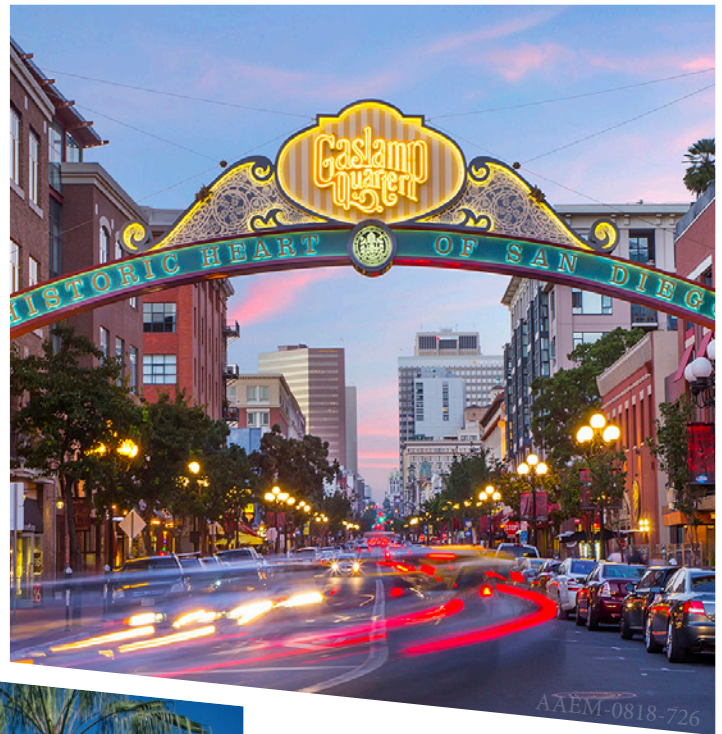


AMERICAN ACADEMY
OF EMERGENCY MEDICINE

24th Annual Scientific Assembly



SAN DIEGO

#AAEM18

April 7-11, 2018

MARRIOTT MARQUIS SAN DIEGO MARINA



SUPPORTER AND EXHIBITOR PROSPECTUS

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 securing fair and equitable work environments throughout the EM community.

LEARN MORE AT WWW.AAEM.ORG/AAEM18

WE WOULD LIKE TO INVITE YOU!

Participate as an exhibitor and/or financial supporter of our 24th Annual Scientific Assembly (AAEM18), April 7-11, 2018, at the Marriott Marquis San Diego Marina in San Diego, CA.



AAEM18 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 San Diego will be located on the same floor as the plenary and general sessions, set with 8'x10' exhibit spaces, and time will be set aside for attendees to visit the exhibits.

We will continue to offer premier exhibiting hours which condense booth activity during peak times, enhanced exhibitor profiles on the Scientific Assembly mobile app, and increased attendee exposure through customized incentives to drive booth traffic including the ever popular "Passport to Prizes" contest.

By exhibiting at AAEM18, 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 member magazine, *Common Sense*, which will feature expanded coverage of the Scientific Assembly in its Jan/Feb 2018 and March/April 2018 issues for materials submitted by the deadline.

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 San Diego!

A handwritten signature in black ink that reads "Kay Whalen".

Kay Whalen, MBA CAE
Executive Director

A handwritten signature in black ink that reads "Ginger Czajkowski".

Ginger Czajkowski, CAE
Senior Membership Manager

Executive Office • 555 East Wells Street, Suite 1100 • Milwaukee, WI 53202
Tel: (800) 884-2236 • Fax: (414) 276-3349 • Email: 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 24th Annual Scientific Assembly will be held in San Diego, CA. Several pre-conference activities will take place on Saturday and Sunday, April 7-8. The Scientific Assembly will begin in the afternoon on Sunday, April 8 and end on Wednesday, April 11, 2018.

HOTEL INFORMATION

Marriott Marquis San Diego Marina
333 W Harbor Dr.
San Diego, CA 92101

Reservation Deadline: March 6, 2018

Online Reservations:

<https://aws.passkey.com/e/49280213>

Phone Reservations: 1-877-622-3056

AAEM encourages attendees to make reservations by this date. After March 6, 2018, regular room rates may apply and availability may not exist. Reservations should be made directly with the Marriott Marquis San Diego Marina.

Room Rates

Single/Double Occupancy

City View: \$269.00*

Bay View: \$289.00*

*plus applicable state and local taxes

Complimentary Wi-Fi is offered in guestrooms. Guests have free access to fitness center.

