



# 19TH ANNUAL SCIENTIFIC ASSEMBLY

FEBRUARY 9-13, 2013

The American Academy of Emergency Medicine (AAEM) is *the* specialty society of emergency medicine. A democratic organization with almost 7,000 members, AAEM is committed to establishing board certification as the standard for specialists in EM and to securing fair and equitable work environments throughout the EM community.



THE COSMOPOLITAN LAS VEGAS, NV

**SUPPORTER AND  
EXHIBITOR PROSPECTUS**



## Invitation to Exhibit

AAEM invites you to participate as an exhibitor and financial supporter of our 19th Annual Scientific Assembly, February 9-13, 2013 • The Cosmopolitan of Las Vegas • Las Vegas, Nevada.

This meeting offers your organization the unique opportunity to present products and services to the AAEM membership—comprised of board certified emergency physicians, residents and medical students in emergency medicine.

This year's exhibit hall in Las Vegas will be located on the same floor as the breakout sessions, set with 8'x10' exhibit spaces, and time will be set aside for delegates to visit the exhibits.

### New this Year!

- Exhibiting hours have been extended to encompass 2 ½ days, which includes our annual opening reception the first night of the conference.
- Enhanced exhibitor profiles are available for an additional fee within the Scientific Assembly mobile app exhibitor directory.

By exhibiting at the 2013 Scientific Assembly, your organization will enjoy exclusive access to the AAEM membership, as well as numerous non-member delegates—practicing emergency physicians seeking the latest information in the field. Exhibitors also receive a 15% discount on advertising in the AAEM newsletter, *Common Sense*, which will feature expanded coverage of the Scientific Assembly in its Nov/Dec 2012 and Jan/Feb 2013 issues.

Please take the time to review the information in this exhibitor prospectus, and then make the decision to join us at the only major event in emergency medicine targeted directly at the educational needs of the board certified emergency physician.

See you in Las Vegas!

A handwritten signature in black ink that reads "Kay Whalen". The signature is fluid and cursive.

Kay Whalen  
Executive Director

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Executive Office • 555 East Wells Street, Suite 1100 • Milwaukee, WI 53202  
Tel: (800) 884-2236 • Fax: (414) 276-3349 • Email: [info@aaem.org](mailto:info@aaem.org)

## Meeting Information

The 19th Annual Scientific Assembly will be held in Las Vegas, Nevada. Several pre-conference activities will take place on Saturday, February 9, and Sunday, February 10. The Scientific Assembly will begin in the afternoon on Sunday, February 10, and end on Wednesday, February 13, 2013.

## Demographics/Attendance

AAEM's Scientific Assembly is targeted to board certified emergency physicians. Almost 1,000 registrants attended our last Scientific Assembly in San Diego, CA.

## Exhibit Schedule

The exhibits will be located in the Brera Ballroom.

The schedule of exhibit hours will be as follows:

### EXHIBITOR INSTALLATION

Sunday, February 10, 2013 – 12:00pm – 4:00pm

### EXHIBIT HALL OPEN

Sunday, February 10, 2013 – 5:30pm – 6:30pm\*

Monday, February 11, 2013 – 7:00am – 1:30pm

Monday, February 11, 2013 – 2:30pm – 5:00pm

Tuesday, February 12, 2013 – 7:30am – 3:30pm

### EXHIBITOR BREAKDOWN

Tuesday, February 12, 2013 – 3:30pm – 5:30pm

\* Opening reception

*Note: Breakfast and breaks will be served in the exhibit hall.*

Exhibit booths must be completely set up by 4:00pm on Sunday, February 10, and completely torn down by 5:00pm on Tuesday, February 12. Exhibitors must staff their exhibits during the designated show hours on Sunday, February 10, through Tuesday, February 12.

Professional security guard service will be provided during the overnight hours each night of the show. The security service, AAEM, and The Cosmopolitan of Las Vegas will not be held responsible for any loss of or damage to exhibitor property.

