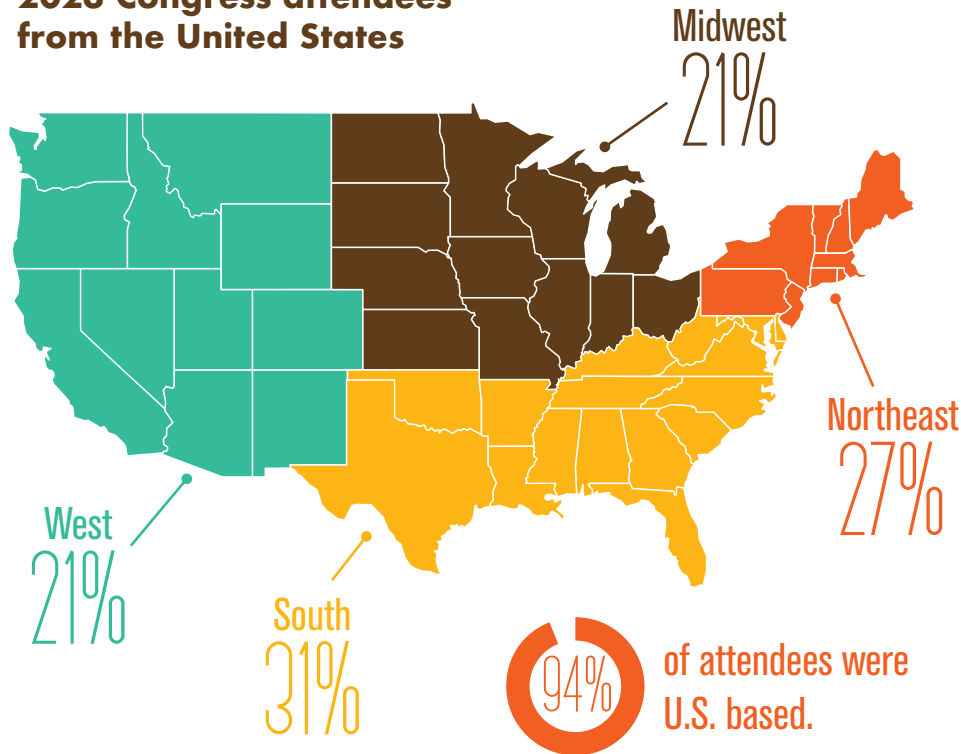
2024 CONGRESS SCHEDULE*

	January 19	January 20	January 21	January 22	January 23	January 24
On-Site Exhibitor Registration	8:00 a.m. – 5:00 p.m.	8:00 a.m. – 5:00 p.m.	7:00 a.m. – 6:00 p.m.	7:00 a.m. – 5:00 p.m.	7:00 a.m. – 5:15 p.m.	
Exhibit Installation/Move-In	8:00 a.m. – 5:00 p.m.	8:00 a.m. – 5:00 p.m.				
Exhibition Hours			9:30 a.m. – 3:45 p.m.	8:45 a.m. – 3:30 p.m.	8:45 a.m. – 1:30 p.m.	
Dedicated Exhibit Hours			9:30 a.m. – 10:30 a.m. 2:15 p.m. – 3:15 p.m.	8:45 a.m. – 9:45 a.m. 2:15 p.m. – 3:15 p.m.	8:45 a.m. – 9:45 a.m.	
Exhibit Dismantle/Move-Out					1:30 p.m. – 8:00 p.m.	8:00 a.m. – 12:00 p.m.

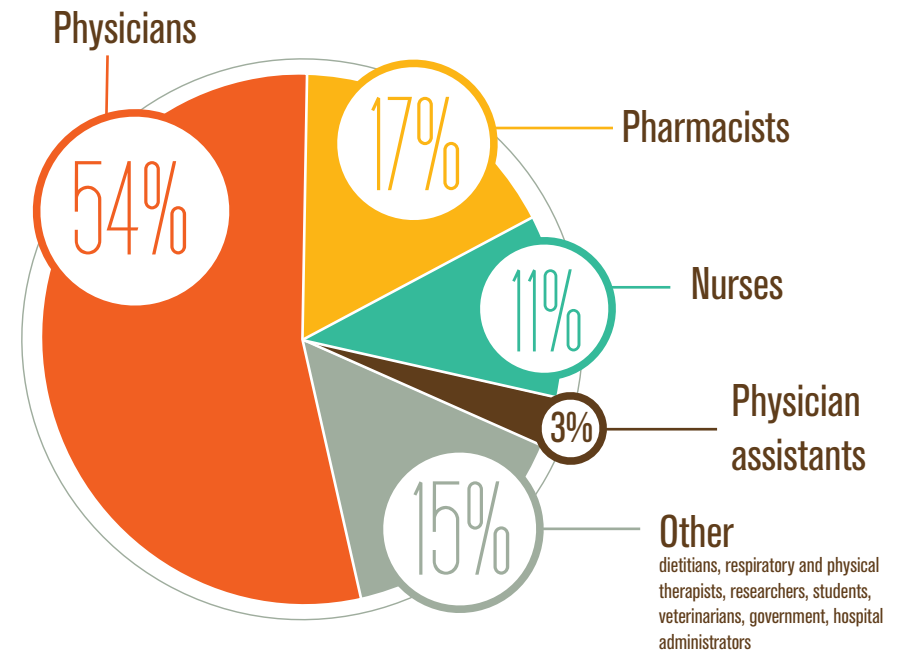
*Dates and times are subject to change. Final hours will be posted at sccm.org/expo.