Government/Military Rate

A government/military room rate may be available at the hotel. To secure the rate, contact central reservations at 877-622-3056 or the hotel directly. Attendees who book at the government/military room rate will be required to present government or military employee identification at time of check-in. Military personnel being reimbursed through their government agency should check the policy for acceptable booking channels for reimbursement.

HOUSING ALERT!

Unauthorized group(s) may solicit our exhibitors for guest rooms representing itself as the Marriott Marquis San Diego Marina to make hotel reservations on their behalf. Please note the **ONLY** official housing provider for the 24th Annual Scientific Assembly is the Marriott Marquis San Diego Marina. 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 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 companies trying to sell rooms on behalf of AAEM.** Should you be contacted, please email AAEM at info@aaem.org with the details.

EXHIBIT HALL SCHEDULE

The exhibits will be located in the Marriott Grand Ballroom.

SUNDAY, APRIL 8, 2018

1:00pm – 5:00pm Exhibitor Set up

6:30pm – 7:30pm Opening Reception in Exhibit Hall

MONDAY, APRIL 9, 2018

9:30am – 1:45pm Exhibit Hall Open to Attendees

(Scheduled Attendee Break 9:45am-10:15am)

(Scheduled Attendee Break 12:05pm-1:30pm)

1:45pm – 3:00pm Exhibit Hall Closed

3:00pm – 6:00pm Exhibit Hall Open to Attendees

(Scheduled Attendee Break 3:15pm-3:45pm)

TUESDAY, APRIL 10, 2018

7:00am – 10:30am Exhibit Hall Open to Attendees

(Scheduled Attendee Break 9:45am-10:15am)

10:30am – 12:30pm Exhibitor Breakdown

Exhibit Hall hours are subject to change.

IMPORTANT DATES TO REMEMBER

Exhibitor Registration Now Open – Reserve your exhibit space early for optimal booth location.

November 1, 2017 – Deadline to submit advertising for Jan/Feb issue of *Common Sense*

January 1, 2018 – Deadline to submit advertising for March/April issue of *Common Sense*

February 1, 2018 – Booth assignments distributed, Exhibitor Service Kits available online

February 19, 2018 – Cancellation deadline for full refund minus a \$100 service charge

March 1, 2018 – Deadline to submit exhibitor personnel and company description for final program and final program artwork

