

# **PaACEP Scientific Assembly 2010:** **Advances, Controversies & Technology**



## **Exhibit and Advertising Prospectus**

**April 14-16, 2010   Radisson Valley Forge Hotel   Valley Forge, Pennsylvania**

**Join us in Valley Forge!** Exhibit at the oldest and largest meeting of emergency physicians in Pennsylvania: *PaACEP's Scientific Assembly 2010*. We have designed a program that will be informative to individuals involved in all aspects of emergency medicine. This 2-day meeting draws key buyers and decision-makers within the emergency medicine environment.

### **Features for 2010 include:**

- **Wine & Cheese Reception in the Exhibit Hall**
- **Opportunity for companies to provide prizes for drawings (Winners will be announced at each break with acknowledgement to the donor company)**
- **Company profile included in on-site program and signage**

### **GENERAL INFORMATION**

**Meeting Hours:** Thursday, April 15.....7:00 am - 7:00 pm  
Friday, April 16.....7:00 am - 4:00 pm

#### **Exhibit Dates/Hours:**

**Set-up:** Wednesday, April 14.....6:00 pm - 8:00 pm  
Thursday, April 15.....6:00 am - 7:00 am

**Dismantle:** Friday, April 16..... 11:00 am

#### **Dedicated Exhibit Hours:**

##### **Thursday, April 15**

7:00 am – 8:00 am..... Continental Breakfast  
10:15 am – 10:45 am..... Mid-morning break  
12:15 pm – 1:15 pm..... Lunch  
3:45 pm – 4:15 pm..... Afternoon break  
6:00 pm – 7:30 pm..... Wine & Cheese Reception

##### **Friday, April 16**

7:00 am - 8:00 am..... Continental Breakfast  
10:30 am -11:00 am..... Mid-morning break

# RATES and REGULATIONS

## Space Rates

- Exhibit Space, *two days* ..... \$800.00
- Exhibit Space, *Thursday only*.....\$615.00
- Exhibit Space, *Friday only*.....\$250.00

## Special Offer-

**If you have exhibited at another PaACEP meeting (besides the Scientific Assembly) within the last 18 months, receive 20% off your 2010 exhibit space\*! Exhibit both days for just \$640!**

*\*Offer valid only to companies who paid full exhibit fees at one or more of the following courses: 2008 Board Review Course, 2008 EDIS Symposium, and/or 2009 Board Review Course.*

## These rates include the following benefits:

- One 6' table, draped and skirted • Two side chairs • Wastebasket • Complete attendee list provided after the meeting
- Company listed in on-site publication and signage (*due to printing deadlines, registration must be received by March 12<sup>th</sup> in order to guarantee inclusion in publication and signage.*)
- Participation in the Wine & Cheese Reception (wine will be provided for each exhibit space)

## SPONSORSHIP OPPORTUNITIES

Sponsorships are a great way to increase your branding at the **2010 PaACEP Scientific Assembly!** Our sponsorship opportunities consist of Packaged and A La Carte Sponsorships. For more information on any of these opportunities, please contact MaryTherese Gallagher at 717-909-2685.

## ALL Sponsorships include the following:

**Pre-show promotion, including:** • Company name featured on “Sponsors” page of the *PaACEP Scientific Assembly 2010* website with link to your company’s website

**On-site promotion, including:**

- Corporate logo displayed on “Sponsor” signage • Company name on “Sponsor” page of on-site program

## PACKAGE SPONSORSHIP OPPORTUNITIES

Diamond Sponsorship Package \$6,000

- Large banner in exhibit area acknowledging your company as this meeting’s diamond sponsor
- Complimentary two-day exhibit space with electricity
- Complimentary full-page ad in the Scientific Assembly on-site program
- Complimentary ad on the PaACEP website, for six months
- One complimentary ½ page ad in the quarterly PaACEP newsletter
- An extra bottle of top level wine at your table during the Wine and Cheese Reception
- Podium recognition of your company as the diamond sponsor by the PaACEP president
- Pre- and post-meeting registrant mailing list with registrant approval
- 50% discount on exhibit space at the PaACEP Board Review Course, Sept. 10-13, 2010

