



# MARKETING OPPORTUNITIES

2017 / 2018



Eastern Association for the Surgery of Trauma  
Advancing Science, Fostering Relationships, and Building Careers

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The Eastern Association for the Surgery of Trauma (EAST) is a unique organization with a multidisciplinary membership of more than 2,000 who are part of the Trauma Service Team and involved in the treatment and care of the injured patient. EAST believes that the interpersonal interaction among trauma care providers is as important as medical progress. EAST provides supporters a friendly, receptive atmosphere, affording them the opportunity to promote improved care of traumatized and critically ill patients. EAST is an organization that continues to grow and thrive as a leading scientific organization, providing leadership and development for young surgeons active in the care of the injured patient.

## EAST MISSION STATEMENT

**EAST is a scientific organization providing leadership and development for young surgeons active in the care of the injured patient through interdisciplinary collaboration, scholarship, and fellowship.**

## EAST'S VISION STATEMENT

**EAST seeks to improve the care of the injured by providing a forum for the exchange of knowledge in the practice of trauma surgery; to promote trauma prevention, research, and improved trauma systems design; to encourage investigations and teaching of the methods of preventing and treating trauma; and to stimulate future generations of surgeons to meet the challenge.**



## EAST'S CORE STRATEGIC GOALS

- 1. Leadership**  
Prepare young surgeons to become leaders
- 2. Development**  
Promote unique programs for the career development of young surgical leaders
- 3. Scholarship**  
Provide education and training across the continuum of acute surgical care
- 4. Fellowship**  
Encourage a sense of community for personal professional growth
- 5. Collaboration**  
Work with our stakeholders to advance patient care and trauma systems

## Marketing Opportunities Summary

The Eastern Association for the Surgery of Trauma (EAST) offers a variety of marketing opportunities that allow companies to familiarize, educate, and inform trauma and acute care surgery healthcare providers about their products and services. Our members are trauma and acute care surgeons, emergency physicians, EMS providers, nurses, advanced practitioners, and physician assistants who are prominent members of the trauma community. Many are recognized academic authorities, directors of trauma centers or intensive care units, and almost all are leaders in their respective medical centers. See the table below and refer to pages 4-13 for detailed information.

EAST MARKETING OPPORTUNITIES					
Opportunity Available	No. / Qty. Available	RECOGNITION LEVEL: Platinum	RECOGNITION LEVEL: Gold	RECOGNITION LEVEL: Silver	RECOGNITION LEVEL: Bronze
INJURY CONTROL & VIOLENCE PREVENTION/COMMUNITY OUTREACH					
EAST Community Outreach Event	2		✓		
Injury Prevention Research	Unlimited				✓
RESEARCH & DEVELOPMENT					
Trauma Research	1	✓			
INVEST-C	2	✓			
Multicenter Junior Investigator Award	1				✓
Giving Tuesday Match	Unlimited			✓	
Pay It Forward Day Match	Unlimited				✓
EDUCATION & LEADERSHIP DEVELOPMENT					
GRADE Workshop Scholarships	1		✓		
EAST Traumacasts	4				✓
EAST Webinars	4			✓	

**For information regarding EAST marketing opportunities contact:  
Christine Eme, CAE, CMP, EAST Executive Director • [ceme@east.org](mailto:ceme@east.org)**

Rules Regarding Industry Support and Interactions with Companies: EAST, with its education partner, the American College of Surgeons (ACS), complies with all Accreditation Council for Continuing Medical Education (ACCME) rules and regulations regarding industry support. In addition, EAST refers to the Council on Medical Specialty Societies' (CMSS) Code for Interactions with Companies regarding industry support opportunities.