March 1, 2018 – Passport to Prizes Contest Deadline

March 6, 2018 – Deadline to book hotel reservation at the group rate

March 12, 2018 – Deadline to submit registration bag inserts

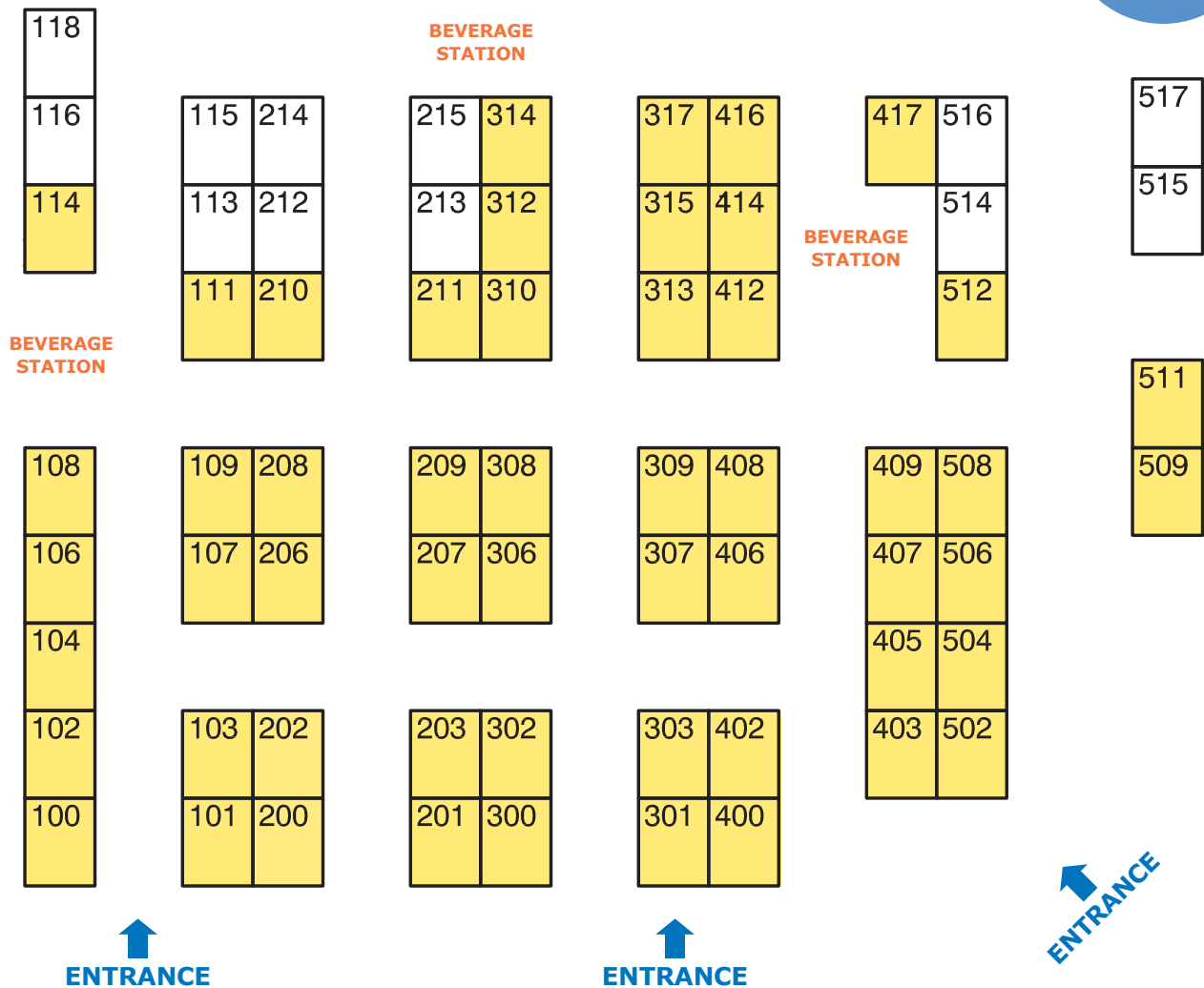
April 8, 2018 – Exhibitor set up

April 10, 2018 – Exhibitor break down

EXHIBITOR FLOOR PLAN

MARRIOTT MARQUIS SAN DIEGO MARINA
Marriott Grand Ballroom

**BOOTH
FEE:
\$1,900**



BOOTH INFORMATION

Each exhibit booth will comprise an area of 80 square feet, 8' deep by 10' wide. The 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. 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 hall is carpeted, however 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: \$1,900

- 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* (March/April issue)
- Electronic pre-registration attendee list (name only)
- Company listing in the final on-site syllabus including company description and contact information
- Enhanced exhibitor profile in the event mobile app to include, company description, contact information and social media links
- 2018 "We're Exhibiting" logo for use on marketing materials and website
- 15% discount on advertising in *Common Sense*
- Access to networking opportunities throughout the conference and during the Opening Reception

Exhibitor personnel must be registered to receive a name badge. Exhibitor badges allow admission to the exhibit hall only.



APPLICATION INFORMATION

To reserve an exhibit space, complete the exhibit application on page 7 and return it to AAEM with full payment.

Booth spaces are assigned on a first-come, first-serve 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 received before booth assignment is confirmed.

If an exhibitor wishes to cancel exhibit space after an assignment is 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 **February 19, 2018**. No refunds are given for cancellations made after February 19, 2018.

BOOST Your Booth Traffic

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

Upon obtaining validation from all participating exhibitors, attendees become eligible for a series of prizes.

Participation is limited and on a first-come, first-serve basis. Placement of exhibitor name on game card will be random. Requests for specific location is not available.

Those interested in participating may select the "Passport to Prizes" option on the exhibitor application on page 7.

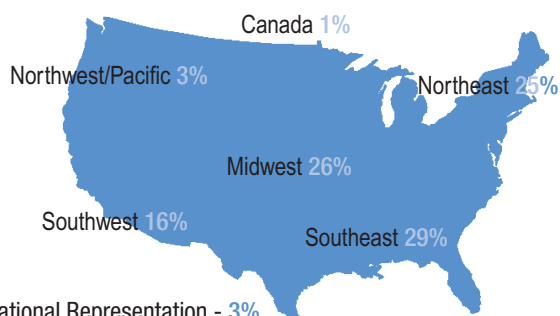
Participation Deadline: March 1, 2018

Participation Fee: \$150 (plus a mandatory prize donation of \$100 minimum value required)*

