

# AMERICAN ACADEMY OF EMERGENCY MEDICINE 20<sup>th</sup> Annual Scientific Assembly

February 11-15, 2014 | New York Hilton Midtown | New York City, NY

The American Academy of Emergency Medicine (AAEM) is *the* specialty society of emergency medicine. A democratic organization with over 8,000 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.

## Supporter and Exhibitor Prospectus



AAEM-0613-084



## Celebrating 20 Years!

Come celebrate 20 years with AAEM in the big apple and participate as an exhibitor and financial supporter of our 20th Annual Scientific Assembly, February 11-15, 2014, at the New York Hilton Midtown in New York City, New York.

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 New York will be located on the same floor as educational sessions, set with 8'x10' exhibit spaces, and more time will be set aside for delegates to visit the exhibits.

### NEW THIS YEAR!

- Revised exhibiting hours to concentrate booth activity during peak times
- Enhanced exhibitor profiles on the Scientific Assembly mobile app
- Increased attendee exposure through customized incentives to drive booth traffic including the "Passport to Prizes" contest
- You spoke, we listened – lead retrieval option now available

By exhibiting at the 2014 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 2013 and Jan/Feb 2014 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 New York!

Handwritten signature of Kay Whalen in black ink.

Kay Whalen  
Executive Director

Handwritten signature of Ginger Czajkowski in black ink.

Ginger Czajkowski  
Membership Manager

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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 AAEM Scientific Assembly — perpetually advancing emergency medicine for the clinician, and proudly, the premier clinical conference in our specialty. The 20th Annual Scientific Assembly will be held in New York City, NY. Several pre-conference activities will take place on Tuesday, February 11, and Wednesday, February 12. The Scientific Assembly will begin in the afternoon on Wednesday, February 12, and end on Saturday, February 15, 2014.

## Hotel Information

New York Hilton Midtown  
1335 Avenue of the Americas  
New York, NY 10019  
Phone: (212) 586-7000  
www.newyorkhiltonhotel.com

**Reservation Deadline:** January 20, 2014

**Single Occupancy:** \$235 per night, plus applicable state and local taxes.

**Double Occupancy:** \$245 per night, plus applicable state and local taxes.

AAEM encourages attendees to make reservations by this date. After January 20, 2014, regular room rates may apply and availability may not exist. Reservations should be made directly with the New York Hilton Midtown.

## Housing Alert!

**Unauthorized group(s) may solicit our exhibitors for guest rooms** representing itself as the New York Hilton Midtown to make hotel reservations on their behalf. Please note the **ONLY** official housing provider for the 20th Annual Scientific Assembly is the New York Hilton Midtown. No other housing company or travel agency is authorized to place hotel reservations on behalf of AAEM, its exhibitors or its sponsors.

Cold calls by any party have not been approved by AAEM. **Beware that rooms booked on your behalf by any other housing company could carry costs or penalties that you may not be aware of and the rooms booked by unauthorized housing companies are outside of AAEM's rooming block. You are advised to be cautious of other companies trying to sell rooms on behalf of AAEM.** Should you be contacted, please email AAEM at [info@aaem.org](mailto:info@aaem.org) with the details.



## Exhibit Hall Schedule

The exhibits will be located in the Rhinelander Gallery and the Gramercy Suite

**NEW – Revised Hours!**

### WEDNESDAY, FEBRUARY 12, 2014

12:00pm – 4:00pm Exhibitor Setup  
5:45pm – 6:45pm Opening Reception in Exhibit Hall

### THURSDAY, FEBRUARY 13, 2014

7:00am – 8:30am Continental Breakfast for attendees in Exhibit Hall  
8:30am – 9:30am Exhibit Hall Closed  
9:30am – 1:30pm Exhibit Hall Open to Attendees  
**(Scheduled Attendee Break 9:45am-10:15am)**  
1:30pm – 3:00pm Exhibit Hall Closed  
3:00pm – 4:30pm Exhibit Hall Open to Attendees  
**(Scheduled Attendee Break 3:15pm-3:35pm)**