**EAST MARKETING OPPORTUNITIES**

## Injury Control and Violence Prevention/Community Outreach

<b>INJURY PREVENTION COMMUNITY OUTREACH PROGRAM</b>	
Description	Members of the EAST Injury Control and Violence Prevention Committee (ICVP) travel into the community during the EAST Scientific Assembly and deliver a high-quality, high-profile injury prevention program around public health topics such as distracted and impaired driving, vehicle safety, teen violence, and substance abuse. Between 2012 and 2016, the program educated more than 3,000 high-school students on the dangers of distracted and impaired driving. In 2017, EAST directed its outreach efforts toward training nearly 100 non-medical personnel on hemorrhage control in the wake of the gun violence epidemic. The 2018 program will be as relevant and as impactful as past programs. EAST determines the content and faculty for the <a href="#">Community Outreach Program</a> .
Price	\$15,000
Recognition Level	Gold Partner
No. of Available Opportunities	One (1)
Next Yr. Available	2018
2017 Supporter	None

### **EAST Community Outreach - YouTube Videos & Testimonials**

- 2017 - EAST Community Outreach held during the 30th Annual Scientific Assembly. [See the YouTube Video.](#)
- 2016 - EAST Community Outreach held during the 29th Annual Scientific Assembly. [See the YouTube Video.](#)
- 2015 - EAST Community Outreach held during the 28th Annual Scientific Assembly. [See the YouTube Video.](#)
- 2014 - EAST Community Outreach held during the 27th Annual Scientific Assembly. [See the YouTube Video.](#)
- 2013 - EAST Community Outreach held during the 26th Annual Scientific Assembly. [See the YouTube Video.](#)
- 2012 - EAST Community Outreach held during the 25th Annual Scientific Assembly. [See the YouTube Video.](#)



*Students learn about the dangers of distracted and impaired driving at the 2016 Community Outreach Program. Eight teens die every day in impaired driving crashes.*

**EAST MARKETING OPPORTUNITIES**

**Injury Control and Violence Prevention/Community Outreach**



*Non-medical personnel learn how to apply tourniquets to save lives at the 2017 Community Outreach Program at the 30th Annual Scientific Assembly in Hollywood, Florida. Recent mass shootings have brought a heightened awareness of the importance of early hemorrhage control performed by first-responders, law enforcement, and the general public to save lives.*

**INJURY PREVENTION RESEARCH IN HONOR OF JOHN M. TEMPLETON, JR., MD**

Description	EAST is truly appreciative of Drs. Jack and Pina Templeton’s support which has aided in the growth and development of Injury Prevention research within EAST. Thanks to their support, the John M. Templeton, Jr., MD Injury Prevention Research Scholarship and the Cox-Templeton Injury Prevention Paper Competition recognize injury prevention research and award those making advances in the field of injury prevention. For additional details on the research supported by the scholarship and award in Dr. Templeton’s name, please visit the <a href="#">John M. Templeton, Jr., MD, Injury Prevention Research Scholarship</a> and the <a href="#">Cox-Templeton Injury Prevention Paper Competition</a> pages.
Price	\$5,000
Recognition Level	Bronze Partner
No. of Available Opportunities	Unlimited

**EAST MARKETING OPPORTUNITIES**

**Research Initiatives**

<b>EAST TRAUMA RESEARCH SCHOLARSHIP</b>	
Description	Support the EAST Trauma Research Scholarship. Scholarship recipients are judged on the basis of the merit of their proposal and the anticipated future contributions of the recipient to the science and practice of the surgery of trauma. Visit the <a href="#">EAST Website</a> for a list of past recipients and the research that has been supported since 2001.
Price	\$50,000
Recognition Level	Platinum Partner
No. of Available Opportunities	One (1)
Next Yr. Available	2017
Former Supporters	Wyeth-Ayerst, Pfizer, and KCI & LifeCell

**Cherisse Berry, MD, R Adams Cowley Shock Trauma Center, Trauma and Surgical Critical Care**  
**2016 Recipient of the EAST Trauma Research Scholarship**

As a young surgeon scientist, the EAST Research Scholarship gave me the opportunity to conduct my first clinical trial. I will now have the necessary preliminary data to apply for a NIH K award or R21 with the goal of eventually achieving R01 funding to support large prospective trials.