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



AAEM HAS OVER 8,000 MEMBERS



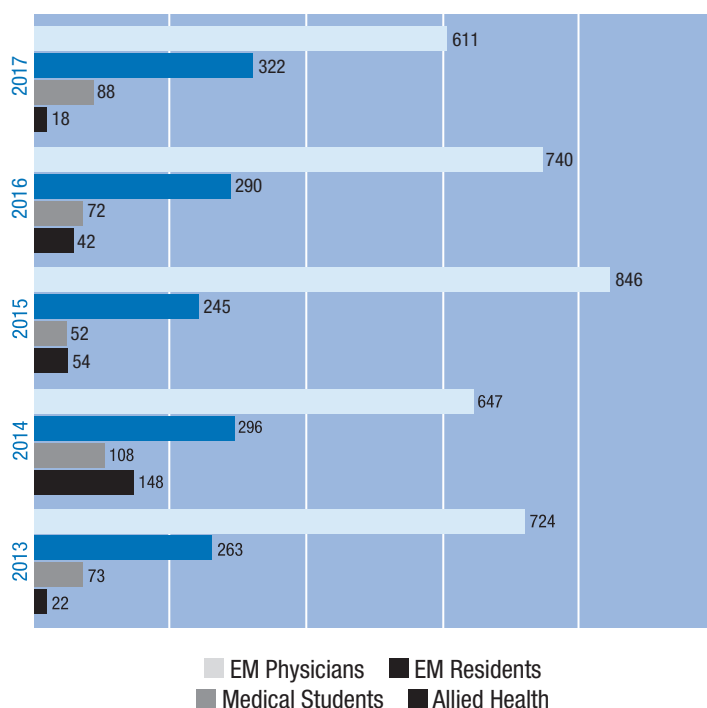
International Representation - 3%

EM Physicians - 50%

EM Residents - 37%

Medical Students - 13%

SCIENTIFIC ASSEMBLY ATTENDANCE HISTORY



2017 EXHIBITORS

AcelRx Pharmaceuticals, Inc.
 AHC Media
 Alliance for Physician Certification & Advancement (APCA)
 American Osteopathic Board of Emergency Medicine (AOBEM)
 Arbor Pharmaceuticals, LLC.
 CEP America
 CIPROMS Medical Billing
 ConseniorHealth, LLC
 Ellis Medicine
 Emergency Excellence
 Emergency Groups' Office
 Emergency Medicine Associates, P.A., P.C.
 Emergency Medicine of Indiana
 Emergency Medicine Professionals. P.A. (EMPros)
 Emergency Physicians Insurance Exchange RRG
 EMrecruits
 Feel Good, Inc.
 Fisher & Paykel Healthcare, Inc.
 Gator Medical Books
 Gulfcoast Ultrasound Institute
 Infinity Healthcare
 Insurance Data Services, Inc.
 Intermedix
 Kaiser Permanente - Washington
 Permanente Medical Group
 Leading Edge Medical Associates (LEMA)
 LoctumTenens.com
 Locum Leaders
 LogixHealth
 Martin Gottlieb & Associates
 Mayo Clinic
 Medicus Healthcare Solutions
 Mediserv
 Mint Physician Staffing
 Newsura Insurance Services
 Nicka & Associates, Inc.
 Nova Innovations
 Ochsner Health System
 PATHFAST
 Penn State Health Milton S. Hershey Medical Center
 PEPID, LLC.
 Pfizer, Inc.
 PhysAssist Scribe, Inc.
 Praxair Healthcare Services
 Precision Medical Devices, LLC
 Reading Health System
 Rhino Medical Services
 Rochester Regional Health
 ScribeAmerica
 Scrivas
 Shift Administrators, LLC.
 Shire Genetic Disease
 Smith & Nephew
 SonoSim, Inc.
 South Miami CritiCare, Inc.
 Staff Care, Inc.
 Sycamore Physician Contracting
 Texas Tech University Health Sciences Center El Paso
 TIVA Healthcare, Inc.
 TS Medical USA
 U.S. Army Healthcare
 Urgent Care Consultants
 VEP Healthcare
 Weatherby Healthcare
 Zerowet, Inc.
 Zotec Partners