### FRIDAY, FEBRUARY 14, 2014

7:00am – 8:30am Continental Breakfast for attendees in Exhibit Hall  
8:30am – 9:30am Exhibit Hall Closed  
9:30am – 1:00pm Exhibit Hall Open to Attendees  
**(Scheduled Attendee Break 9:45am-10:15am)**  
1:00pm – 2:30pm Exhibit Hall Closed  
2:30pm – 4:00pm Exhibit Hall Open to Attendees  
**(Scheduled Attendee Break 2:50pm-3:15pm)**  
4:00pm – 6:00pm Exhibitor Breakdown

*Note: Breakfast and breaks will be served in the Exhibit Hall.  
All Exhibit Hall hours, and floor plans are subject to change.*

## New this Year!

- Revised exhibiting hours to concentrate booth activity during peak times
- Enhanced exhibitor profiles on the Scientific Assembly mobile app
- Increased attendee exposure through customized incentives to drive booth traffic including the “Passport to Prizes” contest
- You spoke, we listened – lead retrieval option now available



## 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 grays 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.

## Booth Fee: \$1,750

- One 8' deep by 10' wide draped exhibit space
- Identification sign displaying organization name and booth number
- General maintenance of the common areas of the exhibit hall
- Exhibitor listing in AAEM's membership newsletter, *Common Sense* (Jan/Feb issue)
- Electronic pre-registration attendee list (name only)
- Company listing in the final on-site syllabus including company description and logo
- Enhanced exhibitor profile in the event mobile app to include logo, company description, contact information, and social media links
- 15% discount on advertising in *Common Sense*
- Opportunity to purchase lead retrieval
- Access to networking opportunities throughout the conference and during the Opening Reception

## Lead Retrieval Option Now Available!

Make gathering and managing your leads more productive. More information will be included in the Exhibitor Service Manual.



## Application Information

To reserve an exhibit space, complete the exhibit application on page 11 and return it to AAEM with full payment.

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 20, 2013**. No refunds will be given for cancellations made after December 20, 2013.

**NEW – Passport to Prizes Contest!**

Increase booth traffic by participating in the Passport to Prizes contest! Each attendee will receive a passport book with the participating sponsor name and exhibit booth number.

Upon obtaining validation from all participating exhibitors, attendees will become eligible for a series of prizes. Participation is limited and on a first come, first served basis. Location of exhibitor name on passport book is random. Requests for specific placement is not available. Those interested in participating may select the "Passport to Prizes" option on the exhibitor application on page 11.