2023 CRITICAL CARE CONGRESS ATTENDEE PROFILE

2023 Congress attendees from the United States



2023 Congress attendees by profession



2023 Congress attendees by SCCM member type

SCCM provides a range of membership types designed to meet the needs of the critical care community.



EXHIBITING



Exhibit in Connections Central! 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 SCCM's 2024 Critical Care Congress.

Share your newest technologies, products, services, and career opportunities with the largest gathering of multiprofessional critical care professionals from all over the world.

Thousands of critical care clinicians, researchers, and educators attend SCCM's annual in-person Congress to discover the latest solutions and developments, medical advances, cutting-edge treatments, and breakthroughs in ICU administration and management.

Sign up to exhibit today! Visit sccm.org/expo.

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

- Gain valuable face time with key decision-makers.
- Develop new product ideas by attending educational sessions.
- Generate new leads and increase sales with exposure to more than 5000 critical care professionals.

Connections Central traffic boosters:

- Five hours of unopposed time enables attendees to visit with exhibitors.
- Strategically placed Research Snapshot Theaters feature presentations of abstracts and case reports.
- Complimentary beverage breaks take place during unopposed times.
- Daily lively discussions led by experts are held at the Critical Crosstalk Theater, in addition to the popular Critical Care Quiz Show.
- Daily attendee giveaways are held at SCCM Central. Attendees must be present to win.
- Additional SCCM programming



What types of companies exhibit?

- Technical
- Career opportunities*
- Market research
- Lifestyle
- Publications and educational resources
- Associations and societies*
- Any companies that produce products and services of a professional or educational interest or benefit to the attendees and directly related to the field of critical care

*A special discounted rate is available for recruitment companies and associations.

SCCM does not accept applications from exhibitors that display or sell beauty or anti-aging products, LED skincare, infrared products, or TENS or EMS units. SCCM does not allow exhibitors to set up beauty stations in their booth (no small chairs with mirrors).

A complete listing of the Exhibitor Guidelines is in the Exhibitor Service Manual, found at sccm.org/expo (available September 2023).

EXHIBITING

Cost of Exhibiting

Exhibit space is charged at a rate of \$55 per square foot. There is a \$200 additional charge for a corner booth. Recruitment companies and associations receive a discounted rate of \$4,400 for a 10' x 10' booth (location assigned by SCCM).

Booths include:

- Identification sign (7" x 44") showing company name
- Listing in the Congress Pocket Pal of company name and booth number (if registered by October 18, 2023)
- Listing in the in the Congress App of company name and booth number
- Five complimentary exhibitor badges per 100 square feet of booth space

Exhibit space will only be assigned with a signed application and when any outstanding balances with SCCM are paid in full. 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.

To apply for exhibit space and view the exhibit area floor plan, visit sccm.org/expo. You may reserve your booth and manage your exhibit space via the exhibitor portal.

To learn more about exhibiting, contact Colleen McNamara at +1 847 827-7478 or cmcnamara@sccm.org.



Cancellation Policy

Notification of an exhibitor's decision to cancel or reduce space must be sent in writing 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, October 20, 2023, the exhibiting company will receive a full refund less a 50% administrative fee. After Friday, October 20, 2023, no refunds will be given.

The information in the Exhibitor Prospectus and Exhibitor Guidelines are part of, included in, and binding through the Exhibit Space Agreement. By registering to exhibit, you agree to abide by all policies and terms regarding the Event.

MEDICAL EDUCATION GRANTS

Please contact Desiree Ng at
+1 847 827-7188 or
dng@sccm.org for more information.