ANNUAL MEETING ATTENDANCE HISTORY

MEETING	LOCATION	REGISTRANTS
2017 – 23 rd Annual Scientific Assembly	Orlando, FL	1,039
2016 – 22 nd Annual Scientific Assembly	Las Vegas, NV	1,144
2015 – 21 st Annual Scientific Assembly	Austin, TX	1,197
2014 – 20 th Annual Scientific Assembly	New York City, NY	1,199
2013 – 19 th Annual Scientific Assembly	Orlando, FL	1,082

FUTURE ASSEMBLY INFORMATION

25TH ANNUAL SCIENTIFIC ASSEMBLY

March 2-6, 2019

Caesars Palace

Las Vegas, NV

26TH ANNUAL SCIENTIFIC ASSEMBLY

April 18-23, 2020

Sheraton Grand Phoenix

Phoenix, AZ

27TH ANNUAL SCIENTIFIC ASSEMBLY

March 6-10, 2021

St. Louis Union Station

St. Louis, MO

OFFICIAL SERVICE CONTRACTOR

Heritage Exposition Services has been named the official service contractor for the 24th Annual Scientific Assembly and is 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 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.

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 Marriott Marquis San Diego Marina 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 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 material received at its warehouse for a period 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 combined single limit liability to include personal injury and property damage. The Marriott Marquis San Diego Marina, its owners and Marriott Corporation shall be named as additional insureds.



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 = \$1,900

EXHIBITOR ADD-ONS

☐ Passport to Prizes Contest Participation (\$150)
(plus mandatory \$100 minimum prize donation)*

☐ Pre-registration mailing labels (\$450)
☐ Alpha order ☐ ZIP code order

☐ Post-assembly mailing labels (\$450)
☐ 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 ☐ American Express

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

gczajkowski@aaem.org

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 Marriott Marquis San Diego Marina, Marriott 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, arising out of the negligence, gross negligence or intentional misconduct of Exhibitors.

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 below that your organization is able to adhere to one of the following criteria:

____ I certify that the advertised positions support fair working practices for emergency physicians, one that provides a democratic and equitable work environment including provisions for due process, the absence of restrictive covenants and is not owned directly or indirectly in part or in whole by a lay entity or individual.

____ I certify that the advertised positions are for 1) a hospital, non-profit or medical school employed position, 2) a military/government position, or 3) an independent contractor position rather than owner-partner or employee position, and therefore is not able to be in compliance with the above standards.

I certify that I am eligible to sign this form, having knowledge on all points listed above. I agree to notify AAEM, within 30 days, of any changes to our status as listed above which would affect our eligibility to exhibit at the AAEM Scientific Assembly.

Signature: _____ Date: _____

CANCELLATIONS

Exhibitor booth cancellations should be made in writing and sent to AAEM by **February 19, 2018**. A full refund minus a processing charge of \$100 will apply. No refunds are given for cancellations made after **February 19, 2018**.

INTERRUPTION OR PREVENTION OF EXHIBITION

Each exhibiting company is responsible for obtaining business interruption and property damage insurance in such amounts as deemed appropriate to comply with its obligations hereunder and for its own protection.

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.

AAEM18 EXHIBIT RULES AND REGULATIONS

ADA Compliance

Each exhibitor is responsible for compliance with the Americans with Disabilities Act (ADA) within its booth and assigned space.

Appearance/Badges

Attire of exhibit personnel should be consistent with the professional atmosphere of the conference. Because of AAEM's effort to recycle plastic name badge holders, only AAEM-sponsored decals, pins and ribbons may be affixed to attendee or exhibitor badge holders.

Advertising

AAEM does not endorse or promote any products or services related to an exhibit. The use of the AAEM logo, name, annual conference/exhibition artwork, or any representations thereof shall be only at the express written consent of show management. Canvassing or distribution of advertising material by an exhibitor is not permitted outside of the exhibitor's booth space. Third parties acting on behalf of or representing the exhibitor must adhere to and abide by AAEM rules and regulations.

Demonstrations

Demonstrations by exhibitors should contribute to an attendee's knowledge in a professional way. Adequate space should be available for demonstrations within the confines of the individual exhibitor's booth and should not interfere with normal traffic flow nor infringe in any way on neighboring exhibits.

Solicitation/Sales

Exhibitors must remain within their own exhibit spaces when demonstrating products and/or when distributing literature, product samples, or other materials. Exhibitors must not aggressively approach or call out to attendees in a manner not consistent with the professional environment of the conference. Direct selling is not allowed; however, order taking is permitted within the booth if business is conducted in a manner consistent with the professional nature of the exhibits.

