INVITATION TO SUPPORT

2018 CAS ANNUAL MEETING

Advancing Anesthesiology, Excellence & Leadership

JUNE 15 – 18, 2018

Palais des congrès de Montréal
Montréal, Quebec

Join CAS members and colleagues – past and future – in celebrating the 75th anniversary of your professional society.

CAS Annual Meeting Secretariat
c/o Intertask Conferences
613-238-4075, ext. 233

exhibits@intertaskconferences.com

www.casconference.ca
Join us in celebrating the 75th Anniversary of the Canadian Anesthesiologists’ Society, at the 2018 CAS Annual Meeting – we welcome and appreciate you!

The Canadian Anesthesiologists’ Society (CAS) Annual Meeting is the premiere anesthesiology educational event in Canada, bringing together top influential and notable anesthesiologists, to introduce the newest scientific advances in the specialty of anesthesiology to our delegates. Attendees come to this meeting to connect with industry leaders and anesthesia professionals, to seek best practices in the incorporation of the latest technology into anesthesia practice, and to learn the newest patient safety initiatives to better serve their patients.

CAS is dedicated to improving the exhibitor experience at this Annual Meeting.

You spoke and we listened! The feedback provided by you and your colleagues at our 2017 Exhibitor Breakfast in Niagara Falls, has led to new initiatives for 2018, including the provision of a new early lunch for exhibitors – to ensure you are fed before the delegates break for lunch; the further encouraging of delegates to interact with sponsors and exhibitors through a number of strategies including newsletter articles and a newly-created Presentation Stage in the Exhibit Hall. Be sure to have your opinions heard by joining us at the 2018 Exhibitor Breakfast in Montréal. The Annual Meeting is a key strategic priority for our Society, and we take great care in ensuring its effective transformation.

Do not miss this opportunity to connect with hospital decision-makers and influential physician anesthesiologists working in specialty practice or as family practice anesthesiologists. These practicing physicians, residents and fellows have a variety of clinical subspecialty interests and expertise, including acute and chronic pain management, critical care, pediatric, obstetric, cardiac, thoracic, neurosurgical, major vascular, ambulatory, trauma and transplant anesthesia.

Exhibit at this premiere event and...

- Gain access to hundreds of physician anesthesiologists outside of their practice setting.
- Strengthen your existing connections and expand your business opportunities by meeting new prospects.
- Introduce and educate our delegates on your new products or services.
- Celebrate the CAS 75th Anniversary at the official cake-cutting to take place on the Presentation Stage in the Exhibit Hall, and during both the Opening and Closing Receptions!

We understand that you must make wise decisions when spending your valuable marketing dollars, and that your goal is to make the highest return on your investment. Please allow CAS and your partnership with its Annual Meeting to contribute positively to your success!

Please accept my sincere thanks for participating at the 2018 CAS Annual Meeting – I look forward to welcoming you.

Sincerely,

Douglas DuVal MD FRCPC
President, CAS
Connecting With Your Target Audience at the 2018 CAS Annual Meeting

The CAS meeting is the largest anesthesia meeting in Canada with over 1,200 physicians and healthcare professionals attending. The Annual Meeting attracts speakers and delegates from around the world and, along with the Canadian Journal of Anesthesia (CJA), is a primary means by which CAS offers professional development activities to its membership. Through unrestricted educational grants received by sponsors, the Society is able to maintain ongoing professional development activities, provide a high quality venue and attract faculty of international repute thus offering the best to Canada’s anesthesiology specialists, GP anesthetists and anesthesia residents.

The CAS Annual Meeting sponsorship, exhibiting and satellite symposia opportunities offer you the perfect way to set yourself above the crowd!

Sponsorship Opportunities

The Sponsorship Program has four levels:

- **Corporate Partner** $35k
  The Corporate Partner sponsorship package provides participating companies with the highest profile and greatest interaction with members. Offering up to nine months affiliation with CAS, Corporate Partners enjoy unparalleled visibility to members through publications, marketing collateral and the CAS website, the opportunity to host a private one hour roundtable (“Meet the Experts” advisory committee session) and a one year online CPD module sponsorship. You also benefit from direct contact with delegates and CAS’ most senior volunteers and staff.

