

2004 Annual Fall Meeting

Biomedical Engineering: New Challenges for the Future



Biomedical Engineering Society

October 13-16, 2004

Wyndham Philadelphia at Franklin Plaza
Philadelphia, Pennsylvania

Hosted by

University of Pennsylvania and Drexel University

www.seas.upenn.edu/be/BMES2004

Biomedical Engineering Society

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*The full service professional society for
Biomedical Engineering and Bioengineering*

Invitation To Exhibit





An Invitation to Exhibit

The Biomedical Engineering Society (BMES) invites you to exhibit at the BMES 2004 Annual Fall Meeting, October 13-16, 2004, at the Wyndham Philadelphia at Franklin Plaza, Philadelphia, Pennsylvania.

This meeting is the 15th Annual Fall Meeting of BMES and the 36th Anniversary of the Society. BMES has an international membership of approximately 3,500. BMES members are leaders and decision makers in research, design, and applications of medical technology. The meeting is expected to attract more than 1,500 participants from all over the world representing a wide variety of engineering, scientific, medical, and educational disciplines. Participants include practicing engineers from industry and university departments in biomedical, electrical, chemical, mechanical, and other engineering fields, as well as medical specialists. The undergraduate and graduate student attendees are prospective engineers to recruit for employment. The participants are heavy users of electronic instrumentation, engineering workstations, computers, clinical and medical laboratory equipment, and scientific and mathematical software.

BMES 2004 includes special plenary sessions, workshops, and mini-symposia on biopharmaceutical industry and bioengineering in biodefense. Technical tracks cover topics of current interest such as artificial organs and prosthetics, bioinformatics and computational biology, biomechanics of heart valves, cardiovascular systems biology, multiscale modeling in the cardiovascular system, respiratory bioengineering, orthopaedic tissue engineering, soft tissue mechanics, micro and nano-scale technologies, signal and information processing, electrophysiology and mapping, molecular and cellular bioengineering, drug and gene delivery, education, proteomic and genomic analysis, stem cell bioengineering, neural systems and engineering, and respiratory systems engineering. These sessions will emphasize the theme of the conference, "Biomedical Engineering: New Challenges for the Future."

The meeting will highlight scientific posters, which represent 50% of the scientific presentations, and technical exhibits. To increase their visibility, the exhibits and posters will be displayed together in the Conference Center Ballroom and the Philadelphia Room of the Wyndham Philadelphia Hotel. There will be a flow of participants into the exhibit hall during session breaks and lunches to ensure that displays and demonstrations will be heavily attended throughout the meeting.

Please accept our invitation and take this opportunity to exhibit your products and services, to support BMES as a sponsor, to publish advertisements, and to recruit biomedical engineers at this exciting meeting.

Patricia I. Horner
Executive Director



General Information

Exhibit Hall

Exhibits and Posters will be located in the Conference Center Ballroom and the Philadelphia Room on the Mezzanine Level of the Wyndham Philadelphia, 17th and Race Streets, Philadelphia, Pennsylvania 19103, 215-448-2000, Fax 215-448-2864.

Exhibit Dates and Hours

Wednesday, October 13, 2004	
Exhibitor/Poster Move-in	Noon-5:00P.M.
Thursday, October 14, 2004	
Exhibits/Posters Open	9:30A.M.-5:00P.M.
Friday, October 15, 2004	
Exhibits/Posters Open	9:30A.M.-5:00P.M.
Saturday, October 16, 2004	
Exhibits/Posters Open	9:30A.M.-5:00P.M.
Saturday, October 16, 2004	
Exhibits/Posters Dismantle	5:00P.M.-9:00P.M.

Installation and Dismantling

Installation is Wednesday, October 13, 2004 from Noon-5:00 P.M. Exhibits must be ready by 9:30 A.M. on Thursday, October 14, 2004. Exhibits must be removed on Saturday, October 16, 2004, between 5:00 P.M. and 9:00 P.M. No booth may be dismantled until closing of the show on the final day.