Food and Beverage Distribution

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 Marriott Marquis San Diego Marina. Exhibitors are not permitted to bring in outside food or beverages.

Subletting/Sharing of Space

Subletting of exhibit space is not permitted. Sharing of exhibit space is not permitted unless it is within divisions of the same company.

Security

Professional security guard service is provided throughout the exhibitor installation and dismantle periods. AAEM provides perimeter hall security after hours during the conference. However, AAEM, the security service, and the Marriott Marquis San Diego Marina are not responsible for any loss or damage to exhibitor property.

Non-Exhibiting Companies

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.

Cancellations

Exhibitor booth cancellations should be made in writing and sent to AAEM by February 19, 2018. A full refund minus a processing charge of \$100 will apply. No refunds are given for cancellations made after February 19, 2018.

Interruption or Prevention of Exhibition

Each exhibiting company is responsible for obtaining business interruption and property damage insurance in such amounts as deemed appropriate to comply with its obligations hereunder and for its own protection.

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.

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.

Electrical

All illuminated displays and other equipment requiring electrical current must conform to local electrical codes. Extension cords must be 3-wire grounded and U.L. approved.

Labor

Exhibitors shall be bound by all contracts in effect between service contractors, the Marriott Marquis San Diego Marina and any labor organizations when applicable. More information on the specific labor regulations in effect will be included in the exhibitor service kit.

Sanctions for Violations

AAEM reserves the right to reject for any reason any exhibit application submitted; to reject, prohibit or otherwise require modification of any exhibit for any reason that in its opinion is objectionable, may detract from the general character of the conference, and is not in keeping with the policies of AAEM. This reservation refers to companies, persons, products, and/or printed matter. AAEM may impose appropriate sanctions regarding current or future participation in AAEM exhibit programs. In the event of such restrictions or eviction, AAEM will not be liable for any refunds, rentals, or exhibit expenses.

*** I have read and agree to the terms of this contract:**

INITIAL: _____.

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 gives 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 11, or contact Ginger Czajkowski at gczajkowski@aaem.org.

FINAL PROGRAM ADVERTISING (\$1,200)

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

USB MEMORY STICK (\$1,000)

Speaker presentations are placed on the memory stick with company name. 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.

WI-FI ACCESS (\$5,000 PER DAY)

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

PEDOMETERS (\$1,000)

Help promote healthy lifestyle choices by sponsoring pedometers for each conference attendee. Your company name 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 (\$1,000)

AAEM would like to provide water bottles to our attendees. AAEM will only accept Bisphenol A (BPA) free water bottles. Your company name 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 is 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 is 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.

EXCLUSIVE MOBILE APP SPONSORSHIP (\$5,000)

Achieve maximum exposure on the Scientific Assembly mobile app with sponsor's name on the opening page of the mobile guide. 2017 attendees explored and interacted within the mobile app resulting in over 72,000 page views. Clicking the name will direct attendees to sponsor's exhibitor listing in the exhibitor directory. Graphics must be pre-approved by AAEM.



INFORMATION VIDEO MONITOR (\$1,200)

A video monitor located near the registration desk will provide up to date conference information for the length of the conference. Sponsor is recognized through signage.

CONFERENCE NOTEPADS (\$500)

Notepads will be distributed to more than 1,000 delegates in the registration bags. Company or brand name can be printed on the notepads. Sponsors are responsible for providing the notepads.

AAEM WELLNESS SPONSORSHIP (\$10,000)

The AAEM Physician Wellness and Burnout Prevention Committee is excited to offer a repeat of the AAEM Wellness 5K Fun Run/Walk and Early Risers Yoga Sessions. Associate your company name with these wellness events to include signage, fun run t-shirts, and refreshments.

NON-CME EDUCATIONAL PROGRAM (\$25,000)

Non-CME Educational Programs provide an opportunity for commercial organizations to present information about their products or services to delegates attending the AAEM 24th Annual Scientific Assembly. The material presented may be promotional and may concentrate on a specific product. Non-CME Educational Programs are up to 90 minutes in length, scheduled unopposed over the lunch period, and open to all Assembly attendees on a first-come, first-served basis. Food and beverage options available for an additional cost. Sponsorship fee includes the following:

- Function space at the Marriott Marquis San Diego Marina
- Promotion of the program in the AAEM18 mobile app and the final program
- One set of pre-registration attendee mailing labels for a one-time use
- One advertising insert in the AAEM18 registration bags

TWITTER BOARD (\$10,000)

Showcase your company name on the AAEM18 Twitter Board! This prominent screen showcases a live running feed of all tweets with the #AAEM18 hashtag. Situated in a high-traffic area, this board is a unique opportunity to highlight your company in a place that will draw many attendees' eyes.