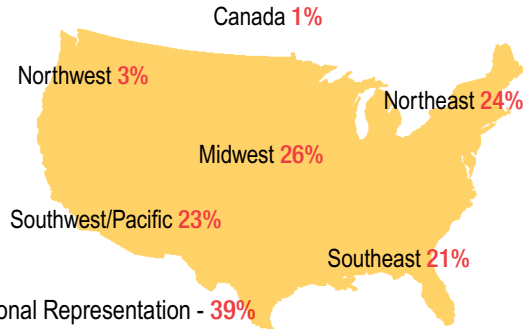


**Participation Deadline:** December 30, 2013

**Participation Fee:** \$100 (plus a mandatory prize donation of \$100 minimum value required)\*

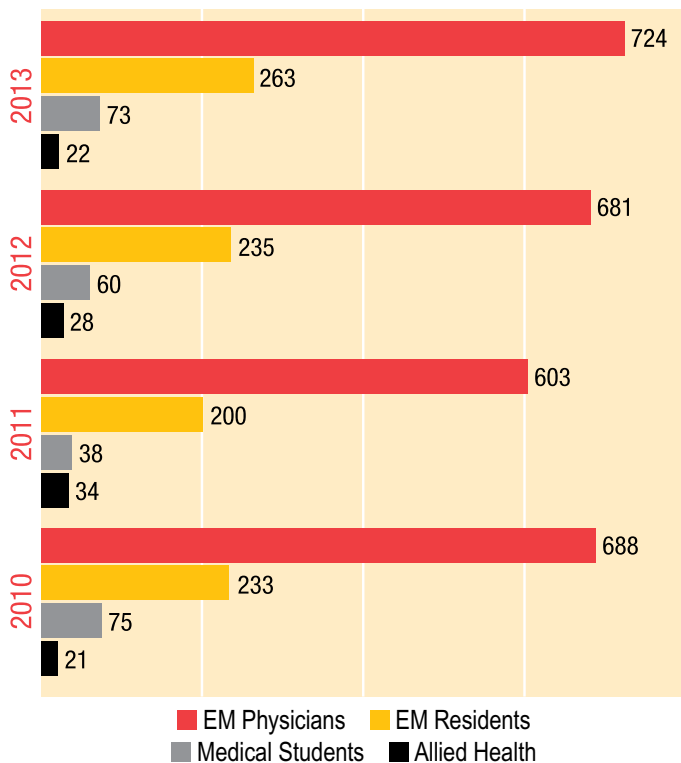
*The Prize donation does not constitute a 501(c)(3) charitable donation.*

## AAEM has over 8,000 members



EM Physicians - 53%  
EM Residents - 28%  
Medical Students - 19%

## Scientific Assembly Attendance History



## Annual Meeting Attendance History

MEETING	LOCATION	REGISTRANTS
2013 – 19th Annual Scientific Assembly	Las Vegas, NV	1,082
2012 – 18th Annual Scientific Assembly	San Diego, CA	1,004
2011 – 17th Annual Scientific Assembly	Orlando, FL	875
2010 – 16th Annual Scientific Assembly	Las Vegas, NV	1,017

## 2013 Exhibitors

- AAEM State Chapter
- ACUTE CARE Locum Tenens, LLC
- aristo a/r
- Army Medical Civilian Corps
- Bard Access Systems
- Bay Area Emergency Physicians
- Biodynamic Research Corporation
- BTG International, Inc.
- ByteBloc Software
- Cadence Pharmaceuticals, Inc.
- Carolina Care
- Catalyst Professional Services, Inc.
- CEP America
- Chickasaw Nation Division of Health
- Cornerstone Therapeutics
- Discharge1-2-3-Callibra, Inc.
- DST Health Solutions
- DuvaSawko
- Edelberg Compliance Associates
- Elite Medical Scribes
- Elsevier, Inc.
- Emergency Groups Office
- Emergency Medicine Associates
- Emergency Medicine Consulting
- Emergency Physicians Insurance Company RRG
- Emergency Service Partners, L.P.
- EPOWERdoc, Inc.
- EvolveMed/Peer Charts Online
- First Choice Emergency Room
- Global Medical Staffing
- Icare USA
- Infinity HealthCare
- Insurance Data Services, Inc.
- Intermedix
- Intrigma, Inc.
- Locum Leaders
- Locumtenens.com
- LogixHealth
- Martin Gottlieb & Associates
- Mayo Clinic
- Mayo Clinic Health System
- McKesson Revenue Management Solutions
- MedData, Inc.
- Medical Emergency Professionals
- Mindray North America
- ML International
- Nicka & Associates, Inc.
- Northwest Seminars
- NuvoMed, Inc.
- On Call Medical Coats
- PD-Rx Pharmaceuticals, Inc.
- PEPID
- PhysAssist Scribe, Inc.
- Physicians Business Network
- Practelink.com
- Premier Physician Services
- PSR
- Questcare Partners
- Rosh Review
- Saudi Aramco
- Scribe Solutions, Inc.
- ScribeAmerica
- ScribeConnect, Inc.
- Scribes Stat
- Shift Administrators, LLC
- Smart-ER
- St. Jude Children's Research Hospital
- Staff Care, Inc.
- Synergistic Systems, Inc.
- TASER International
- The University of Tennessee Physician Executive MBA Program
- TriHealth Priority Care
- Valley Emergency Physicians
- Weatherby Healthcare
- Zerowet, Inc.
- Z-Medica Corporation