## The Cosmopolitan of Las Vegas

3708 Las Vegas Boulevard South  
Las Vegas, NV 89109

Phone: 702-698-7000

Reservations by Phone: (855) 435-0005 (Reference "American Academy of Emergency Medicine" or the group code, "SCIEN13" to secure the group rate)

Online Reservations: <https://resweb.passkey.com/go/SCIEN13>

Reservation Deadline: January 8, 2013

Single/Double Occupancy - \$229 per night, plus applicable state and local taxes.

AAEM encourages attendees to make reservations by this date. After January 8, 2013, regular room rates may apply and availability may not exist. Reservations should be made directly with The Cosmopolitan of Las Vegas.

## Booth Information

Each exhibit booth will comprise an area of 80 square feet, 8' deep by 10' wide. Each booth will be equipped with an 8' draped back wall, 3' draped side rails, and a 7"x 44" sign noting the organization name and booth number. Drape color will be burgundy.

Exhibit fixtures will be permitted to a maximum height of 8 feet. All exhibit fixtures more than 4 feet in height must be placed at least 4 feet from the aisle line to avoid blocking the sight line from the aisle to adjoining booths.

The exhibit area is carpeted with a primary color scheme of golds and browns. Exhibitors may order additional carpet from the service contractor or place their own in their booth space. Additional aisle carpet will not be provided.

Booth cleaning is mandatory after move-in and is not included in the booth rental fee. AAEM may order daily cleaning if booth appearance is unsightly; the cost will be charged to the exhibitor.

**Exhibitor Booth Fee = \$1,445**

### NEW THIS YEAR!

All exhibitors will appear in the Scientific Assembly mobile app exhibitor directory. Enhanced exhibitor profiles will be available for an additional \$100. Be sure to select this option on the exhibitor application on page 11.

## Application Information

To reserve an exhibit space, complete the exhibit application on page 11 and return it to AAEM with full payment of the booth rental fee. The booth rental fee includes:

- 8'x10' exhibit space.
- 8' high backwall drape and 3' high siderail drape.
- Booth identification sign listing organization name and booth number.
- General maintenance of the common areas of the exhibit hall.
- A 15% discount on advertising in AAEM's membership newsletter, *Common Sense*.

Booth spaces will be assigned on a first-come, first-served basis, and only as long as booth space remains available (if space constraints exist, AAEM reserves the right to change booth allocation). Full payment of the booth rental fee must be made before booth assignment will take place.

If an exhibitor wishes to cancel exhibit space after an assignment has been made, written notification must be sent to AAEM. A full refund minus a processing charge of \$100 will be granted if cancellation is made by December 21, 2012. No refunds will be given for cancellations made after December 21, 2012.



## Official Service Contractor

Heritage Exposition Services has been named the official service contractor for the 19th Annual Scientific Assembly. Heritage Exposition Services has been appointed to ensure the orderly and efficient installation and removal of the overall exhibition.

Heritage Exposition Services will provide and assure the distribution of labor to all exhibitors according to need, see that the proper type and limits of insurance are in force, and avoid any conflict with facility regulations and requirements. Heritage Exposition Services will staff and maintain an on-site service desk before, during, and after the exhibition to serve as a focal point for exhibitor needs. Furniture, decorative signs, labor, and other services will be available at the Heritage Exposition Services service desk.

All exhibitors will receive the official service kit after their booth assignment has been made. The service kit will contain information on:

- Freight shipping and handling.
- Labor regulations and rates.
- Furniture, display and other decorating rentals.
- Ordering electrical and telephone service.
- Audio/visual and computer rentals.

No advance freight or truck shipments will be accepted by The Cosmopolitan of Las Vegas. Due to physical limitations in dock space and storage facilities on the premises, it is necessary to arrange for outside drayage and storage. This arrangement controls and simplifies the movement of all shipments.

Heritage Exposition Services will receive and store all display and exhibit materials, deliver items directly to each exhibitor's booth, handle and store the empty crates during the length of the show, return them to the exhibit space upon show closing, and load them onto outgoing transportation at the conclusion of the event.

Heritage Exposition Services will store all material received at its warehouse for a period of up to 30 days prior to exhibit installation. Shipping information and the warehouse address will be included in the exhibitor service kit. The kit will also contain information on shipping directly to show site for delivery during exhibit installation hours.