- **Corporate Leader** $30k
  The Corporate Leader sponsorship package provides participating companies with a high profile and great interaction with members. Offering up to nine months affiliation with CAS, Corporate Leaders enjoy unparalleled visibility to members through publications, marketing collateral and the CAS website. You also benefit from direct contact with delegates and CAS’ most senior volunteers and staff.

- **Corporate Supporter** $10k
  The Corporate Supporter provides an opportunity to demonstrate your company’s commitment to the specialty while having access to the conference attendees.

- **Associate Sponsor** $5k
  The Associate Sponsor provides an opportunity for product updates and awareness to the conference attendees.

For more information and to secure your sponsorship please contact:

Marie Laplante | Sr. Exhibition Coordinator
CAS Annual Meeting Secretariat
613-238-4075 ext. 233 | exhibits@intertaskconferences.com
Sponsorship Benefits Package

Marketing Benefits (granted upon payment of fees)

**NEW! Private One Hour Roundtable** – Host a “Meet the Experts” advisory committee session with six to eight CAS members. (Includes meeting room and basic AV).

One year online CPD Module Sponsorship.

**NEW! Opportunity to host a session on the Presentation Stage in the Exhibit Hall.**

**Board of Directors’ Reception** – Invitation for five representatives to attend the Board of Directors’ Reception where you can update members on your current and planned activities.

Reduced fee for Satellite Symposium – 25% discount.

**Verbal Acknowledgement** – Corporate Partners and Leaders will be recognized by the CAS President during the Opening Plenary session, lunches, breaks and receptions.

**Logo in Registration Promotion** – Sent to CAS members and past conference participants.

Content will highlight the reasons to attend the Annual Meeting and include registration details. *If Sponsorship fees paid by January 26, 2018.*

**Logo & Listing on Annual Meeting Website** – Logo on dedicated sponsor page, exhibitor listing (if applicable) with a link to corporate website.

**Logo & Listing in the App.**

**Logo on Onsite Signage** – Large signs in the Annual Meeting facility and individual table top signs for your exhibit booth, listing your sponsorship level.

“Thank You” Ad – Included in the Canadian Journal of Anesthesia and the CAS Members’ Newsletter.

**Sponsor Ribbons** – For company representatives attending the Annual Meeting: Corporate Partners & Leaders receive ribbons acknowledging their specific sponsor level.

**Workshop Equipment** – Priority to provide equipment for Section 3 workshops, Residents Simulation Olympics, Resident Interactive Sessions and have a technician present during the workshop. (Sponsor assumes all responsibility for transportation, operation (technicians) and security of the equipment). Please contact the CAS Annual Meeting Secretariat at exhibits@intertaskconferences.com to confirm participation or interest.

Delegate Contact

**Email Distributions to Delegates** – Send two promotional emails to delegates prior to the Annual Meeting or post-Annual Meeting. These emails will be distributed by CAS with content and timing to be approved by CAS. Sponsor to assume all related costs.

Other

**Exhibit space** – One complimentary 10’ x 10’ exhibit space — an opportunity for your organization to foster collaboration in research, education, networking and learning; to build new relationships; to showcase your products and to enhance your corporate profile.

**An Invitation to the Exhibitor Breakfast** – to share positive and constructive feedback.

**Attend Scientific Sessions** – Complimentary access to non-ticketed scientific sessions.

Available for Purchase

**Attend President’s Dinner** – Opportunity to purchase tickets to the social highlight of the CAS Annual Meeting; only delegates and sponsors are permitted to purchase tickets. *Corporate Partner and Leader: if purchased, one representative will be seated at a VIP table.*

Note: Sponsors are listed by level of investment.
Satellite Symposia Opportunities
Satellite Symposia are industry-generated educational events held in conjunction with the CAS Annual Meeting, but not accredited by CAS. Companies holding Satellite Symposia may secure accreditation from an appropriate body.

Three Sessions Available
Accommodate up to 150 delegates per session, 06:45 - 08:00 on Sunday, June 17.

Allocation of Satellite Symposia dates/times will be on a first-come, first-serve basis and are subject to change;

Satellite Symposia run unopposed to Scientific Sessions; every attempt will be made to ensure competing organizations are not holding symposia simultaneously;

CAS does not take responsibility for competing events, such as receptions, meetings, reunions and other non-scientific sessions being held at the same time;

Meeting Room, standard audio visual equipment (screen, projector and one microphone) and a display table are included in the fee; speaker registration fees for the day of the presentation will be complimentary;

Organizers will cover speaker fees, refreshments, and design/production of invitations and promotional information.

