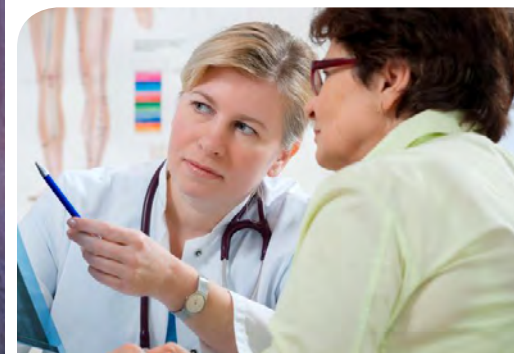


About the American College of Surgeons

The American College of Surgeons (ACS) is a scientific and educational association of surgeons that was founded in 1913 to improve the quality of care for the surgical patient by setting high standards for surgical education and practice.

Currently the college is made up of approximately 77,000 members, making it the largest organization of surgeons in the world. Members are referred to as "Fellows." The letters FACS (Fellow, American College of Surgeons) after a surgeon's name mean that the surgeon's education and training, professional qualifications, surgical competence, and ethical conduct have passed a rigorous evaluation and have been found to be consistent with the high standards established and demanded by the College.

77,000 OF THE WORLD'S FINEST SURGEONS



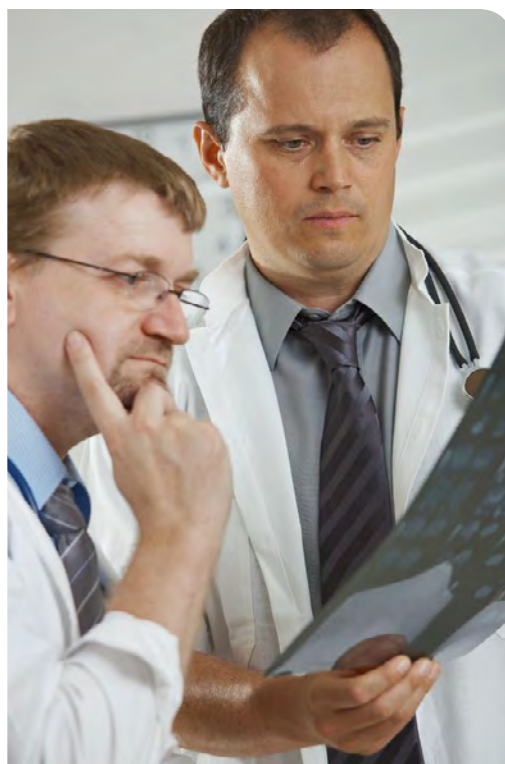
Surgical specialities

- Burn surgery
- Cardiac surgery
- Colorectal surgery
- General surgery
- Maxillofacial surgery
- Neurosurgery
- Ob-gyn surgery
- Orthopedic surgery
- Otolaryngologists
- Pediatric surgery
- Plastic surgery
- Trauma surgery
- Urologists
- Vascular surgery



Major activities of the College

- Sponsors a variety of continuing medical education programs, such as the Clinical Congress, to help surgeons keep abreast of the latest information on surgical subjects.
- Conducts various programs through its Commission on Cancer to improve the care of cancer patients. Promotes a program that encourages hospitals to develop programs for optimal care of cancer patients.
- Through its Committee on Trauma, works to improve the care of injured and critically ill patients – before, en route to, and during hospitalization; conducts training courses in emergency care for ambulance personnel; sponsors courses for the management and prevention of injuries for trauma specialists as well as for physicians who do not treat trauma victims on a regular basis; and works to encourage hospitals to upgrade their trauma care capabilities. Maintains a voluntary verification/consultation program for trauma centers.
- Monitors and analyzes issues affecting the field of surgery through its Division of Advocacy and Health Policy, which is based in Washington, D.C. Participates in



policy development on these issues and prepares responses to Congress and federal agencies.

- Serves as a sponsoring organization for the Residency Review Committees for colon and rectal surgery, neurological surgery, otolaryngology, plastic surgery, surgery, thoracic surgery, and urology. Supports postdoctoral education in surgery through several scholarship programs.
- Through its Office of Public Information, provides general information to the public about surgeons and surgical care. A patient education website, which was developed by the College's Division

of Education, helps individuals contemplating elective procedures make informed decisions about surgical care, and provides a variety of resources on frequently performed surgical procedures and related issues.

- The College has developed the Surgical Education and Self-Assessment Program (SESAP) to provide practicing surgeons with an excellent resource for lifelong learning. SESAP is based on the opinions of expert surgeons, and the published literature, and may be used to stay current, earn CME credits, or prepare for certification or recertification.