Support programming at Congress through medical education grants. All Congress programs are packed with essential clinical information to keep practitioners informed on various critical care topics.

Educational Sessions

Support a pre-Congress educational session or support the entire live Congress program, plus Congress Digital, in the form of a medical education grant. Because these are accredited sessions, no influence by industry is allowed in the program content or speaker selection.

INVESTMENT: Customized

Accredited Continuing Education (ACE) Symposia

Further improvement in healthcare and provide a balanced view of available therapeutic options for all intensive care practitioners.

The ACE symposia are supported by independent medical education grants and comply with Accreditation Council for Continuing Medical Education (ACCME) guidelines. SCCM is the ACE provider for these events. All presentation topics, faculty, and objectives are approved by SCCM to ensure that content is unbiased and meets established goals. For an incremental fee, enduring material options are available to reach learners beyond the live event.

INVESTMENT: Customized



SCCM'S AWARDS AND GRANTS PROGRAM

Please contact Desiree Ng at
+1 847 827-7188 or
dng@sccm.org for more information.

Established in 1983, SCCM's awards and grants program promotes excellence in critical care teaching and research. Last year, SCCM awarded \$240,000 in research grants and awards that helped improve the care of critically ill and injured patients. Be part of this important recognition and elevate your reputation as a supporter of quality critical care by adding your additional funding to SCCM's awards.

Star Research Awards

These awards honor the top abstracts and case reports for outstanding research.

INVESTMENT: \$14,650

In-Training Award

This award honors a presenting author who is in a critical care training program or who has ended training not more than one year before Congress.

INVESTMENT: \$2,500

Early Stage Researcher 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 awardee receives an honorarium plus registration and reimbursement for airfare and hotel expenses to attend SCCM's Critical Care Congress.

INVESTMENT: \$2,500

Norma J. Shoemaker Grant

This grant, which honors SCCM's founding Executive Director Norma J. Shoemaker, RN, MN, FCCM, is awarded to support the research studies of an SCCM nurse member. The grant was created to encourage research in critical care nursing and to provide funding for the continuation of research endeavors. Grant funds may be used for up to two years. Research will be presented at SCCM's 2024 Congress.

INVESTMENT: \$15,000



ADVERTISING

Target the right audience at the right time. Advertise early so that attendees can plan ahead for their time at Congress. With SCCM's advertising opportunities, you will reach key decision-makers who can make a significant impact on your sales revenue. Bundle and save with an SCCM package or customize your own!

Critical Connections (Fall 2023)

SCCM's premier newsmagazine features articles that address the latest clinical topics and success stories from the Society. Advertise in the fall 2023 issue, which will be mailed to 19,000 members and nonmembers in late November. SCCM also produces a digital online version that is accessible on its website. Distribution is more than 50,000. Advertising agreement is due October 10, 2023.

FULL PAGE FOUR COLOR: **\$5,245**

HALF PAGE FOUR COLOR: **\$4,005**

SCCM Digital Newsletter, Congress Edition

Obtain exclusive access to more than 50,000 critical care clinicians during October, November, December, and January. This digital newsletter includes information related to exciting events, sessions, and activities at Congress plus precourses and late-breaking news.

PREMIUM BANNER AD OPTION PER ISSUE: **\$6,600**

INDUSTRY PARTNER RESOURCES TEXT AD OPTION: **\$3,850**
(limited to five ads per issue)

Congress Special Events and Sessions Brochure

A must-read for all Congress registrants, this brochure highlights exciting events, sessions, and activities, as well as pre-Congress educational opportunities, educational symposia, and social events. The brochure is distributed electronically to 50,000 recipients comprising all Congress registrants and nonregistrants. The brochure will also be available for viewing on the Congress website. Advertising agreement is due October 10, 2023.

FULL PAGE: **\$4,125**

HALF PAGE: **\$2,835**

Congress Attendee Mailing List

Reach Congress participants before they arrive. Purchase a mailing list delivered four weeks before Congress to reach your prospects early. SCCM must approve any mail pieces. The mailing list is for one-time use only and does not include email addresses. (Opportunity excluded from bundle discounts.)

INVESTMENT: **\$1,100**

Please contact Desiree Ng at
+1 847 827-7188 or
dng@sccm.org for more information.

Bundle and Save

CHOOSE TWO ADVERTISING VEHICLES: **\$1,000 discount**
CHOOSE THREE ADVERTISING VEHICLES: **\$1,500 discount**
CHOOSE FOUR ADVERTISING VEHICLES: **\$2,000 discount**

Hotel Door Drop

SCCM will distribute your product literature, sales brochures, or other promotional materials to attendees' hotel rooms in time for the first day of Congress! Materials must be approved by SCCM and will be distributed at selected SCCM-contracted hotels.