Marketing Benefits

Mobile App
A separate page will be dedicated to promoting the Satellite Symposia and will include the title of presentation, speaker(s), time, place, and company logo.

Pre-event Email Broadcast
Distribution of ONE promotional email to delegates prior to the Annual Meeting. The e-mail will be sent by CAS with content and timing to be approved by CAS. The RSVP email may contain an embedded image or an attachment with the date, time, location, speaker(s), title of presentation and learning objectives, with non-product specific corporate recognition. Satellite Symposia organizers are to assume all related costs.

Onsite Signage
A maximum of THREE posters may be produced promoting the session and positioned at the following locations:

- One poster immediately outside the assigned meeting room;
- One poster in your booth (if participating as an exhibitor); and
- One poster in a common area of the facility to be determined by the CAS Secretariat.

Posters may be displayed up to 24 hours prior to and must be removed immediately after the completion of the Satellite Symposium. The maximum size permitted is 24” wide by 36” high.

Investment Fee*
 Corporate Partner and Corporate Leader ........................................ $11,250
 Corporate Supporter, Associate Sponsor, and Exhibitors.................. $15,000

Cancellation Policy
Written notice of cancellation must be received by the CAS Annual Meeting Secretariat no later than March 1, 2018 and will be subject to an administrative fee of 25% (of the total paid, including taxes). Fees are non-refundable after this date.

†Plus applicable taxes
*Approval required by CAS for all content including Satellite subject and promotional materials
Exhibiting Opportunities

Why Exhibit at CAS?

The Canadian Anesthesiologists’ Society (CAS) Annual Meeting is the premiere annual anesthesiology learning event in Canada and the “must attend” meeting for specialist anesthesiologists, GP anesthetists, anesthesia residents, as well as anesthesia assistants, anesthesia nurses and allied health professionals in Canada. Over 1,200 delegates are expected to attend the CAS Annual Meeting in Montréal from June 15 to 18, 2018.

It is an opportunity for your organization to foster collaboration in research, education, networking and learning; to build new relationships; to showcase your products and to enhance your corporate profile.

Investing your marketing dollars as a CAS Exhibitor offers:

- Corporate Partner or Leader sponsor have first opportunity to provide equipment for Section 3 workshops, Residents Simulation Olympics, Resident Interactive Sessions;
- Opportunity to host a Satellite Symposium;
- Unprecedented contact with a broad anesthesiology audience;
- Dedicated time in the Exhibit Hall for the Welcome Reception on Friday evening, lunch and beverage breaks on Saturday, and morning beverage break, and lunch, on Sunday;
- Opportunity to post a web link to a video or virtual exhibit related to your exhibit booth on the CAS website;
- Opportunity to hold prize draws (subject to approval by CAS);
- Hands-on learning and posters located in the Exhibit Hall.

New for 2018: You asked and we listened!

- Two complimentary Scientific Session badges
- One copy of the program-at-a-glance per booth (if applicable)
- Dedicated time for exhibitors lunch, prior to delegates eating
- One beverage ticket per person, per booth for the Opening Reception
- Earlier move-out on Sunday
- Opportunity to host a session on the Presentation Stage in the Exhibit Hall; *contact Secretariat for details

Also Included?

Exhibitors also enjoy the following benefits:

- Two complimentary exhibitor staff badges
- Inclusion in the Meeting App and the CAS website
- Recognition on designated signage
- 10’ wide by 10’ deep booth
- One 6’ table and waste basket
- Two chairs
- One electrical outlet*
- 8’ high back & 3’ high side draping
- Dedicated seating areas for networking
- Aisle cleaning
- 24-hour professional perimeter security
- Welcome and Poster Receptions, Lunches & Breaks

All additional requirements, including material handling, additional electrical service, and furniture are the responsibility of the exhibitor.

* By opting out, booth price remains the same.

Reserve Your Booth Now!