**AREA OF RESEARCH: Cerebral autoregulation and cerebral vasospasm in patients with traumatic brain injury**

**Michael Cripps, MD, UT Southwestern/Parkland, Department of Surgery**  
**2015 Recipient of the EAST Trauma Research Scholarship**

As an assistant professor with a desire to discover new methods of caring for the injured, I've found that in this era of limited resources, startup funding for novel investigators and projects is scarce. The EAST Trauma Research Scholarship has allowed me the phenomenal opportunities both to create a new project from the ground up and to build the foundation for becoming a funded, independent investigator in the future.

**AREA OF RESEARCH: Viscoelastic guided resuscitation versus fixed ratio resuscitation in trauma**

<b>MULTI CENTER TRIALS JUNIOR INVESTIGATOR AWARD</b>	
Description	The EAST Multicenter Trial Junior Investigator Award was established to assist one junior primary investigator to successfully conduct and publish a multicenter trial assembling data from five or more centers that seeks to answer an important and novel question in the practice of trauma, acute care surgery, or surgical critical care which will change or significantly affect the care of injured or critically ill patients. The award amount is \$6,000 for one (1) year only and the project must be completed within five (5) years. Visit the <a href="#">EAST Multicenter Trials</a> page for information on EAST approved multicenter research.
Price	\$6,000
Recognition Level	Bronze Partner
No. of Available Opportunities	One (1)
Next Yr. Available	2018

**EAST MARKETING OPPORTUNITIES**

**Research Initiatives**

<b>INVESTIGATOR SUPPORT TEAM CORE (INVEST-C)</b>	
Description	Young trauma and acute care surgeons face many barriers to the implementation and completion of research. The project may get stuck in any one of the various phases along the line from idea generation to eventual dissemination and publication of research results. This lack of progress often stymies further effort by potentially talented researchers, or very good research ideas never reach their full potential because they lack the proper resources or expertise. INVEST-C provides research mentorship, research design assistance, multicenter collaborations, statistical support, and editorial services using a combination of EAST members and other resources. Support the annual EAST INVEST-C Research Hack-a-Thon where 5-10 aspiring researchers collaborate with established researchers to develop trauma and acute care surgery research ideas.
Price	\$25,000
Recognition Level	Platinum Partner
No. of Available Opportunities	Two (2)
Next Yr. Available	2018

**Jason W. Smith, MD, PhD, University of Louisville,  
Associate Professor, Chief of General Surgery  
Department of Surgery, Department of Physiology  
EAST INVEST-C Program Director**

Programs like INVEST-C are important because they provide new and innovative ways to support young surgical scientists. We know that for a young scientist, the ability to obtain early external funding is a huge predictor of success in research. However, as an organization, how do we accomplish this other than by supporting only one person with one grant every year? INVEST-C will help to pair some of our best young minds in trauma research with some of our seasoned members who have been successful in their research careers in order to develop innovative ideas, research plans, and roadmaps to success in funding applications. In other words, we are trying to “hack” the entire early career research funding process by spending less to support more and getting a larger return on investment for our organization.

**Ben L. Zarzaur, MD, MPH, Indiana University School of Medicine  
Associate Professor of Surgery, Department of Surgery  
EAST INVEST-C Program Director**

INVEST-C is designed to propel a budding research idea from the concept stage to the implementation and dissemination phase as rapidly as possible. Using concepts from Silicon Valley and implementation science, such as Hackathons and rapid transformation, we intend to shorten the time from research idea to widespread dissemination. By doing this, we aim to improve the health of the acutely ill and injured patients that we care for every day.