Independent Contractors: Exhibiting companies who plan to use the services of a display house service firm other than the designated contractors must abide by the following rules: The exhibitor must notify AAEM Exhibit Management, in writing, with the name of the display house/service firm, address, telephone number and contact person, no fewer than 30 days prior to the meeting. In addition, the service firm must furnish a copy of an insurance certificate to AAEM in the amount of \$1,000,000 liability to include property damage.



## Rules and Regulations

In applying for exhibit space, exhibitors agree to abide by the following regulations:

### EXHIBIT REGULATIONS

- Each exhibitor is responsible for compliance with the Americans with Disabilities Act (ADA) within its booth and assigned space.
- Attire of exhibit personnel should be consistent with the professional atmosphere of the convention.
- Because of AAEM's effort to recycle its plastic name badge holders, only AAEM-sponsored decals, pins and ribbons may be affixed to delegate or exhibitor badge holders.
- Demonstrations by exhibitors may not interfere with normal traffic flow nor infringe on neighboring exhibits. Demonstrations will not be permitted outside of the exhibitor's assigned booth space.
- Canvassing or distribution of advertising material by an exhibitor will not be permitted outside of the exhibitor's booth space.
- Canvassing or marketing of any products or services in any part of the exhibit hall or meeting rooms by anyone representing a non-exhibiting firm is strictly prohibited.
- AAEM must be notified of an exhibitor's intent to distribute food or beverage items in the exhibit hall. All such items must be approved by AAEM and ordered directly from The Cosmopolitan of Las Vegas. Exhibitors are not permitted to bring in outside food or beverages.
- Subletting of exhibit space is not permitted. Sharing of exhibit space is not permitted unless it is within divisions of the same company.
- AAEM reserves the right to reject for any reason any exhibit application submitted; to reject, prohibit, restrict or otherwise require modification of any exhibit for any reason; and to evict or bar any exhibitor whose conduct or materials are objectionable to AAEM for any reason. In the event of any such rejection, prohibition, restriction or eviction under this policy, the responsibility of AAEM, if any, to the exhibitors shall be limited to the refund of any exhibit fees paid.