Click Here TO APPLY ONLINE

Information

Marie Laplante | Sr. Exhibition Coordinator
CAS Annual Meeting Secretariat
613-238-4075 ext. 233 | exhibits@intertaskconferences.com
Exhibit Hours and Floor Plan

Exhibits will be located in Ballroom 517BCD of the Palais des congrès de Montréal (PCM)

**Thursday, June 14**
- 12:00 – 18:00  Exhibitor Move-in

**Friday, June 15**
- 09:00 – 16:00  Exhibitor Move-in
- 18:00 – 20:00  Exhibit Hall Open
  - Welcome Reception

**Saturday, June 16**
- 09:45 – 16:00  Exhibit Hall Open
- 09:45 – 13:45  Exhibit Hall Open
  - CAS 75th Anniversary Celebration
- **NEW!** 14:00  Exhibitor Move-out

*Exhibit hours subject to change*

Delegate Feature Areas

- **NEW!** Exhibitor Presentation Stage
- Back by popular demand - the Residents Simulation Olympics (booth #161).
- **NEW!** Opportunity for sponsors and exhibitors to get on the Presentation Stage for hands-on demonstrations and learning sessions of interest to CAS delegates.
- **NEW!** 75 Years of Anesthesiology in Canada feature displays in the exhibit area, presented by the CAS Archives and Artifacts Committee.
Exhibit Booth Specifications

Each booth will measure 10’ x 10’ and include an 8’ high drapery back wall and a 3’ high drapery side wall, one 6’ table, one waste basket, two chairs and one electrical outlet.

Island Booth – A block of four or more booths with aisles on all four sides. The booth may extend to a height of 16’ where ceiling height permits and must remain within the confines of the space rented. The exhibitor will be charged for booths eliminated to create the island design. However, the booths eliminated should not be considered part of the exhibit space and therefore cannot be used for display.

Peninsula Booths are not permitted (exhibit with two or more standard units back-to-back with an aisle on three sides).

All additional requirements, including material handling, additional electrical service, carpeting and furniture are the responsibility of the exhibitor.

All booths must be carpeted; it is the responsibility of the exhibitor to arrange for carpeting. Please refer to the Exhibitors’ Manual (provided after full payment has been received) for an order form.

Your Investment

<table>
<thead>
<tr>
<th>Details</th>
<th>10’ x 10’ booth</th>
<th>Island Booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Bird Special</td>
<td>January 15, 2018 50% deposit with application form</td>
<td>$3,100*</td>
</tr>
<tr>
<td>Regular Rate</td>
<td>January 16, 2018 Full payment with application form</td>
<td>$3,450*</td>
</tr>
</tbody>
</table>

*Rental of exhibit space is subject to applicable taxes, which must be paid by all exhibitors. Exhibitors from outside Canada may be eligible for a rebate.

Information

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Click Here
TO APPLY ONLINE

2017 Exhibitors

Exhibitors who recognized the value of participating at the CAS Annual Meeting:

3M Canada Company
AbbVie Corporation
Ambu Inc
American Society of Anesthesiologists (ASA)
Aspen Pharma Canada
Baxter Corporation
Becton Dickinson
BioSynt Pharma Inc.
BOMimed
Canadian Anesthesia Incident Reporting System (CAIRS)
Canadian Anesthesia Research Foundation (CARF)
Canadian Hospital Specialties (CHS)
Canadian Patient Safety Institute (CPSI)
CAREstream Medical
CAS International Education Foundation (CASIEF)
Caster Medical Systems
Clarius Mobile Health
Cook Medical
Cumberland Private Wealth Management
Dale Medical Products Inc
Draeger Medical Canada Inc.
Dyna Medical Corp
Edwards Lifesciences (Canada) Inc.
Fresenius Kabi Canada
Fujifilm SonoSite Canada Inc.
GE Healthcare
Healthmark Ltd.
Intersurgical Limited
KARL STORZ Endoscopy Canada Ltd
Liaison Medical Inc.
Masimo
Médecins Sans Frontières / Doctors Without Borders (MSF)
Medtronic
Merck Canada
Methapharm
Mindray North America
Northwest Anesthesia Seminars
PGA in New York City
Philips
Picis Clinical Solutions
Royal College of Physicians and Surgeons of Canada
Smiths Medical
Southmedic Inc.
Stealth Medical
Teleflex
Tem Canada Ltd
Trudell Medical Marketing Limited
Important Dates
Important dates and details will be provided in the Exhibitor Manual, which will be provided to all fully paid exhibitors in early March. The following dates are provided to help you plan for a successful show.