Exhibit Space

All exhibit booths are 8'x10' and include 8-foot high backgrounds and 3-foot high side dividers with blue and white drapes. A standard one-line identification sign is provided with company name and booth number. TableTop Displays consist of one 6-foot skirted table and two chairs. The exhibit hall is carpeted and exhibitors need not order carpeting. Exhibitors who do not need back or sidewalls should notify the official service contractor.

Space Assignment

Space is assigned on a first-come, first-served basis. Applications must be received, along with 50% deposit required, no later than July 15, 2004. Exhibitors will be assigned space by August 31, 2004. All applications received after August 31 will be assigned space based on availability, and must be accompanied by full payment.

Official Service Contractor

AGS Expo Plus, Inc.
1055 Research Center Drive
Atlanta, GA 30331
Telephone: 404-699-0650
Fax: 404-699-9827
Attention: Kevin W. Spencer

Service Order Kits

Furniture, labor, drayage, special signs, and other booth furnishings may be ordered at standard rates from AGS Expo Plus. Electrical requirements can be ordered directly from the Wyndham Philadelphia Hotel and order forms are provided in the Service Order Kit. AGS Expo Plus sends a Service Order Kit to exhibitors after confirmation of space assignments.

Shipping

All shipments must be prepaid, collect shipments will not be accepted. Forward bills of lading showing the number of pieces, description, and weight to the official drayor, ABF Freight, c/o AGS Expo Plus, 400 Richmond, Philadelphia, PA 19137. The drayor stores shipments without charge for 30 days prior to installation of exhibit. The hotel is not authorized to receive or handle exhibitor shipments. Motor freight and air freight companies do not deliver on weekends. Please contact Abby Brackett at AGS Expo Plus, telephone 404-699-0650, if other arrangements are necessary.

Label and consign your exhibit as follows:

TO: (Exhibitor's Name) Booth No. _____
FOR: BMES 2004 Annual Fall Meeting
October 13-16, 2004
ABF Freight
c/o AGS Expo Plus
400 Richmond
Philadelphia, PA 19137

Special Needs

If you have a representative with any special needs, accommodations, or requirements due to a disability, please contact the BMES headquarters office. We will do our best to accommodate special needs.

BMES Contacts

Patricia I. Horner, Executive Director
Email: pat.horner@bmes.org
M. Diane Solomon, Meetings Coordinator
Email: diane.solomon@bmes.org



Exhibit Rules and Regulations

Insurance and Liability

The Biomedical Engineering Society (BMES) acts for exhibitors and their representatives in the capacity of agents, not as principal. BMES assumes no liability for any act of omission or commission in connection with this exhibition. Exhibitors and their representatives shall indemnify and hold harmless BMES, the Hotel, and their affiliated agents and employees from any and all liabilities for loss, damage, or injury ensuing from any cause whatsoever.

Eligibility

The Society's Meetings Committee determines eligibility of any company or product for exhibit. The committee may forbid installation or request removal or discontinuance of any exhibit or promotion, wholly or in part, that in its opinion is not in keeping with the Society's character or purpose.

Labor

The Society reserves the right to assign labor to set up any exhibit that is not in process of being erected at least one hour prior to the official opening of the exhibit hall. The exhibitor pays the charge for this labor.

Security

BMES cannot guarantee against loss or damage of any kind, but endeavors to protect exhibitors by providing security in the exhibit hall during the time exhibits are closed. Exhibitors wishing to insure their exhibit materials against theft, damage, fire, accident, or loss of any kind must do so at their expense.

Subletting Space

Subletting space is not permitted. Two or more firms may not exhibit in a single space unless arrangements are made with the Society.

Exhibit Construction

Exhibits should be constructed so that no copy appears higher than 8 feet from the floor and should not project beyond the space allotted. Exhibits should not obstruct the view of, or interfere with, traffic to exhibits of others. The wings of an exhibit should not come out more than 3 feet from the back wall.

Damage

Exhibitors are prohibited from attaching anything to any surface of hotel property. Violators are responsible for resulting damages.

Telephone Messages

Messages will be posted at the Message Center; no messages are delivered to the exhibit floor.

Sound Restrictions

Exhibitors with audible electric devices, sound videos, or other exhibits or devices which might prove objectionable to other exhibitors may be asked to accept booth assignments that diminish reasonable objections. Only safety film may be used. Sound film may be exhibited only in an enclosed room or soundproof booth.