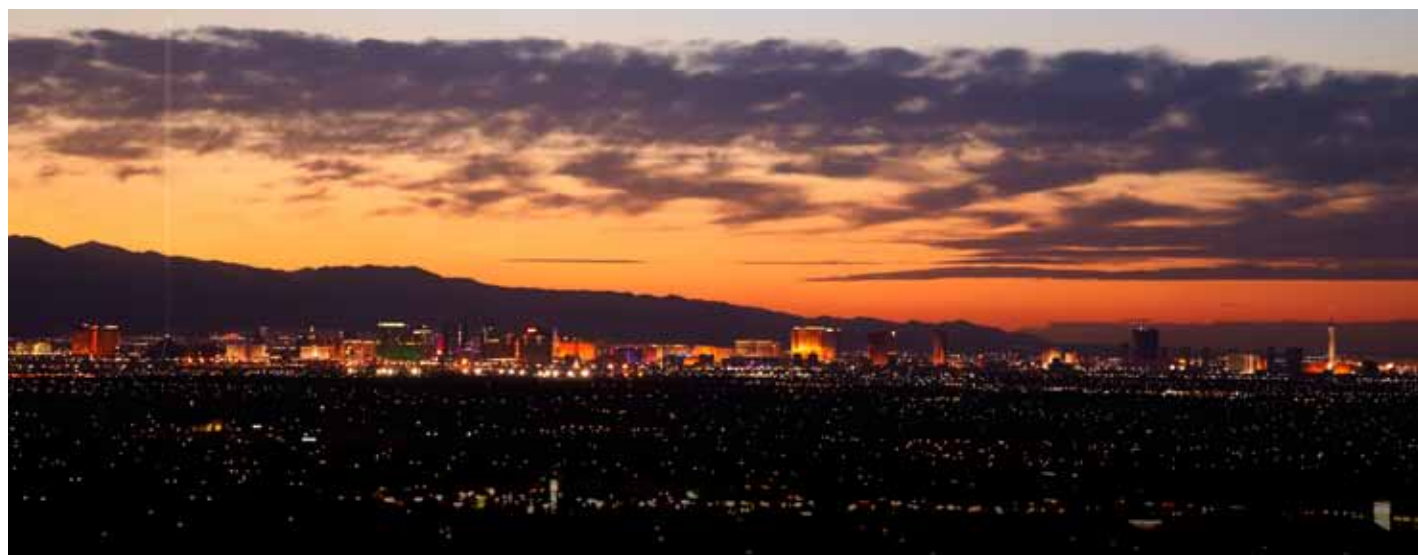
### FACILITY AND LABOR REGULATIONS

- Exhibitors will not affix, nail or otherwise attach anything to the walls, doors, floors or columns, except where a nail strip is provided.
- All illuminated displays and other equipment requiring electrical current must conform to local electrical codes. All extension cords must be 3-wire grounded and U.L. approved.
- Exhibitors are required to conform to all local labor regulations in the installation and dismantlement of their booth and exhibit fixtures. More information on the specific labor regulations in effect will be included in the exhibitor service kit.

### LIABILITY

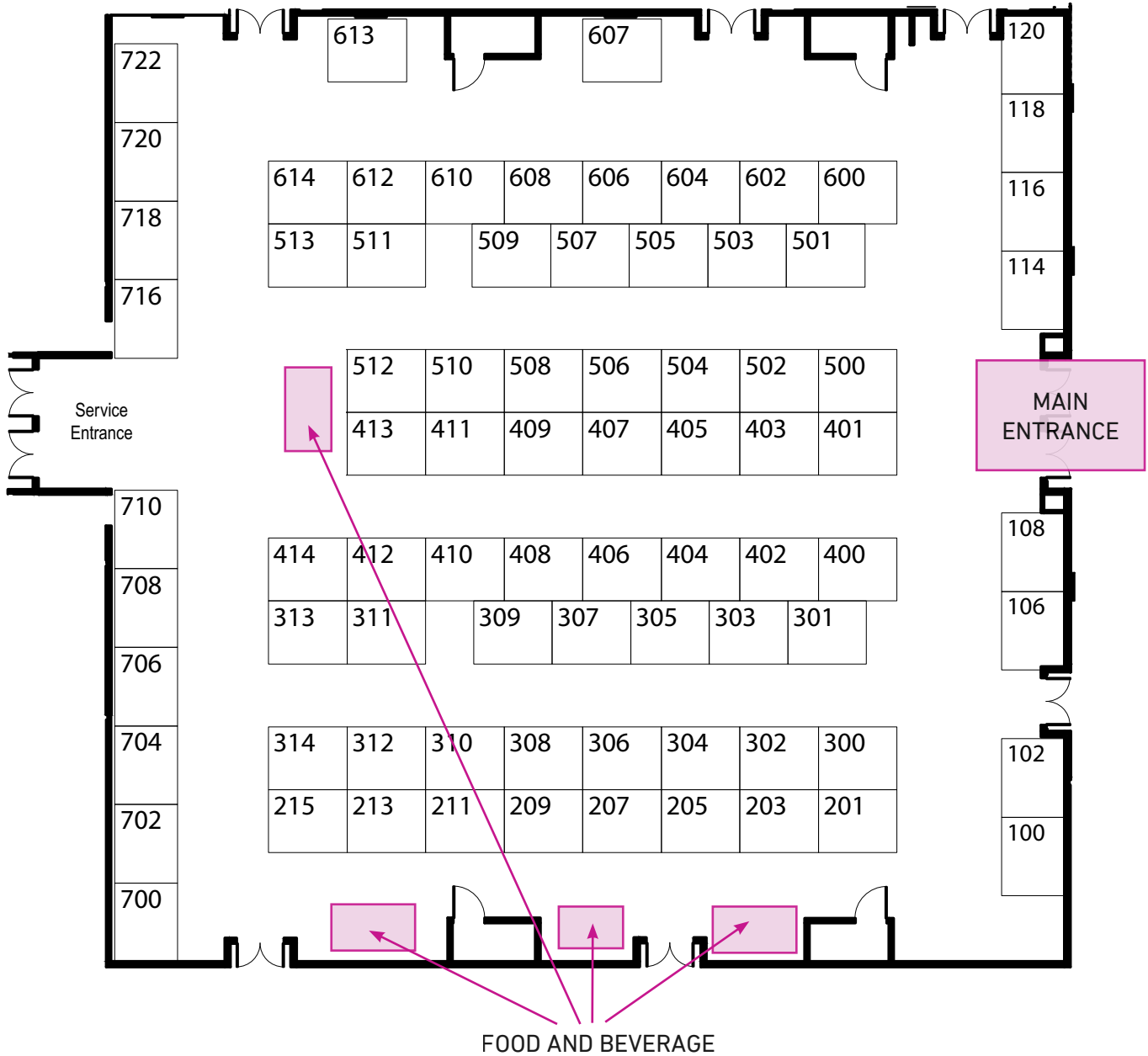
The exhibitor assumes the entire responsibility and hereby agrees to protect, indemnify, defend and save the American Academy of Emergency Medicine, The Cosmopolitan of Las Vegas, Heritage Exposition Services, and their employees and agents harmless against all claims, losses and damages, to persons or property, governmental charges or fines and attorneys fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or part thereof, excluding any such liability caused by the sole negligence of The Cosmopolitan of Las Vegas, its employees and agents.