January 15, 2018 ................................................ Early Bird Special Ends
January 16, 2018 .............................................. Regular Rate Starts (Full Payment with Application Form)
March 12, 2018 .................................................. Balance of payment due to CAS
April 30, 2018 .................................................... Early Bird registration deadline
May 14, 2018 ..................................................... Exhibitor Required Forms
June 14, 2018 .................................................... Exhibitor move-in
June 17, 2018 .................................................... Exhibitor move-out

Payment Schedule
The 50% deposit must accompany the Exhibit Space Application and Contract (included in this Prospectus). Applications received by mail will not be processed until the deposit is received. Balance of payment plus applicable taxes calculated on the total amount due must be received by March 12, 2018 or space will be forfeited.

Cheques or money orders, in Canadian funds, must be payable to the CAS Annual Meeting. Please quote your invoice number on all payments.

Booth Assignments
A link to the online system will be provided to those who exhibited at the 2017 meeting and they will have the first opportunity to select their exhibit space for the 2018 meeting. Priority will first be given to sponsors of the 2017 meeting, followed by the exhibitors.

Exhibitors may not assign, sublet or apportion the whole or any part of the space allotted to them or exhibit therein any goods other than those manufactured or sold in the regular course of business by the exhibitor.

Exhibitors will be advised of their booth number(s) after they are assigned. The CAS reserves the right to determine the eligibility of any exhibit at the Annual Meeting.

Cancellation Policies
Cancellation by the Exhibitor
Written notice of cancellation must be sent to the CAS Annual Meeting Secretariat no later than March 1, 2018 and will be subject to an administrative fee of 25% (of the total paid, including taxes). Fees are non-refundable after this date.

Cancellation by the CAS
Should any situation beyond the control of the Canadian Anesthesiologists’ Society arise to prevent the opening of the Annual Meeting, the holding of the Annual Meeting or the exhibit portion thereof, the CAS will not be liable for any expense or loss incurred by the exhibitor, with the exception of a refund of the rental fee for booth space.

2019 CAS Annual Meeting
June 21-24
Calgary, AB
Telus Convention Centre
Terms and Conditions for All Sponsors

• All sponsors must adhere to the Canadian Anesthesiologists’ Society Policy on Commercial Sponsorship.
• Sponsorship benefits commence upon receipt by the CAS of the signed sponsorship agreement and payment in full.
• Placement of exhibits at the 2019 Annual Meeting is tied to level of sponsorship and date of receipt of payment for the 2017 Annual Meeting.
• Cancellation of sponsorship is permitted up to January 31, 2018 with 50% of the sponsorship fee refunded. After January 31, 2018, all fees are non-refundable.
• CAS does not permit sponsoring and/or exhibiting companies to host educational events/activities (apart from CAS-sanctioned Satellite Symposia) in Montreal and the surrounding area June 13-20, 2018. Penalties for non-compliance will be determined and levied by CAS, but could include forfeiture of the sponsor/exhibitor’s right to occupy exhibit space without compensation and / or being prohibited from sponsoring/exhibiting at a future Annual Meeting or Annual Meetings.
• Sponsors are to ensure they adhere to their interpretation of the Innovative Medicines Canada and/or MEDEC guidelines.

All prices quoted are in Canadian dollars and are subject to applicable taxes. Please note that preferred payment is by cheque or money order (all bank services charges/fees are the responsibility of the sponsor). Payment by Visa, MasterCard and American Express will be subject to a 4% administration fee.

Policy on Commercial Sponsorship

The Canadian Anesthesiologists’ Society (CAS) values its relationship with commercial sponsors as a means of providing practicing anesthesiologists with information about products and services that may improve their care of patients. In recognition of the potential for inappropriate influence that may be perceived to occur during the interaction between practitioners and commercial entities, the CAS has developed this Policy to serve as a guide for appropriate relationships.

This policy applies to the relationships between the CAS and commercial sponsors, particularly as applied to the annual meeting, but the principles recommended here are also advised for relationships between industry and individuals including residents and medical students.
1. Sponsorship / Financial Support

1.1 All sponsorship must be in the form of unrestricted educational grants. Sponsors must have no influence over program content or choice of speakers or audience.