## Future Assembly Information

### 21ST ANNUAL SCIENTIFIC ASSEMBLY

February 28–March 4, 2015  
Hilton Austin  
Austin, TX

### 22ND ANNUAL SCIENTIFIC ASSEMBLY

February 17–21, 2016  
Planet Hollywood Resort & Casino  
Las Vegas, NV

### 23RD ANNUAL SCIENTIFIC ASSEMBLY

March 16-20, 2017  
The Peabody Orlando  
Orlando, FL

## Official Service Contractor

Heritage Exposition Services has been named the official service contractor for the 20th 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 New York Hilton Midtown due to physical limitations in dock space and storage facilities on the premises. Therefore, 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 New York Hilton Midtown. 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.
- It is the responsibility of the exhibitor to have all licenses, permits, and/or registrations required by the venue, city, municipality and/or state. The exhibitor is responsible for compliance with all applicable tax laws.

### 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. The set-up of the Exhibition Hall must be performed by union personnel. The local carpenter's union and the local Exhibition Employees Union normally perform this work.

Individual exhibitors may only bring into the ballroom what they can carry in one (1) load via service elevators and set-up within 30 minutes with no tools. Exhibitors will not be allowed to use hotel equipment to move their materials into the ballroom. All exhibits that do not meet these criteria must be set-up by the stagehands/decorators unions.

Hotel employees may not deliver/pick-up any freight or packages into/ from the exhibit area. In the event that the department responsible for packages must bring a box to the area, there will be an additional charge and they will only go to the front door and will not be allowed to enter the exhibit area. 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 New York Hilton Midtown, 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 New York Hilton Midtown, its employees and agents.

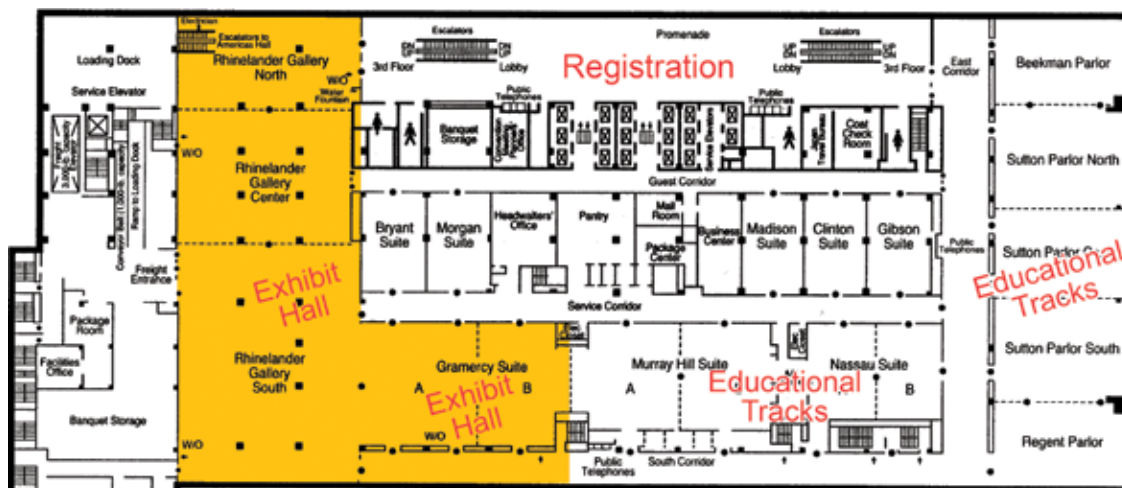
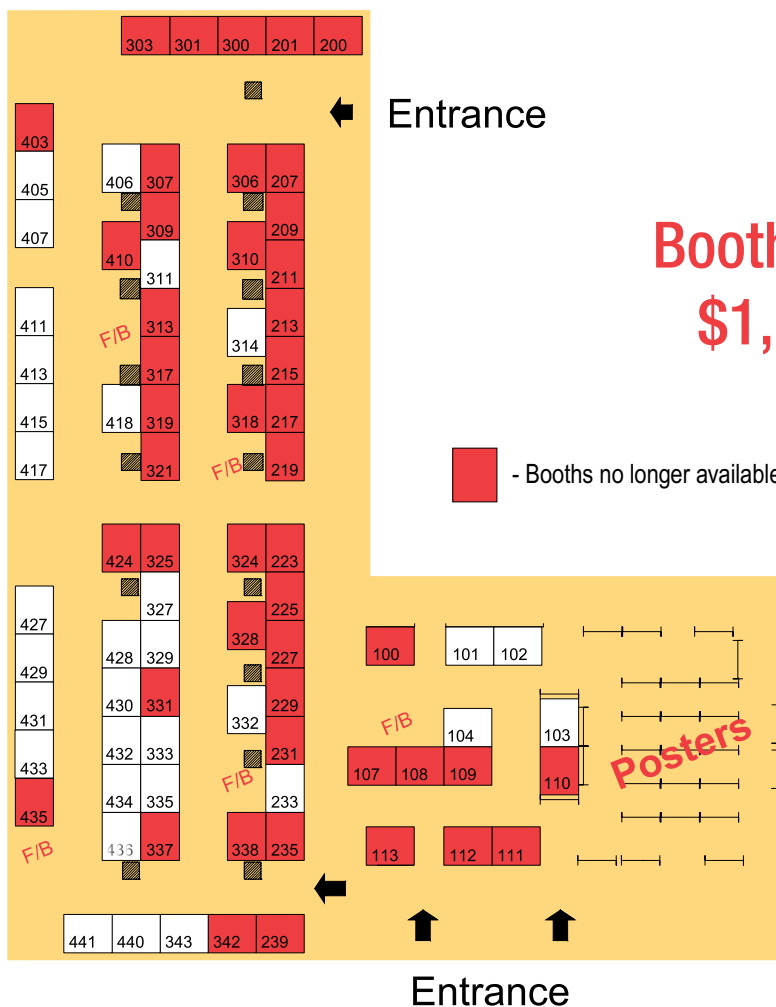
In addition, the exhibitor acknowledges that the American Academy of Emergency Medicine, the New York Hilton Midtown, and Heritage Exposition Services do not maintain insurance covering the exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and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