Platinum Sponsorship Package \$3,500

- Large banner in exhibit area acknowledging your company as this meeting’s platinum sponsor
- 50% off exhibit space with complimentary electricity
- Complimentary ½ page ad in the Scientific Assembly on-site program
- Complimentary ad on the PaACEP website, for four months
- One complimentary ¼ page ad in the quarterly PaACEP newsletter
- An extra bottle of mid-level wine at your table during the Wine and Cheese Reception
- Podium recognition of your company as the platinum sponsor by the PaACEP president
- Pre- and post-meeting registrant mailing list with registrant approval
- 25% discount on exhibit space at the PaACEP Board Review Course, Sept. 10-13, 2010

Gold Sponsorship Package \$2,000

- 25% off exhibit space with complimentary electricity
- Complimentary 1/3 page ad in the Scientific Assembly on-site program
- Complimentary ad on the PaACEP website, [www.paacep.org](http://www.paacep.org), for two months
- Complimentary ¼ page ad in the quarterly printed PaACEP newsletter
- Podium recognition of your company as the gold sponsor by the PaACEP president
- Pre- and post-meeting registrant mailing list with registrant approval
- 15% discount on exhibit space at the PaACEP Board Review Course, Sept. 10-13, 2010

## AL A CARTE SPONSORSHIP OPPORTUNITIES

### Drawing Prizes

#### Investment: [Your time and energy \(and a prize\)!](#)

All you have to do is provide a prize for drawings to be held during each coffee/lunch break and the Welcome Reception. You will be recognized on signage as well as when your prize is given away. *(This is an advertising opportunity. Sponsorship benefits do not apply.)*

### Individual Workshop Sponsorship

#### Investment: [\\$500 Each](#)

Have your company name/logo on the signage outside of the meeting room, listing in the on-site program and on the PaACEP Scientific Assembly 2010 website. This package is limited to two (2) sponsors. The 2010 workshops will be "Ultrasound Guided Central and Peripheral Access" and "Difficult Airways."

### Symposium Refreshment Breaks

#### \* Investment: [Day 1- \\$1,250 • Day 2- \\$ 925 • both days for just \\$1,675 \(Exclusive\)](#)

Your table top display will be adjacent to the refreshment stations plus your company logo in on-site signage and on the sponsor page of the on-site program. Sponsoring the breaks is like having an additional booth in an area where every attendee visits.

### Symposium Continental Breakfasts\*

#### Investment: [Supporter- \\$600 and up \(YOU specify the amount to contribute!\)](#)

#### Sponsor - Day 1- \$2,800 • Day 2- \$2,400 • both days for just \$4,250 (Exclusive)

Your table top display will be adjacent to the breakfast station plus your company logo on on-site signage and included on the sponsor page of the on-site program. Sponsoring the continental breakfast is like having an additional booth in an area where every attendee visits.

*\*Prices reflect actual costs of breaks and breakfasts at the Radisson Valley Forge. Total cost is based on the projected number of attendees, faculty, and chapter leadership at the meeting.*

### Welcome Wine & Cheese Reception

#### Investment: [\\$500](#)

Our most popular sponsorship! Reception sponsors will receive an extra bottle of wine at their exhibit booth (if exhibiting), acknowledgement during the reception by the chapter president and your company name included on the sponsor page of the on-site program and on-site signage.