The anniversary and annual meeting

In 2012, the American College of Surgeons will host its 98th Clinical Congress in its hometown of Chicago, Illinois, from September 30th to October 4th, and the College will be using the event to kick off its centenary year celebration, which starts in 2013.



As it has for nearly a century, the 2012 Clinical Congress will provide attendees an outstanding educational program including more than 100 Panel Sessions that will cover a wide range of topics of interest to surgeons across the surgical specialties, a well-rounded selection of Postgraduate Courses, Expert Luncheons, Lectures, Scientific Paper and Poster Sessions, a Surgical Forum, a Video-Based Education Program, Town Hall Meetings, and special events celebrating the College's centennial.

Nearly 13,000 people attended this past year's Clinical Congress held in San Francisco. With Chicago taking over hosting duties for this year's event, attendance is expected to go even higher with its central location and the ACS being headquartered there.



**ONE OF THE LARGEST
INTERNATIONAL MEETINGS
OF SURGEONS IN THE WORLD**

About the publication

To coincide with the 100th anniversary, a high quality, official publication will be released. Entitled *100 Years of the American College of Surgeons: The Official Anniversary Publication*, this magazine-style publication will be editorial and photo driven and will serve as a keepsake for Fellows and Associate Fellows of the College, patrons, affiliates, and other partners.

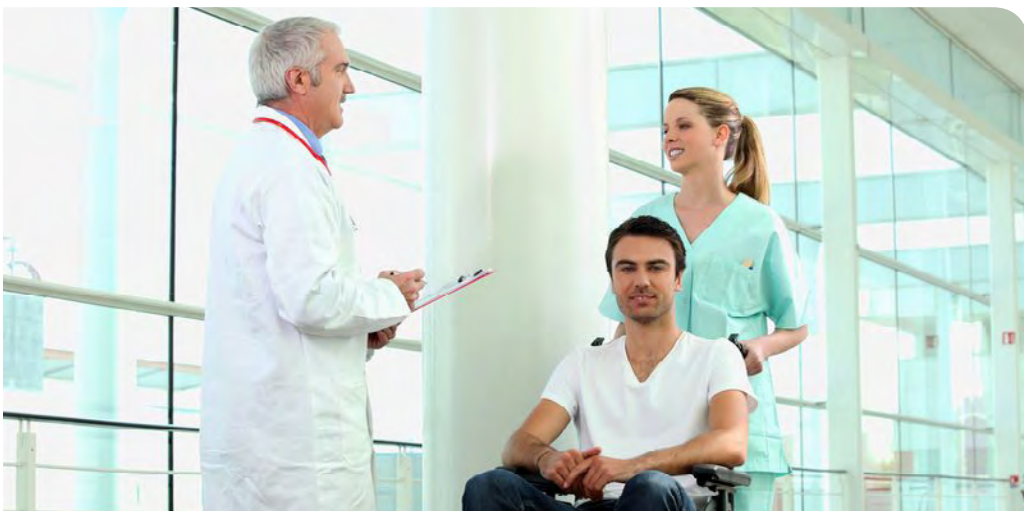
The publication will open with introductory messages from the ACS and select VIPs, as well as compelling and informative articles on the College's rich history, scientific and educational programs, and impact on surgical progress over the past 100 years.



Distribution

Complimentary copies will be distributed to:

- ACS Fellows around the country
- Attendees of the ACS - 2012 Clinical Congress in Chicago
- College Headquarters, including the Board of Regents and Board of Governors
- At the local level, 104 ACS Chapters (65 United States, 2 Canada, and 37 other countries)
- ACS patrons, affiliates, and other relevant partners



Why must your organization participate in this publication?

This publication will provide your organization a unique way to engage Fellows and Fellow Associates, patrons, affiliates, and other relevant partners of the College. The recipients of this publication make buying decisions and recommendations for services and products within the organizations in which they practice and are at the same time wealthy consumers.



Important demographics

The American College of Surgeons is made up of 77,000 medical professionals that either own their own practices, are part of primary care groups, or direct or chair departments at major hospitals, medical centers, universities, or federal agencies.

The median expected salary for a typical surgeon in the United States is \$305,036 (c). This represents a demographic of individuals who have a high disposable income.



AS BUSINESS OWNERS AND EMPLOYERS

Business expenditures include:

- Insurance
- Staffing services
- Professional services (eg: accountants/lawyers)
- Conferences
- Commercial real estate services
- Office equipment and supplies
- Information technology services
- Continuing education
- Medical products

AS HIGH NET-WORTH INDIVIDUALS

Their interests include:

- High-class automobiles
- Luxury travel
- Fine watches, shoes and clothing
- Golf
- Private jets
- Fine art
- Yachts and boats
- Real estate
- Finance
- Premium consumer electronics



ACS 100 Advertising rates

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For more info on the anniversary and the publication read the ACS press release [here](#)