February 11-15, 2014 New York Hilton Midtown New York City, NY

## Exhibitor Floor Plan

NEW YORK HILTON MIDTOWN  
New York City, New York  
Rhinelander Gallery and the Gramercy Suite





## 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. To secure a sponsorship opportunity, complete the application on page 12, or contact Marcia Blackman at [mblackman@aaem.org](mailto:mblackman@aaem.org).

### 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 and 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.



### 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. The 2013 mobile app attracted over 1,800 unique visitors before and during the conference. Clicking the logo will direct attendees to sponsor's exhibitor listing in the exhibitor directory. Logo and graphics must be pre-approved by AAEM.



### 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.

### 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.

### HOTEL KEY CARDS (\$1,000)

Sponsor's logo would appear on the hotel cards of the official AAEM Scientific Assembly hotel. Sponsors would provide their company logo to be placed on one side of the hotel key cards. Sponsor would work directly with the hotel's preferred key card vendor.

## 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 over 8,000 emergency physicians, residents, and others interested in emergency medicine.



**15% Discount for all exhibitors!**

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 each attendee. Sponsors are responsible for the cost of printing.

### MAILING LABELS (\$350)

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 \$350 for one-time use.

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

### 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.

### Important Dates to Remember

- August 1, 2013** – Exhibitor registration opens. Reserve your space early for optimal booth location.
- September 16, 2013** – Deadline to submit advertising for Nov/Dec issue of *Common Sense*
- November 15, 2013** – Deadline to submit advertising for Jan/Feb issue of *Common Sense*
- December 16, 2013** – Booth Assignments distributed  
Exhibitor Service Kits available online
- December 20, 2013** – Cancellation deadline for full refund minus the \$100 service charge
- December 30, 2013** – Passport to Prizes Contest Deadline
- January 6, 2014** – Deadline to submit registration bag inserts, final program advertising, and company descriptions for final program
- January 13, 2014** – Deadline to submit exhibitor personnel and company information for mobile app listing
- January 20, 2014** – Deadline to book your hotel space at the group rate
- February 12, 2014** – Exhibitor setup
- February 12, 2014** – It's show time – 20th Annual Scientific Assembly Opening Reception
- February 14, 2014** – Exhibitor breakdown





