



CRITICAL CARE
CONGRESS.

Industry Prospectus

Exhibits | Sponsorship | Advertising | Support



March 14-16, 2027

San Diego Convention Center
San Diego, California, USA

sccm.org/congressindustry



Society of
Critical Care Medicine
The Intensive Care Professionals



Why Participate in the 2027 Critical Care Congress?

Join the global community shaping the future of critical care at the 2027 Critical Care Congress. This premier event brings together thousands of multidisciplinary clinicians, researchers, and healthcare leaders dedicated to improving outcomes for critically ill and injured patients.

With access to a highly engaged and influential audience, the Critical Care Congress offers a powerful platform to drive awareness, generate leads, and position your organization at the forefront of innovation.

Participating in Congress enables your organization to:

- Connect with key decision-makers across the critical care team, including physicians, nurses, pharmacists, and advanced practice providers
- Showcase your innovations to a targeted audience actively seeking new technologies, therapies, and solutions
- Build meaningful relationships with a global network of professionals committed to advancing patient care
- Gain insights into emerging trends and research shaping the future of intensive care medicine
- Elevate your brand by aligning with a trusted organization that has advanced critical care for more than 50 years



Attending SCCM's Congress is a one-stop shop for knowledge, quality-improvement, clinical skill, networking, and inspiration!

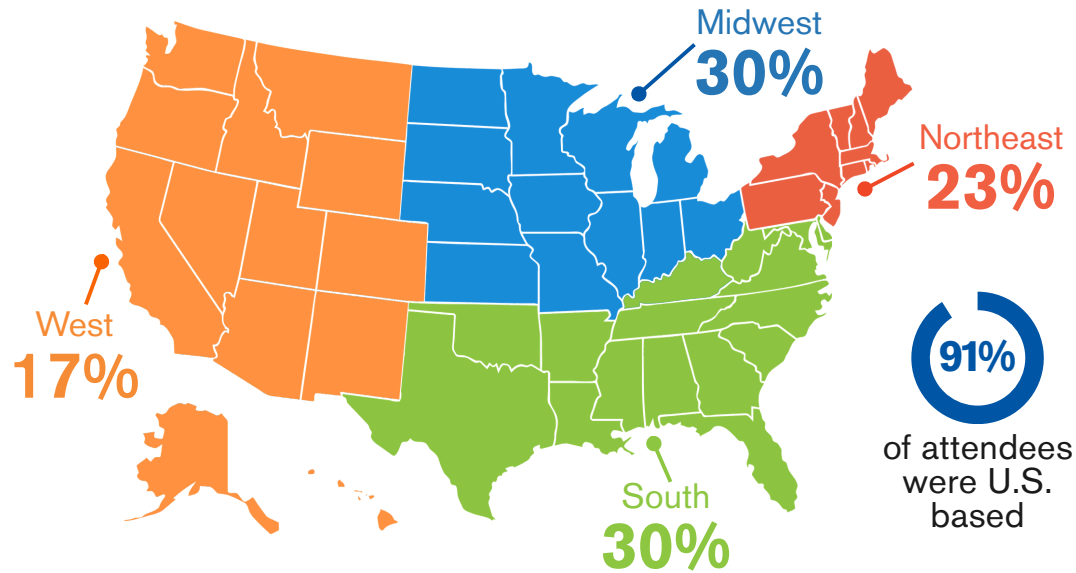
—Past Congress Attendee

One community. Every aspect of critical care.