In addition, the exhibitor acknowledges that the American Academy of Emergency Medicine, The Cosmopolitan of Las Vegas, and Heritage Exposition Services do not maintain insurance covering the exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.



## Exhibitor Floor Plan

THE COSMOPOLITAN OF LAS VEGAS  
Las Vegas, Nevada  
Brera Ballroom



Exhibitor Booth Fee = \$1,445



## 2012 Exhibitors

Acute Care, Inc.	Insurance Data Services, Inc.	Physicians Business Network
Allscripts	Karl Storz Endoscopy-America, Inc.	Premier Physician Services
ByteBloc Software, LLC	Level 5 Health Care	PSR
CEP America	Locum Leaders	Saint Agnes Emergency Physicians
Discharge 1-2-3, Callibra, Inc.	Martin Gottlieb & Associates	Saudi Aramco
DST Health Solutions	Masimo	Scribe America
DuvaSawko	MedData, Inc.	Shift Administrators, LLC
Elsevier Health Services	Medical Emergency Professionals, LLC	Sonosite
Elsevier, Inc.	Medical Management Specialists	St. Mary's Medical Center
Emergency Groups' Office	Mindray North America	Staff Care, Inc.
Emergency Medicine Associates, P.A., P.C.	Mirador Biomedical	Synergistic Systems, LLC
Emergency Service Partners, L.P.	Navajo Area Indian Health Services (NAIHS)	The Reading Hospital and Medical Center
EPBS - Intermedix	Nicka & Associates, Inc.	U.S. Hereditary Angioedema Association
EPOWERdoc, Inc.	Northwest Seminars	ViroPharma, Inc.
EvolveMed	OptumInsight formerly A-Life Medical	Wiley-Blackwell
Greater San Antonio Emergency Physicians, P.A.	PD-Rx Pharmaceuticals, Inc.	Zerowet, Inc.
Icare USA	PEPID	ZONARE Medical Systems, Inc.
Infinity HealthCare	Phys Assist Scribe, Inc.	



## Program Support and Marketing Opportunities

Sponsoring an official conference event or activity not only offers a more rewarding experience for attendees, it increases your organization's visibility among them. In addition, AAEM will give special recognition to sponsors through official signs and prominent listings in the official meeting programs.

### FINAL PROGRAM ADVERTISING (\$1,000)

The final program contains general conference information, including conference schedule, maps and exhibitor information. The final program is given to each delegate upon check-in at the registration desk. Advertisers will receive one full-page black & white advertisement (with pre-approval).

### USB MEMORY STICK (\$2,500)

Speaker presentations will be placed on the memory stick with company name and logo. A coupon will be placed in delegate bags, and memory stick can be redeemed at the supporter's exhibit. Sponsors are responsible for providing the memory sticks.