ONE PIECE: **\$5,500**

TWO PIECES: **\$9,500**

Bonus Industry Resources

Advertise on the Congress website and event app with an informative PDF, video, audio ad, or URL link. All vehicles must be preapproved.

INVESTMENT: **\$2,750**



ADVERTISING

Please contact Desiree Ng at
+1 847 827-7188 or
dng@sccm.org for more information.

Congress Daily Update Digital Newsletter

Your premium banner ad will be the only one that appears in this daily digital newsletter sent to attendees. The Congress Daily Update is emailed on Saturday, Sunday, Monday, and Tuesday during Congress. Two bonus issues are emailed to nonattendees on Saturday and Tuesday, recapping activities and resources.

ATTENDEE CIRCULATION: 5000 total, open rate: 64.5%
NONATTENDEE CIRCULATION: 40,000 total, open rate: 38%
PREMIUM BANNER AD OPTION: \$6,600
INDUSTRY PARTNER RESOURCES TEXT AD OPTION: \$3,850 per ad (limited to five ads per issue)

Banner Ads on Congress Website and App

Selected pages within the Congress event website and app can display your banner ad with a link to a landing page of your choice. Limited to two advertisers. This is bundled with the 2024 Critical Care Congress Pocket Pal Sponsorship.

INVESTMENT: \$16,500

Congress App Notifications

Attendees who have downloaded the Congress App will receive a notification reminding them to visit your exhibit or activity during Congress.

INVESTMENT: \$2,200 (limited slots available)

NEW! Sponsored Social Media Post

Reach an engaged audience on SCCM's trusted social media channels. Use paid social media posts to promote your event, product, service, or clinical updates.

INVESTMENT: \$1,650

NEW! City Guide

The city guide is a printed publication showcasing a variety of ways to explore Phoenix. Advertise or exclusively sponsor this publication. Approximately 3000 printed copies will be distributed in the hotel door drop, registration areas, and SCCM Central.

INVESTMENT: Customized

NEW! Career Guide

This printed publication will contain up to 28 pages of editorials, advertisements, and articles on current trends in medicine and career information. Approximately 3000 copies will be printed and distributed in the hotel door drop, registration areas, and SCCM Central.

INVESTMENT: Customized

NEW! Out-of-Home Advertising

You can extend your product or company exposure in Phoenix with opportunities at the airport, along highways, at or near the convention center, or around the city hotels and shopping areas.

INVESTMENT: Customized



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 generous support.

Please contact Desiree Ng at
+1 847 827-7188 or
dng@sccm.org for more information.

Looking for a unique way to showcase your company?

CUSTOMIZED SPONSORSHIP PACKAGES AND OTHER OPPORTUNITIES ARE AVAILABLE.

Educational Support Opportunities:

INCREASED EXPOSURE

Enduring Industry Insights Sessions

Industry Insights are nonaccredited programs that provide education about new or controversial developments affecting critical care practitioners. Independently develop your own content and capitalize on the engaged audience already gathered in Phoenix. The basic package includes meeting space, SCCM marketing services, and inclusion of recorded materials in Congress Digital and SCCM's YouTube channel.

INVESTMENT: \$26,000 to \$55,000.

INCREASED EXPOSURE

Enduring Industry Education Workshops

Educate attendees on your products and services on site during Congress and then expand your reach with inclusion of the presentation recording in Congress Digital and on SCCM's YouTube channel. On-site presentations will be held in Connections Central. SCCM will digitally promote these recordings quarterly to increase awareness and viewership.

INVESTMENT: \$19,250 to \$22,000

NEW!

Star Research Theaters

New in 2024, the top abstracts and case reports will be presented in a designated theater inside Connections Central. Sponsor will be acknowledged in on-site signage.

INVESTMENT: \$11,000 per theater

Research Snapshot Theaters

Strategically placed in Connections Central, these theaters feature oral presentations of selected abstracts and case reports and allow seating for at least 30. These popular presentations draw standing-room-only crowds during exhibit hours all three days. Sponsor will be acknowledged in on-site panels of the theater structure.

INVESTMENT: \$11,000 per theater

EXCLUSIVE!

Roundtable Discussions

Attendees network and discuss critical care topics on a variety of professional, career, and leadership subjects in discussions led by experienced moderators. This sponsorship can include all sessions in their entirety. Sponsor will be acknowledged in on-site signage, marketing materials, and Congress website and app.