**EAST MARKETING OPPORTUNITIES**

**Education & Leadership Development**

<b>GRADE WORKSHOP SCHOLARSHIPS</b>	
Description	Fund four EAST members to attend an evidence-based medicine and GRADE Workshop. EAST is committed to using the GRADE (Grading of Recommendations, Assessment, Development, and Evaluation) methodology for all Practice Management Guidelines (PMGs) in development. This approach is the “gold standard” methodology and has been endorsed by over 60 national and international organizations for use in guideline development. See the <a href="#">PMG page</a> on the EAST website for a list of PMGs currently in development.
Price	\$15,000 per year or \$40,000 for three consecutive years
Recognition Level	Gold/Platinum Partner
No. of Available Opportunities	One (1)
Next Yr. Available	2017 & 2018

**Rishi Rattan, MD, University of Miami, Assistant Professor  
Division of Trauma Surgery & Critical Care,  
Department of Surgery, Level I Trauma Center  
Recipient of EAST GRADE Workshop Scholarship**

EAST’s commitment to forwarding the best possible care for trauma patients worldwide with robust evidence-based guidelines and the development of future leaders in trauma care and research are embodied by its EAST Development Fund scholarships for the GRADE Workshop. I feel privileged to have been selected for this mentored experience in helping to create higher levels of patient-centered care founded on the strongest possible science. EAST is invested in the future of trauma surgeons and the entire field of surgical critical care, trauma, and acute care surgery. I have found the experience essential in allowing me to meaningfully contribute alongside my EAST colleagues.

**Nicole Fox, MD, Cooper University Health Care  
Medical Director of Pediatric Trauma  
Recipient of EAST GRADE Workshop Scholarship**

Evidence-based Practice Management Guidelines form the broad foundations of our approach to decision-making in patient care. The EAST GRADE Scholarship provided me with a chance to participate in an interactive Guideline-Development Workshop focusing on defining a problem, appraising the evidence, and formulating recommendations.

This learning opportunity for promoting patient-centered care was priceless!

**EAST MARKETING OPPORTUNITIES**

**Education & Leadership Development**

<b>ORIENS THIS IS WHY I WANT A CAREER IN TRAUMA AND ACUTE CARE SURGERY</b>	
Description	Support the future of Trauma and Acute Care Surgery Medicine. The EAST Oriens “This is Why I Want a Career in Trauma and Acute Care Surgery” Award is an essay competition where residents and fellows submit an essay on why they chose trauma and acute care surgery. Each year more than 30 inspiring essays are submitted and two are selected (one Resident and One Fellow). The two award recipients present their essays during the EAST Oriens Plenary Session held during the EAST Annual Scientific Assembly.
Price	\$5,000 per year or \$12,000 for three years
Recognition Level	Silver/Platinum Partner
No. of Available Opportunities	One (1)
Next Yr. Available	2018

**Ashley B. Hink, MD, MPH, Medical University of South Carolina  
2017 Resident Essay Winner**

Winning the 2017 Oriens essay award was a great honor, not necessarily because of the award, but because I was able to share how important the practice of trauma surgery is to me and hopefully remind others why they also went into the field. We work tirelessly to help patients at critical times in their lives, and it's easy to forget how amazing it is to be a part of that and truly provide care for anyone in need of care. Sharing my reflection of this role at EAST hopefully reinvigorated similar memories that inspired surgeons to enter the field and reminded them what an amazing profession this is. [Read Dr. Hink's award winning essay.](#)

This was my first time at EAST, and it was a great opportunity for networking, creating research and advocacy collaborations, and education. There are many ways for residents to be involved, and they should take advantage of the many opportunities EAST provides.