### INTERNET CENTER (\$10,000 - \$15,000)

AAEM would like to provide attendees with Internet access. The sponsor would be acknowledged in all conference literature and signage near the Internet center.

### PEDOMETERS (\$3,000)

Help promote healthy lifestyle choices by sponsoring pedometers for each conference attendee. Your logo will appear on pedometers worn by conference attendees as they walk to conference events, at home or in the emergency department. Sponsors are responsible for providing the pedometers.

### WATER BOTTLES (\$2,500)

AAEM would like to provide water bottles to our attendees. AAEM will only accept Bisphenol A (BPA) free water bottles. Your logo will appear on the bottle. Sponsors are responsible for providing the water bottles.

### LUNCHEON (\$5,000 - \$10,000)

Sponsor will be recognized through signage and use of sponsor's cups, napkins, etc. if available.

One sponsor = \$10,000 and two sponsors = \$5,000 each.

### CONTINENTAL BREAKFAST (\$3,750 - \$7,500)

Attendees would enjoy a continental breakfast sponsored by your company. Sponsor will be recognized through signage. If sponsor would like to provide napkins, cups, etc., please notify AAEM.

One sponsor = \$7,500 and two sponsors = \$3,750 each.

## NEW THIS YEAR

### EXCLUSIVE MOBILE APP SPONSORSHIP (\$5,000)



Achieve maximum exposure on the Scientific Assembly mobile app with sponsor's logo on the opening page of the mobile guide. Clicking the logo will direct attendees to sponsor's exhibitor listing in the exhibitor directory. Logo and graphics must be pre-approved by AAEM.

### COFFEE/REFRESHMENT BREAK (\$2,500 - \$5,000)

Spaced at convenient times during the conference schedule, sponsor will be recognized through signage. If sponsor would like to provide napkins, cups, etc., please notify AAEM.

One sponsor = \$5,000 and two sponsors = \$2,500 each.

### WELCOME RECEPTION (\$5,000 - \$10,000)

AAEM would like to hold a welcome reception on the first evening of the Assembly. Sponsor will be recognized through signage. If sponsor would like to provide napkins, etc., please notify AAEM.

One sponsor = \$10,000 and two sponsors = \$5,000 each.



**Program Support and Marketing Opportunities, continued.**

**NEWSLETTER ADVERTISING (SEE RATES BELOW)**

*Common Sense* is the official newsletter of the American Academy of Emergency Medicine (AAEM). It is a bi-monthly publication that reports on all AAEM activities and news from the emergency medicine community. It is delivered to the AAEM membership, which currently stands at almost 7,000 emergency physicians, residents and others interested in emergency medicine.

As an exhibitor, you are entitled to receive a 15% discount on the following advertising rates.

Ad Type	Size	Single Insertion	Multiple Insertion
Full Page	7"w x 10"h	\$605	\$496 each
Half Page Vertical	3-5/16"w x 10"h	\$496	\$409 each
Half Page Horizontal	7"w x 5"h	\$496	\$409 each
Quarter Page	3-5/16"w x 5"h	\$387	\$322 each

Rates are based on providing a high resolution PDF. *Common Sense* is a 4-color publication.

**BAG INSERTS (\$500)**

AAEM will insert your company's flyer or other information (with pre-approval) into the registration bags. A registration bag will be given to all attendees. Sponsors are responsible to pay for the printing of the flyer.

**OTHER SPONSORSHIPS AVAILABLE**

Got another idea? AAEM will work with you to develop a sponsorship program tailored to your specific needs. The items listed above are just a sample of the sponsorships available. Call AAEM at (800) 884-2236 to discuss other options.

**MAILING LABELS (\$300)**

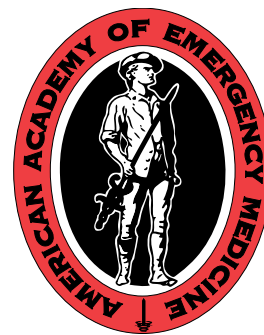
Many exhibitors get a head start by mailing product information or booth invitations in advance to registrants. You may purchase a set of pre-registration mailing labels for this purpose. Post-assembly labels are also available. The cost is \$300 for one-time use. Please complete the form on page 10.