## 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: \_\_\_\_\_



### EXHIBITOR FEE = \$1,750

#### EXHIBITOR ADD-ONS

Passport to Prizes Contest Participation (\$100)  
(plus mandatory \$100 minimum prize donation)\*

Pre-registration mailing labels (\$350)  
 Alpha order  ZIP code order

Post-assembly mailing labels (\$350)  
 Alpha order  ZIP code order

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: \_\_\_\_\_

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

### 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. \_\_\_\_\_

### RESPONSIBILITY CLAUSE

Exhibitor assumes responsibility and agrees to indemnify and defend the American Academy of Emergency Medicine and Hilton New York, Hilton Hotel Corporation, and the Hotel's Owner, and their respective owners, managers, subsidiaries, affiliates, employees and agents against any claims or expenses arising out of the use of the exhibition premises.

The Exhibitor understands that neither the American Academy of Emergency Medicine nor the Hotel Parties maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

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: \_\_\_\_\_

### CANCELLATIONS

All exhibitor booth cancellations should be made in writing and sent to AAEM by **December 20, 2013**. A full refund minus a processing charge of \$100 will apply. No refunds will be given for cancellations made after **December 20, 2013**.

### LIABILITY

It is the responsibility of the exhibitor to have all licenses, permits, and/or registrations required by the venue, city, municipality and/or state. The exhibitor is responsible for compliance with all applicable tax laws.

\*The prize donation does not constitute a 501(c)(3) charitable donation.



## Sponsorship Request Form

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. To secure a sponsorship opportunity, complete the application below.

For a complete description of sponsorship opportunities, please refer to pages 9-10 or contact Marcia Blackman at [mblackman@aaem.org](mailto:mblackman@aaem.org) with any questions.



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

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

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

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

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

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

### EXHIBITOR SPONSORSHIP OPPORTUNITIES

- Final Program Advertising (\$1,000)
- USB Memory Stick (\$2,500)
- Internet Center (\$10,000 - \$15,000)
- Pedometers (\$3,000)
- Water Bottles (\$2,500)
- Luncheon (\$5,000 - \$10,000)  
(One sponsor = \$10,000 and two sponsors = \$5,000 each)
- Continental Breakfast (\$3,750 - \$7,500)  
(One sponsor = \$7,500 and two sponsors = \$3,750 each)
- Coffee/Refreshment Break (\$2,500 - \$5,000)  
(One sponsor = \$5,000 and two sponsors = \$2,500 each)
- Welcome Reception (\$5,000 - \$10,000)  
(One sponsor = \$10,000 and two sponsors = \$5,000 each)
- Hotel Key Cards (\$1,000)
- Bag Inserts (\$500)
- Exclusive Mobile App Sponsorship (\$5,000)
- Newsletter Advertising

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

### 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: Marcia Blackman  
555 East Wells Street, Suite 1100, Milwaukee, WI 53202  
Tel: (800) 884-2236, Fax: (414) 276-3349

**GOT ANOTHER IDEA? AAEM WILL WORK WITH YOU TO DEVELOP A SPONSORSHIP PROGRAM TAILORED TO YOUR SPECIFIC NEEDS. CALL AAEM AT (800) 884-2236 TO DISCUSS OTHER OPTIONS.**



**American Academy of Emergency Medicine**  
 WRITTEN AGREEMENT FOR COMMERCIAL SUPPORT

The American Academy of Emergency Medicine is committed to presenting CME activities that promote improvements or quality in healthcare and are independent of the control of commercial interests. As part of this commitment, American Academy of Emergency Medicine has outlined in this written agreement the terms, conditions, and purposes of commercial support for its CME activities. Commercial Support is defined as financial, or in-kind, contributions given by a commercial interest\*, which is used to pay all or part of the costs of a CME activity.