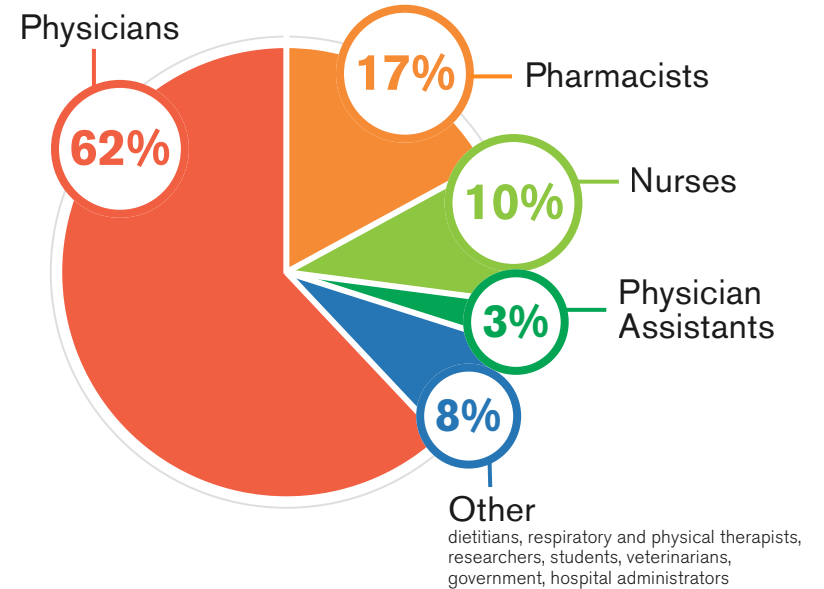
2026 Critical Care Congress Attendee Profile

The 2026 Critical Care Congress was held March 22-24, 2026, in Chicago, Illinois, and drew a diverse, multidisciplinary audience of healthcare professionals, including key clinical and institutional leaders.

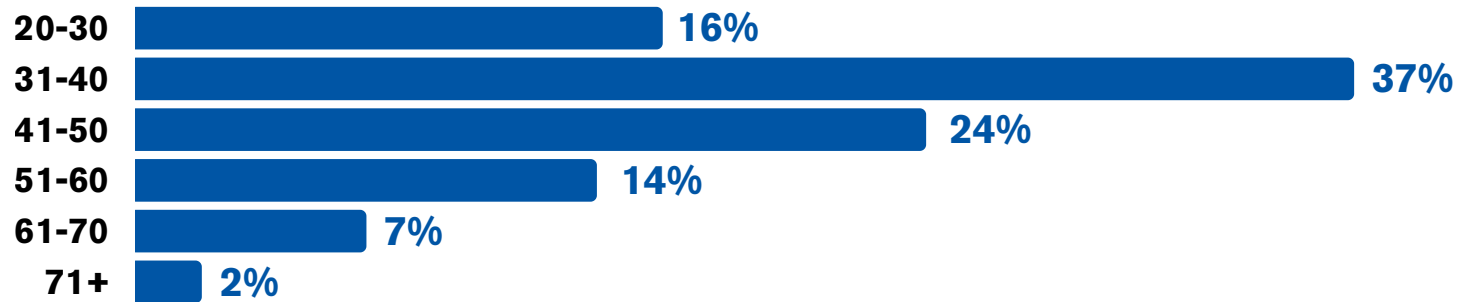
2026 Congress Attendees From the United States



2026 Congress Attendees By Profession



2026 Congress Attendees By Age*



*Based on self-reported demographic data. 75% of Congress attendees report age demographic data.

Exhibit Opportunities

Exhibiting 4

- Why Exhibit
- Eligible Exhibitor Categories
- Exhibit Hall Traffic Drivers
- Exhibitor Guidelines
- 2026 Connections Central Highlights

Important Exhibitor Dates and Deadlines 5

Exhibit Hall Schedule 6-7

- Exhibit Hall Hours
- On-Site Exhibitor Registration
- Exhibitor Move-In
- Exhibitor Move-Out

Exhibit Booth Information 8

- Booths Include
- Booths Do Not Include
- Pricing
- Cancellation Policy

Exhibit Space Assignment 9

Exhibitor Booth Staff Registration 10

Exhibitor Housing 11

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

Exhibiting

To apply for exhibit space and view the exhibit area floor plan, visit sccm.org/congressindustry.