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## 2010 SCIENTIFIC ASSEMBLY ON-SITE PUBLICATION - ADVERTISING RATES

### CLASSIFIED AD RATES (*Ads must be submitted as typed copy*)

50 words or less - \$25

51 - 100 words - \$50

101- 200 words - \$75

201- 225 words - \$99

### DISPLAY ADVERTISING REQUIREMENTS - **Please send the following along with your signed Advertising Contract:**

- 1) Original Typeset (please send flat, no folding)
- 2) Camera-ready artwork (copy marked for screen percentages, photo placement, etc.)
- 3) Velox/PMT/Original Photo (**Add \$10 per photo**)
- 4) Negatives will not be accepted
- 5) Or Email in a pdf or jpg format

All materials to be included must be received by **MARCH 12 and must be accompanied by an advertising contract.** Please mail, fax, or e-mail to:

**Debi Stafford ♦ PaACEP ♦ 777 East Park Drive ♦ Harrisburg, PA 17111**

(717) 909-2690, Fax (717) 558-7841

**E-mail: [dstafford@pamedsoc.org](mailto:dstafford@pamedsoc.org)**

## **HOTEL & TRAVEL INFORMATION**

**Radisson Valley Forge Hotel**

**1160 First Avenue**

**King of Prussia, PA 19406**

**Phone: (610) 337-2000**

**Reservations: 1-800-395-7046**

**Web site: [www.radisson.com/hotels/pavalley](http://www.radisson.com/hotels/pavalley)**

**Rates: \$149.00 standard single/double** (please specify the PaACEP room block to receive discounted rate)

The **Radisson Valley Forge Hotel** in King of Prussia provides top-notch services sure to please business and leisure travelers alike. The hotel is connected to the Valley Forge Convention Center and is located directly across from Valley Forge National Park. Our Valley Forge hotel provides a unique and relaxing stay, with themed rooms available. The area's many attractions are easily accessible including historical landmarks, restaurants, and the King of Prussia Mall and shopping center. The hotel is less than two miles from the Pennsylvania Turnpike and a short drive from the Philadelphia International Airport.

**The deadline to make reservations at the discounted rate is March 29, 2010. After March 29, rooms and rates are subject to availability. Please note that PaACEP has contracted for a limited number of rooms at the special conference rate. While the hotel cut-off is March 29, PaACEP's block of rooms may sell out before this date.** You may make reservations by calling 1-800-395-7046, and requesting the PaACEP rate. A major credit card number with expiration date will be required to guarantee reservations. Check-in time is 3:00 pm and check-out is at 11:00 am.

**In an effort to keep meeting costs down the Pennsylvania Chapter, American College of Emergency Physicians is asking that you book your hotel room at the Radisson Valley Forge Hotel. Special room rates have been contracted in an effort to provide affordable lodging options. Staying at an alternate property may leave you susceptible to cancellation by the hotel.**

### **Shipping**

All packages should be sent to the hotel and include the following information: Your company name, contact person's name and phone number, Group name (PaACEP), and the meeting dates (April 14-16). Packages should not arrive more than two days before the meeting or remain more than 3 days after. Any packages arriving outside these parameters will be charged a daily \$25 holding fee to be paid by exhibiting company. All in-bound packages will also be charged a handling fee as follows:

All shipped packages and any affiliated hotel charges are the sole responsibility of the exhibiting company.

**Parking:** Parking is available at the Radisson Valley Forge Hotel at no cost.

# Rules & Regulations

*Please review carefully- important information regarding payment and deadlines included*

These policies, terms, rules, and regulations governing the exhibit are part of the application for space and, consequently, constitute a part of the contract between the exhibiting company and PaACEP. Exhibitors agree to abide by any policies, terms, rules, or regulations that may hereafter be adopted, which shall be as much a part of the contract as though originally incorporated. All registered exhibitors will be notified of any and all changes to rules and regulations. Any matters not specified in the prospectus shall be resolved on an individual basis by the PaACEP staff and officers.

Violation of any policies, terms, rules, and regulations by the exhibiting company and any affiliated representatives of said company shall annul the right to occupy space and said exhibitor will forfeit to PaACEP all money that may have been paid. PaACEP reserves the right to terminate the exhibit on-site and remove all persons and goods at the exhibitor's expense. Any damages to the exhibit will be the responsibility of the exhibitor. PaACEP reserves the right to refuse assignment of exhibit space at future PaACEP meetings.