1.1.1 Sponsorships may not be tied to a quid pro quo agreement.
1.1.2 All expenses associated with a sponsored event must be paid through the CAS or its agents and not through sponsors or their agents.

1.2 Sponsors must be acknowledged.

1.2.1 Acknowledgement will be through recognition of the company name and not through names of particular products.
1.2.2 The logos of supporting companies may be used on brochures for major events, such as the Annual meeting.
1.2.3 The CAS will not agree to branding activities or physical items such as meeting bags with the logo of a single sponsor.

1.3 The CAS will not name its events, including educational events, for sponsoring companies, such as “The Company A Lecture” or “The Company B Lunch” or “The Company C Reception.” Sponsors may be acknowledged in promotional materials and at events.

1.3.1 It will be the preference of the CAS to have multiple sponsors for each event to make it clear to those in attendance the event is organized by the CAS and not by the sponsor.

1.4 The CAS and Annual Meeting committee will make all decisions about the use of sponsorship funds with the understanding that there will be accountability and reporting to sponsors about how funds have been used.

1.4.1 Sponsorship funds may be used for reasonable expenses and honoraria to invited speakers according to CAS policy.
1.4.2 CAS members involved in planning educational events may be compensated for reasonable expenses according to CAS policy but will not be paid honoraria and may not accept any funding directly from sponsors.
1.4.3 Sponsorship funds will not be used to cover the expenses of family members of speakers or event planners.

1.5 Sponsors may buy advertising space when it is offered in materials like the Annual Meeting program.

1.5.1 Print advertisements must be on separate pages and not inter leafed with information about educational events.
1.5.2 Electronic advertisements should not be visible on the same screen as educational content.

1.6 Sponsors may purchase commercial exhibit space at the prevailing rates but will not have special status in negotiations for location or size of exhibit space.

1.7 Satellite Symposia Events that are planned by sponsors and not the CAS, such as satellite symposia, will be clearly identified as such in all materials and will not be accredited for continuing education credit. Such events should be located in a space separate from that used for the CAS events and should not be held at the same time as any CAS educational session. A modest meal and/or non-alcoholic refreshments may be provided at these events.

2. Commercial Displays and Exhibits

2.1 The CAS is pleased to sponsor commercial displays and exhibits to permit those in attendance to obtain up to date information about products and services.

2.2 Commercial displays and exhibits should not be in the same room as educational events.

2.3 All information and materials presented in exhibits must be accurate, up to date, and in agreement with official, approved product information.

2.3.1 At least one qualified representative of the sponsor must be present when any display is open.
2.3.2 “Off-label” uses of medications may not be recommended.
2.3.3 Reprints of articles distributed at exhibits must be complete and unchanged from the form in which they were originally published.

2.4 Gifts may not be distributed at displays. (See section 3).

2.5 Samples of pharmaceutical or other commercial products may not be distributed.

3. Gifts

3.1 Sponsors may not offer gifts to any health care professional or their staff or guests at any CAS event.

3.1.1 This includes, but is not limited to: pens, note pads, calendars, electronic equipment, bags, any item of clothing.

3.1.2 Provision of food and drink will be considered as gifts other than hospitality as outlined in section 1.7.

4. Speakers

4.1 All speakers at CAS sponsored events will disclose all relationships that might be perceived to give rise to an actual or potential conflict of interest.

4.1.1 This includes relationships with the manufacturers of products or services that will be mentioned, or with their competitors.

4.1.2 Relationships of immediate family members must also be disclosed. This includes a speaker’s spouse or partner, parents, children, and siblings.

4.1.3 A disclosure slide or statement should be used at the beginning of each presentation.

4.1.4 Course planners and directors have similar obligation to disclose. A disclosure statement should be part of printed and online course materials.

4.2 Generic names for specific products or services should be used wherever possible.

4.2.1 If a trade name is used, the generic name should also be given and the trade names of competing products should also be mentioned.

4.2.2 The use of sponsor’s product name in preference to those of competitors is not acceptable.

4.2.3 Recommendations for use of a product that differ from the official product monograph must be clearly so declared. (Off-label use).

4.2.4 The name or logo of the Canadian Anesthesiologists’ Society may not be used in any way that might imply endorsement of a product. (E.g.: on a slide discussing a named product.)