Why Exhibit?

- Face-to-face access to decision-makers
- Exposure to thousands of clinicians
- Opportunities to generate leads and drive sales
- Access to scientific programming to inform product strategy

Eligible Exhibitor Categories

- Pharmaceutical
- Medical device
- Technical
- Career opportunities*
- Associations and societies*
- Market research
- Lifestyle
- Publications and educational resources
- 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

***Discounted rates are available for recruitment companies and associations.**

Exhibit Hall Traffic Drivers

- 5.5 hours of dedicated, unopposed exhibit time
- 18 abstract and case report presentation theaters
- 2 high-capacity education theaters with daily programming
- Attendee welcome reception
- Daily giveaways

Exhibitor Guidelines

SCCM does not accept applications from Exhibitors that market or sell beauty or anti-aging products, LED skincare devices, infrared products, or TENS/EMS units. Full Exhibitor Guidelines will be available soon.

2026 Connections Central Highlights

60%

of Congress attendees visited 10 or more booths

135

exhibitors showcased their companies and products

87

median leads collected by exhibitors who used a lead retrieval device.

1,600+

abstracts and case reports presented

10

Industry Education Workshops



100%

of exhibiting companies were very or somewhat satisfied with their exhibit experience.

Important Exhibitor Dates and Deadlines

Date	Deadline
July 6, 2026	Booth registration opens
Sept 1, 2026	Exhibitor housing opens
Sept 1, 2026	Booth assignments begin
Sept 1, 2026	Exhibitor service kit available
Jan 29, 2027	In-booth education information deadline
Feb 8, 2027	San Diego warehouse shipments begin
Feb 19, 2027	Booth layout approval due
Feb 19, 2027	Intent to use a non-appointed contractor form due
Feb 26, 2027	Giveaway form due
Mar 9, 2027	San Diego warehouse shipment ends
Mar 12, 2027	Direct shipments begin to the San Diego Convention Center



Exhibit Hall Schedule

The 2027 Critical Care Congress Connections Central (Exhibit Hall) will be located in Hall G of the San Diego Convention Center.

Exhibit Hall Hours

Subject to change.

Sunday, March 14
9:30 a.m. – 3:00 p.m.
4:45 p.m. – 5:45 p.m. (Welcome Reception)

Monday, March 15
8:30 a.m. – 3:30 p.m.

Tuesday, March 16
8:30 a.m. – 1:30 p.m.

On-Site Exhibitor Registration

Subject to change.

Friday, March 12
8:00 a.m. – 5:00 p.m.

Saturday, March 13
8:00 a.m. – 5:00 p.m.

Sunday, March 14
6:00 a.m. – 6:00 p.m.

Monday, March 15
6:30 a.m. – 4:00 p.m.

Tuesday, March 16
7:00 a.m. – 3:00 p.m.



Exhibit Hall Schedule

Exhibitor Move-In

Subject to change.

Friday, March 12
8:00 a.m. – 5:00 p.m.

Saturday, March 13
8:00 a.m. – 5:00 p.m.

**All booths must be set up by
5:00 p.m. on Saturday, March 13**

All empty crates must be removed by 5:00 p.m. on Saturday, March 13, 2027, to allow for aisle carpet installation and completion of Connections Central preparation. Any exhibit space that remains unoccupied by 5:00 p.m. on Saturday, March 13, 2027, may be deemed a no-show, and SCCM reserves the right to terminate the Exhibit Space Agreement. All freight will be removed and returned to the loading dock at the Exhibitor's expense.

Exhibitor Move-Out

Subject to change.

Tuesday, March 16
1:30 p.m. – 8:00 p.m.

Wednesday, March 17
8:00 a.m. – 12:00 p.m.