Photographs or Videotaping

Exhibitors are prohibited from taking photographs or videotaping any exhibit booth except their own.

Fire and Electrical Safety

All exhibit materials, including decorations, exhibit display, projectors and apparatus must conform to fire regulations and electrical codes of the exhibit hall.

Cancellation Policy

All space cancellations must be in writing. If cancellation is received on or before September 1, 2004, 20% of total booth cost is forfeited. There are no refunds for space cancelled after September 1, 2004.

Independent Contractors

Exhibitors using independent contractors must submit a letter to BMES and AGS Expo Plus by September 1, and include a certificate of liability insurance and list of personnel who will work on the exhibit.

Violations

Exhibitors or their representatives who fail to observe the rules and regulations or conditions of contract as contained in this exhibit prospectus or who, in the Society's opinion, conduct themselves unethically, may be dismissed from the exhibit hall without refund or appeal for redress.

Amendments

BMES reserves the right to amend these rules and regulations at any time. Notification of any amendments will be sent to exhibitors.

An Invitation to Sponsorship and Advertising

Each exhibitor is invited to sponsor BMES events such as:

- *Educational speakers*
- *Educational workshops*
- *Special sessions*
- *Educational programs*
- *Session breaks*
- *Notebooks and/or pens*
- *Student registration assistance*
- *Computer Internet access stations*
- *Conference brief bags*

Sponsors derive major visibility among all participants—members and nonmembers alike. This is a unique opportunity to promote and market your products as well as to spotlight your support of BMES. Your sponsorship assists in maintaining the Society's goal of leadership and excellence in the field of biomedical engineering.

All BMES sponsors receive special recognition:

- acknowledgement during the sponsored event
- signs at the event acknowledging support
- listing in the conference program

For more information, please check the Sponsorship Box on the Exhibit Contract.

Meeting Program Advertising

Covers II and III Full page	8" x 10"	\$800
Full Page Advertisement	8" x 10"	\$650
Half Page Advertisement	8" x 5"	\$400

Check the box on the Exhibit Contract to advertise in the Meeting Program.



Registration Information

Exhibitor Registration

One company representative per booth receives a complimentary registration, which includes scientific sessions, social functions, session breaks, and proceedings. Exhibitors may request up to three exhibitor badges per booth; additional badges are available for \$10 per badge. One Time Admission Passes or Work Passes to the exhibit hall are available during the meeting. Exhibitors can purchase additional conference registrations at the member rate, and those exhibitors who wish to attend the BMES reception at the Constitution Center or pre-conference workshops must pay the Society's designated fees. Forms will be sent prior to the conference for ordering additional badges and function tickets.

Hotel Accommodations

A block of rooms has been reserved for exhibitors and hotel reservations should be made directly with the Wyndham Philadelphia at Franklin Plaza at 215-448-2000 or toll free in USA at 1-877-999-3223, www.wyndham.com.

Meeting Program

The Meeting Program, which will include the Exhibit Directory, will be distributed to each conference registrant. Each exhibitor's name, address, both number(s), and description of products or services will be highlighted. Descriptions are limited to 50 words or less and should be received by BMES no later than July 30, 2004 for inclusion in the program.

Exhibit Fees

	Before July 15	After July 15
Commercial Booth 8' x 10'	\$1,450	\$1,750
Publisher Booth 8' x 10'	\$ 925	\$1,225
University/Non-Profit Organization TableTop	\$ 675	\$ 775

Floor Plan for Exhibits and Posters

Wyndham Philadelphia at Franklin Plaza Conference Center Ballroom, Mezzanine Level





Application & Contract for Exhibit Space BMES 2004 Annual Fall Meeting

Wyndham Philadelphia at Franklin Plaza

October 13-16, 2004

Philadelphia, Pennsylvania

Please reserve space for our exhibit at the BMES Annual Fall Meeting. We understand this application becomes a contract when signed by us and accepted by BMES. We agree to abide by all rules and regulations outlined in the exhibit prospectus.