**Danielle A. Pigneri, MD, Robert Packer Hospital  
2017 Fellow Essay Winner**

The human aspect of trauma is the often unspoken underlying force which motivates us to push science forward, to keep looking for solutions, and to try our hardest every day. The Oriens Award is a unique award which highlights and celebrates the emotional drive and reward that comes with a career in trauma and acute care surgery. Winning this award and the experience of presenting my essay to a room of surgeons has been an adventure and an honor. I was met with an incredible degree of support, enthusiasm, and solidarity. I am so thankful for this humbling experience and will never forget EAST 2017. [Read Dr. Pigneri's award winning essay.](#)

**EAST MARKETING OPPORTUNITIES**

**Education & Leadership Development**

<b>EAST TRAUMACASTS</b>	
Description	The <a href="#">EAST Traumacasts</a> are a popular “on the go” resource for trauma and acute care surgeons and allied healthcare providers involved in the care of the injured patient. Through the EAST Online Education Committee, more than 70 Traumacasts have been produced covering the most relevant topics in trauma and acute care surgery. They have become a signature offering within EAST and have established a following among the Trauma Community. Work with EAST to coordinate a supported EAST Traumacast on a subject matter related to your company’s product line or service. EAST will control the topic/content and faculty selection.
Price	\$5,000/Traumacast
Recognition Level	Bronze Partner
No. of Available Opportunities	Up to four (4) corporate supported Traumacasts per calendar year

**Matthew J. Martin, MD, Madigan Army Medical Center**

The new EAST Traumacast Town Hall forums and debates have really brought a new level of analysis and discussion to areas in medicine and surgery where there are multiple options, conflicting evidence, and controversy. Hearing multiple experts talk about both sides of an issue and debate the details really gives me a broader understanding of that topic compared to listening to a static lecture.

**Babak Sarani, MD, George Washington University**

The Traumacast series allows practitioners to listen to senior, established trauma, acute care, and intensive care surgeons while driving in their car, riding their bicycle, or doing any other type of activity. The series allows the listener to learn readily applicable and advanced information. It basically takes the numerous articles that exist around any topic in our field and distills them to a practical and readily applicable lesson. I can’t think of a better way to learn without the need to stop everything you are doing and concentrate on reading an article or book.

<b>EAST WEBINARS</b>	
Description	Work with the EAST Online Education Committee to support a live webinar that features your company’s product line or service. EAST will control the topic/content and faculty selection. These webinars will not be eligible for CME. After the live webinar is held, the program will be hosted on the EAST website for 12 months.
Price	\$10,000/Webinar
Recognition Level	Silver Partner
No. of Available Opportunities	Up to four (4) corporate supported Webinars per calendar year

**Rich Lesperance, MD, Brooke Army Medical Center**

As a junior trauma surgeon, I am expected to continue to learn and expand my skills by learning from senior partners and mentors. EAST Traumacasts and Webinars essentially widen my pool of teachers, and bring me experienced experts to review and discuss hot changing topics (CT only for C-spine clearance) and advanced skills (rib plating). It is as if I had multiple high-level experts with me at morning report every day. To support these resources are one of the reasons I became an EAST member.

**EAST MARKETING OPPORTUNITIES**

## Advertising Opportunities

EAST NEWSLETTER ADVERTISEMENT	
Description	Reach our trauma community by showcasing your products and/or services in <a href="#">EAST News</a> , EAST's quarterly newsletter available to members online. The newsletter covers topics such as new initiatives, member recognition, new CME programs, and upcoming deadlines. With an open rate of nearly 40% versus an average 25% for the non-profit industry, your advertisement is guaranteed a wide reach. One full-page advertising spot is available per quarter and is filled on a first come, first serve basis. Reserve yours today!
Price	\$5,000/Quarterly Newsletter or \$17,000 for 4 Quarters
Recognition Level	Bronze Partner for 1 Quarterly Newsletter. Silver Partner for 2 Quarterly Newsletters. Gold Partner for 3-4 Quarterly Newsletters.
No. of Available Opportunities	One (1) full-page advertisement per quarter. Up to four (4) advertisements per year.