Dismantling will begin on Tuesday, March 16, 2027, at 1:30 p.m. At this time, Global Experience Specialists (GES) will start rolling up carpet and delivering empty crates. Dismantling or tearing down exhibits before the official close of the Event is PROHIBITED. To ensure an orderly move-out, all necessary labor arrangements for dismantling should be made with GES before the Event. Bills of lading and return shipping labels will be available at the service desk. For safety and security, no one under the age of 18 will be permitted on the exhibit floor during installation and dismantling.

Exhibit Booth Information

Booths Include

- 7" x 44" identification sign showing company name
- 8' back drape, 3' high side drape
- Aisle carpeting (booth flooring is NOT included, but mandatory)
- Booth and company listing on the event app and website
- Listing in the Congress Pocket Pal of company name and booth number (if registered by January 27, 2027)
- Exhibitor badge registration for up to five (5) employees per each 10' x 10' booth (100 square feet of booth space)
- Opportunity to promote in-booth education activities to Congress attendees
- Opportunity to rent pre- and post-event attendee list (see advertising prospectus for details)
- Around-the-clock peripheral security services beginning with setup and concluding after freight removal

Booths Do Not Include

- Flooring and furniture
- **Flooring is required for all booths and is the Exhibitor's responsibility.** Carpet or vinyl flooring may either be supplied by the Exhibitor or rented from GES. Exhibitors and third parties are not allowed to vacuum booths; the convention center handles all vacuuming under its policies. Exhibits not properly floored by 5:00 p.m. on Saturday, March 13, 2027, may be supplied flooring by GES and the Exhibitor will be charged accordingly.

Pricing

Standard booth

- \$55 per square feet + \$200 corner premium

Recruitment Company and Association Booth

- \$4,400 for a 10' x 10' booth; location assigned by the Society of Critical Care Medicine (SCCM)

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, November 13, 2026, the exhibiting company will receive a full refund less a 50% administrative fee. After Friday, November 13, 2026, no refunds will be given.



Exhibit Space Assignment

To ensure appropriate booth assignment, all Exhibitors must provide four (4) preferred booth choices. SCCM reserves the right to assign the best possible booth space and relocate booth assignments as necessary.

Exhibit space will be assigned only upon receipt of a signed application. Assigned space may be released if payment is not received in accordance with SCCM's payment terms or if any outstanding balances remain unpaid. Permission to exhibit does not in any way constitute SCCM's endorsement of the products or services displayed. SCCM reserves the right to terminate any contract for violations of its rules or regulations.

Booth assignment is determined based on the following criteria:

1. Priority points
2. Contract submission date
3. Availability of requested locations

Booth assignments will begin September 1, 2026, based on priority points. If there is a tie, assignment order will be determined by the date SCCM received the application. Applications submitted after September 1, 2026, will be processed on a first-come, first-served basis. Please allow up to 72 hours for processing. SCCM Exhibit Management will make every effort to accommodate your preferred booth locations.



Exhibitor Booth Staff Registration

Exhibitors receive five (5) complimentary booth staff registrations per 100 square feet of exhibit space contracted. Additional badges for exhibit personnel may be purchased for \$25 per badge.

Exhibitor badges will be available on-site in the designated registration areas.

Admission to the exhibit hall during setup and teardown is limited to registered exhibit personnel wearing official Congress badges. Badges must be worn in the exhibit hall at all times. Exhibitors cannot share badges.

Activities included with Exhibitor badge:

- Access to non-ticketed programming only
- Access to the exhibit hall prior to the hall opening and after hall closing during posted registration hours.

Full Congress attendee registration must be purchased to claim continuing education credit.



Exhibitor Housing

Special hotel rates for the Critical Care Congress are available through SCCM's official housing partner, Orchid Events.

Exhibitor housing will open in September 2026, with additional details coming soon.



Sponsorship, advertising, and support opportunities will be available soon.

To learn more about non-accredited industry education opportunities, contact Brian Fitzgerald at +1 847 827-7188 or bfitzgerald@sccm.org.