\*Please Note: The AAEM mailing labels are not available in electronic format and are intended for one-time use only.



## Delegate Mailing Labels Request Form

AMERICAN ACADEMY OF EMERGENCY MEDICINE  
 19TH ANNUAL SCIENTIFIC ASSEMBLY • FEBRUARY 9-13, 2013 • LAS VEGAS, NV



Exhibitors, participants, and other interested individuals may purchase a set of Scientific Assembly delegate mailing labels for one-time use to send promotional, sales, or other literature to every registered conference participant. Because of a significant number of non-member registrants, these labels do not constitute either a partial or complete AAEM membership list, which AAEM does not offer for sale. To order your set of Scientific Assembly delegate mailing labels, complete this form and return it to: AAEM, Attn: Ginger Czajkowski, 555 East Wells Street, Suite 1100, Milwaukee, WI 53202, Tel: 800-884-2236, Fax: 414-276-3349.

Organization Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email address: \_\_\_\_\_

I understand that the information given through use of the Scientific Assembly delegate mailing labels is intended for one-time use only. The list will not be duplicated in any fashion. All names and addresses are property of AAEM.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

We are requesting (check one):  Pre-registration labels  Post-assembly labels

Sorting Criteria (check one):  Alphabetical by Last Name  Numerical by ZIP Code

Cost = \$300 Total Enclosed—Payment must accompany completed form.

Make checks payable to AAEM, or complete credit card information below.

Method of Payment (check one):  Check enclosed  VISA  MasterCard  Discover

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Cardholder: \_\_\_\_\_ Signature: \_\_\_\_\_

Please note: The AAEM mailing labels are not available in electronic format.

## Exhibit Application and Contract



### CONTACT INFORMATION

List company name, address, telephone, fax and email as you wish them to appear in the exhibit directory. If exhibit materials should be sent to a separate address, please indicate that in a separate cover letter.

Company Name: \_\_\_\_\_

Exhibit Coordinator Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### EXHIBIT DESCRIPTION

Provide a company description of no more than 75 words to be published in the program exhibitor directory.

NEW - An enhanced exhibitor profile is available to all exhibitors within the Scientific Assembly mobile app for an additional charge.

### BOOTH CHOICES

AAEM will do its best to accommodate your choice in the order received. If a booth number has already been allocated, AAEM reserves the right to assign booth space. Please list your top three choices below.

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

### EXHIBIT PERSONNEL

Badges will be provided for all exhibitor personnel.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### HOLD HARMLESS CLAUSE

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to the exhibitor's displays, equipment, and other property brought upon the premises of the exhibit facility and shall indemnify and hold harmless the American Academy of Emergency Medicine, The Cosmopolitan of Las Vegas, Heritage Exposition Services and each of their employees and agents from any and all such losses, damages and claims. In addition, the exhibitor acknowledges that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### RECRUITING

If your company will be actively recruiting physicians on site, please read and indicate that you adhere to the following:

I hereby attest that the position I wish to promote is one that provides a democratic and equitable work environment including provisions for due process and the absence of restrictive covenants. The position being advertised is one of the following: 1) employment by a hospital, university, or non-profit corporation or foundation, or 2) a physician group that is not owned directly or indirectly in part or in whole by a lay entity or individual.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### EXHIBITOR BOOTH FEE = \$1,445

NEW: Enhanced Exhibitor Profile within Mobile App—\$100

An enhanced profile allows attendees to learn more about the exhibitor and easily connect with interactive features including the exhibitor's logo, company description, and links to promotional videos and social media.

Total payment must accompany this application. Make checks payable to AAEM, or complete credit card information below.

If payment is not received, AAEM will not hold booth space.

Method of Payment (check one):  Check enclosed

VISA  MasterCard  Discover

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Signature: \_\_\_\_\_

### Return completed application with payment to:

AAEM, Attn: Ginger Czajkowski  
555 East Wells Street, Suite 1100, Milwaukee, WI 53202  
Tel: (800) 884-2236, Fax: (414) 276-3349