Please Print or Type

Exhibit Booth Space

1st Choice(s) _____ 2nd Choice(s) _____ 3rd Choice(s) _____
4th Choice(s) _____ 5th Choice(s) _____ 6th Choice(s) _____

Commercial 8' x10' Booths are \$1,450 before July 15, 2004, \$1,750 after July 15. Publisher Booths are \$925 before July 15, \$1,225 after July 15. University/Non-Profit Organization TableTop Displays are \$675 before July 15, \$775 after July 15. Half the booth cost is required with application, and the balance must be paid by August 31. Applications submitted after August 31 must be accompanied by full payment.

Commercial Publisher University/Non-Profit

Exhibit Amount Enclosed \$ _____

Advertising Space

Cover II or III Full Page Ad, 8" x 10" _____ \$800

Full Page Ad, 8" x 10" _____ \$650

Half Page Ad, 5" x 8" _____ \$400

Advertising Amount Enclosed \$ _____

BMES Sponsor

Please call me about Sponsorship

Sponsor Amount Enclosed \$ _____

Make check payable to BMES in U.S. funds drawn on a U.S. bank

Company Name _____

Mailing Address _____

City/State/Zip _____

Tel. (____) _____ Fax (____) _____ Email _____

By _____ Name/Title _____
(signature)

Unless otherwise indicated, all correspondence, including billing, will be conducted with the individual listed.

Description of products and/or services to be exhibited, not to exceed 50 words

- We request a complimentary booth sign. No, we do not need a booth sign.
- We request that you do not assign space next to the following exhibitors:

FOR BMES USE ONLY

Date Received _____	Space Assigned _____
Amount Received _____	Accepted By _____
Check Number _____	Date _____
Balance Due _____	Balance Paid _____

Previous Exhibitors and Sponsors

Academic Press
AD Instruments
Advanced Tissue Sciences
Allegiance Healthcare
Allen Medical Systems
A-M Systems
American Institute for Medical &
Biological Engineering
Annual Reviews
Applied Medical Technology Inc.
Arizona State University
Artacel Sciences Inc.
C.R. Bard, Inc.
Cyberonics
Baxter Healthcare Corporation
Becton Dickinson Company
Ben Venue Laboratories Inc.
BioElectric Corporation
Biomatrix Inc.
Biomet Inc.
Books and Books
Boston Scientific Corporation
Bruker Optics Inc.
Case Western Reserve University
CFD Research Corporation
Clary Company International
Cleveland Medical Devices Inc.
CNA Corporation
Cogent Neuroscience Inc.
CRC Press
Design Science Inc.
Duke University
Elsevier Science
EIC Inc.
EnduraTec Systems Corporation
Engineering World Health
Esse Quam Videre Foundation
Ethicon Endo-Surgery Inc.
Flexcell International
Georgia Institute of Technology
Gliatech, Inc.
Guidant Corporation
Hitachi Medical Systems America
Howmedica, Inc.
Human Genome Sciences
IEEE Press
Illinois Institute of Technology
Indus Instruments
Institute of Physics Publishing
Invacare Corporation
Kilpatrick Stockton LLP
Kluwer Academic Publishers
Lord Corporation
Marquette University
Materialise
MBT Architecture
MCNC
Medica Corporation
Medtronic, Inc.
Medtronic Physio-Control Corporation
Memphis Joint Program
Microsound Systems
Millar Instruments
National Institute for Biomedical Imaging
and Bioengineering
National Institutes of Health
National Science Foundation
North Carolina Biotechnology Center
North Carolina State University
Peak Performance Technologies, Inc.
Physiome Sciences
Picker International
Purdue University
Quantum Careers
Rice University
Ricerca, Inc.
Roche Diagnostics/Boeringer Mannheim
Rutgers, State University of New Jersey
Siemens Medical Systems
Springer-Verlag New York Inc.
Steris Corporation
Stress Engineering Services
TSI, Inc.
3M Corporation
Tucker-Davis Technologies
Turner Construction Company
United States Surgical Corporation
University of Florida
University of Houston
University of Memphis
University of Minnesota
University of North Carolina
University of Pennsylvania
University of Pittsburgh
University of Texas
University of Washington
Vanderbilt University
Whitaker Foundation
Zimmer Inc.



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Address Correction Requested