**1. Eligibility of Exhibitors.** In keeping with the educational purposes of *Scientific Assembly*, the exhibits are considered an extension and an integral part of the program. Only companies with a product or service directly related to emergency medicine will be accepted.

**2. Space Assignments and location of exhibits.** Date of receipt and exhibitor's preference for proximity to other exhibiting companies will be taken into consideration in determining booth location. Space will be assigned on a first come, first served basis. Space assignments will be made by PaACEP staff and indicated by signs in the exhibit hall. Every attempt will be made to provide a room diagram and space assignment in advance. Due to specific needs for electricity, late registration, and/or safety regulations, space assignments may be altered prior to meeting. Exhibits will be located in the Radisson Valley Forge Hotel. Exhibitors will be notified prior to the meeting of the specific exhibit hall location.

**3. Deposit.** Applications submitted prior to **February 22, 2010**, must be accompanied by a **50% deposit** (or entire exhibit fee). Remaining fee must be received by April 1, 2010. **Applications submitted after February 22, 2010, must be accompanied by full payment. All exhibit fees must be paid in full prior to meeting.** Any outstanding balances may be paid on site provided you have notified the PaACEP office in advance.

**4. Exhibitors will not be considered "registered" until deposit or full payment is received in the PaACEP office. An email will be sent upon receipt of payment to confirm that registration is complete.** While we understand that it can take several weeks to process check payments from corporate accounts, we are able to reserve your exhibit space with a credit card. Your card will only be charged in the event that check payment is not received.

**5. Cancellation.** Notification of an exhibitor's decision to cancel or reduce exhibit space must be submitted in writing via mail or email. The effective date of a space cancellation or reduction will be the date when written notice is received and date stamped by PaACEP. Written notification of a space reduction or cancellation must be received on or before **March 17, 2010**. A 50% service charge will be assessed for the total amount of the reduced or canceled space. After **March 17, 2010**, the exhibiting company will remain liable for the full cost of the original exhibit space.

**6. Promotional Activities and Giveaways.** Distribution of promotional items must be approved by PaACEP in writing no later than **Friday, March 26, 2010**. Unapproved contests and giveaways are strictly prohibited.

**7. Security.** The exhibit area will be locked when not in use; however, PaACEP and the Radisson Valley Forge Hotel are not responsible for loss or damage to exhibitor property. Should you have any valuable equipment or information, it is recommended that you take it with you.

**8. Liability.** Each party involved in the exposition agrees to be responsible for any claims arising out of its own negligence or that of its employee or agents. All parties have a responsibility, and are required to maintain adequate insurance coverage against injuries to persons, damage to or loss of property, and any inability to meet their obligations as set forth in this prospectus. PaACEP will bear no liability for personal injuries, whether suffered by an exhibitor, its employees, its contractors, agents, or business invitees. PaACEP will also assume no liability for loss or damage to the property of an exhibitor, its employees, its contractors, agents, or business invitees, regardless of the cause, unless such injury or damage results from, or is caused by, the negligence or wrongful acts of PaACEP. Each exhibitor, in submitting an application for space, agrees to protect, indemnify, and hold harmless PaACEP from any and all claims, liability, damages, or expenses (including attorney's fees) asserted against them or incurred by them as a result of, or in connection with, any loss of or damage to property, or injury to persons resulting from, arising out of, or in any way connected with the negligence or wrongful acts of the exhibitor or its agents, servants, or employees. PaACEP shall in no event be liable to an exhibitor for any lost business opportunities or for any other type of direct or consequential damages alleged to be due from a breach of contract. It is understood and agreed that the sole liability of PaACEP to the exhibitor for any breach of this contract shall be for the refund of all amounts paid by the exhibitor pursuant to this contract, as an exclusive remedy.