**EAST MARKETING OPPORTUNITIES**

## The Power of Giving

<b>GIVING TUESDAY MATCH</b>	
Description	Match contributions from EAST members and the community on EAST's Day of Giving held annually on "Giving Tuesday," the Tuesday immediately following Thanksgiving. See our <a href="#">Donor Stories</a> and find out why our members give to EAST. Matching contributions will be unrestricted and used to support EAST initiatives as designated by the EAST Board of Directors.
Price	Match dollar for dollar up to \$10,000
Recognition Level	Silver Partner (Bronze if under \$10,000, with a minimum pledge of \$1,000 regardless of total individual contributions received).
No. of Available Opportunities	Unlimited
Next Yr. Available	2017

<b>PAY IT FORWARD DAY MATCH</b>	
Description	The members of EAST epitomize the spirit of National Pay It Forward Day (held annually in April) and showed their support of EAST's mission to provide leadership and development for young surgeons active in the care of the injured patient with more than \$2,000 raised on EAST's first <a href="#">Pay It Forward Day Campaign</a> held in April 2016. This is your organization's opportunity to Pay It Forward by matching the funds raised for the 2017 campaign or future campaigns. Matching contributions will be unrestricted and used to support EAST initiatives as designated by the EAST Board of Directors.
Price	Match dollar for dollar up to \$5,000 (Minimum pledge of \$1,000 regardless of total individual contributions received).
Recognition Level	Bronze Partner
Next Yr. Available	2017

**EAST MARKETING OPPORTUNITIES**

## 2017-2018 Recognition Matrix

Promotions & Levels	RECOGNITION LEVEL: Platinum	RECOGNITION LEVEL: Gold	RECOGNITION LEVEL: Silver	RECOGNITION LEVEL: Bronze
	\$25,000+	\$15,000	\$10,000	\$2,500 - <\$10,000
Opening Ceremony Recognition at the 2018 Scientific Assembly*	✓	✓	✓	✓
Exhibit Space Signage Noting Support Level (8.5x11) (must be a confirmed EAST exhibitor to receive this recognition)	✓	✓	✓	✓
Recognition at the 2018 EAST Donor and Exhibitor Reception	✓	✓	✓	✓
EAST Mobile App Visibility (Development Partners Section)	✓	✓	✓	✓
EAST Donor Ribbon Distributed at the 2018 Scientific Assembly	✓	✓	✓	✓
Invitation to 2018 the EAST Donor and Exhibitor Reception	✓	✓	✓	✓
Company Listed on the EAST Development page on the EAST Website	✓	✓	✓	✓
Recognition Signage at the EAST Information Desk at the Scientific Assembly*	✓	✓		
Recognition in the EAST Newsletter	✓			

\*Rules Regarding Industry Support and Interactions with Companies

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EAST recognizes its corporate partners at the 2017 EAST Development Fund Donor and Exhibitor Appreciation Reception

See our list of [Corporate Partners](#)

# Annual Scientific Assembly Marketing Opportunities

## EAST ANNUAL SCIENTIFIC ASSEMBLY SUMMARY

The Eastern Association for the Surgery of Trauma (EAST) also offers a variety of marketing opportunities at the EAST Annual Scientific Assembly, which provides valuable interaction between trauma and acute care surgeons and the companies that work with them in the care of the seriously injured. The amount of face-to-face physician interaction and caliber of the surgeons and allied healthcare professionals who attend represent an exceptional value to your corporation. Some valuable statistics regarding the EAST Annual Scientific Assembly held January 10-14, 2017 at the Diplomat Beach Resort in Hollywood, Florida are as follows:

<b>924</b>	<b>Total Registered Attendees</b>
<b>417</b>	<b>Member Registrants</b>
<b>317</b>	<b>Non-Member Registrants</b>
<b>101</b>	<b>Exhibitors</b>
<b>79</b>	<b>Other Registrants</b>

The Eastern Association for the Surgery of Trauma's (EAST) 31st Annual Scientific Assembly will be held January 9-13, 2018, at Disney's Contemporary Resort in Lake Buena Vista, Florida. To learn more about these opportunities, please refer to the 31st EAST Annual Scientific Assembly Exhibitor Prospectus or contact Judy Hambrick, EAST Exhibit Coordinator, at [jhambrick@facss.org](mailto:jhambrick@facss.org).