TITLE OF CME ACTIVITY		20th Annual AAEM Scientific Assembly	
ACTIVITY LOCATION	New York Hilton Midtown	ACTIVITY DATE	February 11-15, 2014
NAME OF COMMERCIAL INTEREST			
AMOUNT OF EDUCATIONAL GRANT (DIRECT OR IN-KIND)			
GRANT WILL BE USED FOR THE FOLLOWING:			
SPEAKER HONORARIA	SPEAKER EXPENSES (ITEMIZE)	MEETING EXPENSES (ITEMIZE)	OTHER (LIST)

**TERMS, CONDITIONS, AND PURPOSES**

**INDEPENDENCE**

1. This activity is for scientific and educational purposes only and will not promote any specific proprietary business interest of the Commercial Interest.
2. The Accredited Provider is responsible for all decisions regarding the identification of educational needs, determination of educational objectives, selection and presentation of content, selection of all persons and organizations that will be in a position to control the content of the CME, selection of education methods, and the evaluation of the activity.

**APPROPRIATE USE OF COMMERCIAL SUPPORT**

3. The Accredited Provider will make all decisions regarding the disposition and disbursement of the funds from the Commercial Interest.
4. The Commercial Interest will not require the Accredited Provider to accept advice or services concerning teachers, authors, or participants or other education matters, including content, as conditions of receiving this grant.
5. All commercial support associated with this activity will be given with the full knowledge and approval of the Accredited Provider. No other payments shall be given to the director of the activity, planning committee members, teachers or authors, joint sponsor, or any others involved with the supported activity.
6. The Accredited Provider will upon request, furnish the Commercial Interest documentation detailing the receipt and expenditure of the commercial support.

**COMMERCIAL PROMOTION**

7. Product-promotion material or product-specific advertisement of any type is prohibited in or during the CME activity. The juxtaposition of editorial and advertising material on the same products or subjects is not allowed. Live or enduring promotional activities must be kept separate from the CME activity. Promotional materials cannot be displayed or distributed in the education space immediately before, during or after a CME activity. Commercial Interests may not engage in sales or promotional activities while in the space or place of the CME activity.
8. The Commercial Interest may not be the agent providing the CME activity to the learners.

**DISCLOSURE**

9. The Accredited Provider will ensure that the source of support from the Commercial Interest, either direct or "in-kind," is disclosed to the participants, in program brochures, syllabi, and other program materials, and at the time of the activity. This disclosure will not include the use of a trade name or a product-group message. The acknowledgment of commercial support may state the name, mission, and clinical involvement of the company or institution and may include corporate logos and slogans, if they are not product promotional in nature.

# 20th Annual AMERICAN ACADEMY OF EMERGENCY MEDICINE Scientific Assembly

The Commercial Supporter and the American Academy of Emergency Medicine agree to abide by all requirements of the Accreditation Council for Continuing Medical Education (ACCME) **Standards for Commercial Support of Continuing Medical Education** (appended).

<b>NAME OF ACCREDITED PROVIDER</b>		American Academy of Emergency Medicine	
Tax ID Number		26-3697887	
Contact Person	Janet Wilson	Email Address	jwilson@aaem.org
Phone Number	414-276-7390	Fax Number	414-276-3349
<b>EDUCATIONAL PARTNER (IF APPLICABLE)</b>			
Contact Person		Email Address	
Phone Number		Fax Number	
Tax ID Number			
<b>NAME OF COMMERCIAL INTEREST</b>			
Address			
City, State, Zip			
Contact Person		Email Address	
Phone Number		Fax Number	

## AGREED BY AUTHORIZED REPRESENTATIVES

### Commercial Interest

\_\_\_\_\_  
Signature and Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

### Accredited Provider

*Janet Wilson*

\_\_\_\_\_  
Signature and Date

Janet Wilson

\_\_\_\_\_  
Print Name

Associate Executive Director, AAEM

\_\_\_\_\_  
Title

### Educational Partner (If applicable)

\_\_\_\_\_  
Signature and Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

\* The ACCME defines a Commercial Interest as any proprietary entity producing health care goods or services, with the exemption of non-profit or government organizations and non-health care related companies. The ACCME does not consider providers of clinical service directly to patients to be commercial interest.