INVESTMENT: \$16,500

Attendee Receptions

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

INVESTMENT: \$5,500

SPONSORSHIPS

Please contact Desiree Ng at
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dng@sccm.org for more information.

(re)Charge Zone

Gain exposure by supporting this space for attendees to recharge their devices and themselves. The area will contain charging stations and resources on well-being. Sponsor will be acknowledged on signage. Sponsor's name and website link will also be included in the Congress Daily Update digital newsletter for additional exposure.

INVESTMENT: \$15,000

Select Member Lounge

More than 50% of SCCM Select Members who attend Congress take advantage of this relaxing lounge to unwind, network, and enjoy refreshments. Sponsor's company logo will be displayed on lounge signage. Select Member communications, which reach more than 2800 of SCCM's most engaged members, will link to sponsor's website. Additionally, sponsor can provide handouts and/or giveaways, and a designated company representative will receive access to the lounge.

INVESTMENT: \$15,000

EXCLUSIVE!

Event Photos and Professional Headshots

A professional photographer will take photos throughout Congress, including during the opening session, American College of Critical Care Medicine Convocation, and other events. These photos will be available for attendees to download from a web page that can display your banner ad with a link to a landing page of your choice. A professional headshot booth will be offered to SCCM Select Members.

INVESTMENT: \$25,000

LIMITED AVAILABILITY

Congress On-Site Pocket Pal

Your company logo will appear in full color on the cover of this pocket-sized Congress information guide.

INVESTMENT: \$16,500 (two available)

EXCLUSIVE!

Bookstore and Door Drop Bags

Prominently display your company's logo, product logo(s), and exhibit booth number on these recyclable bags that attendees receive with their hotel door drop materials and with their purchases at the SCCM bookstore in the convention center.

INVESTMENT: \$25,000

EXCLUSIVE!

Hotel Keycards

Place your company's name, logo, and booth number in each attendee's hand. These keycards are distributed at selected SCCM-contracted hotels with the largest room blocks.

INVESTMENT: \$38,500

Exhibit Aisle Signage

Prominently displayed throughout Connections Central, these high-visibility signs hang above the highly trafficked exhibit floor, directing attendees to your booth. Each aisle is exclusive!

INVESTMENT FOR ONE AISLE: \$4,400

INVESTMENT FOR TWO AISLE: \$6,600

INVESTMENT FOR ALL AISLES: \$45,000

LIMITED AVAILABILITY

Convention Center Signage

Maximize your presence at Congress through custom signage in high-traffic areas of the convention center. Opportunities include but are not limited to railing graphics, window clings, escalator ribbons, stair graphics, wall and/or door clings, banners, floor graphics, and column wraps.

INVESTMENT: Customized

SPONSORSHIPS

Maximize Your Investment as a Congress Sponsor!

Platinum, Gold, and Silver sponsors have the biggest impact on Congress attendees. Slots are limited; contact Desiree Ng and reserve your spot today.

QUALIFYING INVESTMENTS INCLUDE:

- Exhibit space
- Sponsorships
- Promotional symposia
- Industry education workshops
- Advertising*

**Includes secured commitments with external partners for digital newsletters and website ads for the current fiscal year.*

INVESTMENT LEVEL

Benefits	Platinum: \$150,000	Gold: \$100,000	Silver: \$75,000
Special Events and Sessions Brochure	Color company logo with exhibit booth number	Smaller color company logo with exhibit booth number	Company name with exhibit booth number
Complimentary registrant list	Pre- or post-Congress	Pre- or post- Congress	N/A
Sponsorship of a Research Snapshot Theater	2 theaters	1 theater	N/A
Convention center signage	Color company logo in common-area signage	Smaller color company logo in common-area signage	Company name in common-area signage
Connections Central visibility	Floor decals in the aisles surrounding exhibit space	Floor decals in the aisles surrounding exhibit space	N/A
Congress Daily Update digital newsletter	Color company logo placement	Smaller company logo placement	N/A
Priority points awarded for future exhibit space assignments	25	15	5
Sponsorship level highlighted on the Congress website and in the app	Company name highlighted	Company name highlighted	Company name highlighted

Please contact Desiree Ng at +1 847 827-7188 or dng@sccm.org for more information.





CONTACT US

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Join SCCM this year and every year!

February 23-26, 2025 | Orlando, Florida, USA | sccm.org/futurecongress

Society of
Critical Care Medicine
The Intensive Care Professionals

CRITICAL CARE
CONGRESS.

EXHIBITS

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SPONSORSHIPS AND ADVERTISING

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