PROGRAM SUPPORT AND MARKETING OPPORTUNITIES, CONTINUED.

MEMBER MAGAZINE ADVERTISING (SEE RATES BELOW)

Common Sense is the member magazine of the American Academy of Emergency Medicine (AAEM). It is a bi-monthly publication that reports on 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 Exhibitors

Ad Type	Size	Single Insertion	Multiple Insertion
Full Page	7"w x 10"h	\$599.25*	\$506.60* each
Half Page Vertical	3-5/16"w x 10"h	\$506.60*	\$432.65* each
Half Page Horizontal	7"w x 5"h	\$506.60*	\$432.65* each
Quarter Page	3-5/16"w x 5"h	\$413.95*	\$358.70* each

*Pricing includes exhibitor discount.

Rates are based on providing a high resolution PDF. *Common Sense* is a 4-color publication. www.aaem.org/publications/common-sense/advertise

BAG INSERTS (\$750)

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

MAILING LABELS (\$450)

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 \$450 for one-time use.

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

SOCIAL EVENT SPONSORSHIP (\$3,000)

The Women in Emergency Medicine and Diversity and Inclusion Social Event is an open invitation mixer to encourage networking, mentorship, and camaraderie among AAEM members and AAEM18 attendees. Entering its third consecutive year, this social event is jointly hosted by the Women in Emergency Medicine Committee and the Diversity and Inclusion Task Force. Sponsor is recognized through signage and an optional presence at the event.

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.



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 gives 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 Ginger Czajkowski gczajkowski@aaem.org for more information.



Company Name: _____

Exhibit Coordinator Contact: _____

Title: _____

Address: _____

City: _____ State: _____ ZIP: _____

Telephone: _____ Fax: _____ Email: _____

EXHIBITOR SPONSORSHIP OPPORTUNITIES

- ☐ Non-CME Educational Event (\$25,000)
- ☐ AAEM Wellness Sponsorship (\$10,000)
- ☐ Social Event Sponsorship (\$3,000)
- ☐ Twitter Monitor (\$10,000)
- ☐ Final Program Advertising (\$1,200)
- ☐ USB Memory Stick (\$1,000)
- ☐ Wi-Fi Access (\$5,000 per day)
- ☐ Pedometers (\$1,000)
- ☐ Water Bottles (\$1,000)
- ☐ Information Video Monitor (\$1,200)
- ☐ 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)
- ☐ Conference Notepads (\$500)
- ☐ Bag Inserts (\$750)
- ☐ Exclusive Mobile App Sponsorship (\$5,000)
- ☐ Newsletter Advertising

Ad Type	Size	Single Insertion	Multiple Insertion
Full Page	7"w x 10"h	\$599.25*	\$506.60* each
Half Page Vertical	3-5/16"w x 10"h	\$506.60*	\$432.65* each
Half Page Horizontal	7"w x 5"h	\$506.60*	\$432.65* each
Quarter Page	3-5/16"w x 5"h	\$413.95*	\$358.70* each

*Pricing includes exhibitor discount.

METHOD OF PAYMENT

(check one):

- ☐ Check enclosed ☐ VISA ☐ MasterCard ☐ Discover
- ☐ American Express

Card Number: _____

Expiration Date: _____

Cardholder Name: _____

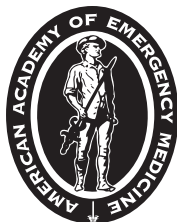
Signature: _____

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
gczajkowski@aaem.org

HAVE 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 health care 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		24 TH ANNUAL AAEM SCIENTIFIC ASSEMBLY	
ACTIVITY LOCATION	Marriott Marquis San Diego Marina	ACTIVITY DATE	April 7-11, 2018
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 if they are not product promotional in nature.

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).

NAME OF ACCREDITED PROVIDER		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
EDUCATIONAL PARTNER (IF APPLICABLE)			
Contact Person		Email Address	
Phone Number		Fax Number	
Tax ID Number			
NAME OF COMMERCIAL INTEREST			
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, marketing, reselling, or distributing health care goods or services consumed by, or used on patients, 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.