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.
We would like to invite y'all

to participate as an exhibitor and financial supporter of our 21st Annual Scientific Assembly, February 28-March 4, 2015, at the Hilton Austin, in Austin, Texas.

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 Austin will be located on the same floor as the plenary and most 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 and an enhanced lead retrieval option.

By exhibiting at the 2015 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 2014 and Jan/Feb 2015 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 y’all in Texas!

Kay Whalen
Executive Director

Ginger Czajkowski
Senior Membership Manager

Executive Office • 555 East Wells Street • 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 21st Annual Scientific Assembly will be held in Austin, TX. Several preconference activities will take place on Saturday, February 28 and Sunday, March 1. The Scientific Assembly will begin in the afternoon on Sunday, March 1 and end on Wednesday, March 4, 2015.

Hotel Information
Hilton Austin
500 E. 4th St.
Austin, TX 78701
1-800-Hiltons
www.austin.hilton.com

Reservation Deadline: February 3, 2015

Single/Double Occupancy: $249 per night, plus applicable state and local taxes.

AAEM encourages attendees to make reservations by February 3, 2015. After this date, regular room rates may apply and availability may not exist. Reservations should be made directly with the Hilton Austin.

Housing Alert!
Unauthorized group(s) may solicit our exhibitors for guest rooms representing itself as the Hilton Austin to make hotel reservations on their behalf. Please note the ONLY official housing provider for the 21st Annual Scientific Assembly is the Hilton Austin. 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 with the details.

Important Dates to Remember
Exhibitor Registration Now Open – Reserve your exhibit space early for optimal booth location.
September 1, 2014 – Deadline to submit advertising for Nov/Dec issue of Common Sense
November 3, 2014 – Deadline to submit advertising for Jan/Feb issue of Common Sense
December 16, 2014 – Booth assignments distributed
Exhibitor Service Kits available online
January 5, 2015 – Cancellation deadline for full refund minus a $100 service charge
January 12, 2015 – Passport to Prizes Contest Deadline
January 15, 2015 – Deadline to submit registration bag inserts and final program advertising, exhibitor personnel and company description for final program
February 3, 2015 – Deadline to book your hotel reservation at the group rate
March 1, 2015 – Exhibitor setup
March 1, 2015 – It’s show time! – 21st Annual Scientific Assembly Opening Reception
March 3, 2015 – Exhibitor breakdown

Exhibit Hall Schedule
The exhibits will be located in the Austin Grand Ballroom.

SUNDAY, MARCH 1, 2015
12:00pm – 4:00pm  Exhibitor Setup
6:00pm – 7:00pm  Opening Reception in Exhibit Hall

MONDAY, MARCH 2, 2015
9:30am – 1:00pm  Exhibit Hall Open to Attendees
(Scheduled Attendee Break 10:00am-10:15am)
(Scheduled Attendee Break 12:05pm-1:00pm)
1:00pm – 2:30pm  Exhibit Hall Closed
2:30pm – 5:30pm  Exhibit Hall Open to Attendees
(Scheduled Attendee Break 3:00pm-3:30pm)

TUESDAY, MARCH 3, 2015
9:30am – 1:00pm  Exhibit Hall Open to Attendees
(Scheduled Attendee Break 9:45am-10:15am)
(Scheduled Attendee Break 12:05pm-1:00pm)
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
All Exhibit Hall hours and floor plans are subject to change.

**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.

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: $1,775**

- 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 contact information
- Enhanced exhibitor profile in the event mobile app to include, 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

**Application Information**

To reserve an exhibit space, complete the exhibit application on page 11 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 sent to AAEM. A full refund minus a processing charge of $100 will be sent to AAEM. A full refund minus a processing charge of $100 will be sent to AAEM. No refunds are given for cancellations made after January 5, 2015.

**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 11.

**Participation Deadline:** January 12, 2015

**Participation Fee:** $100 (plus a mandatory prize donation of $100 minimum value required)
AAEM has over 8,000 members

- Northwest: 3%
- Midwest: 26%
- Southwest/Pacific: 21%
- Southeast: 21%
- Northeast: 25%
- Canada: 1%

International Representation - 28%
- EM Physicians - 51%
- EM Residents - 32%
- Medical Students - 17%

Scientific Assembly Attendance History

<table>
<thead>
<tr>
<th>Year</th>
<th>EM Physicians</th>
<th>EM Residents</th>
<th>Medical Students</th>
<th>Allied Health</th>
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<td>22</td>
<td>67</td>
<td>647</td>
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<td>2013</td>
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<td>200</td>
<td>34</td>
<td>67</td>
<td>603</td>
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Annual Meeting Attendance History

<table>
<thead>
<tr>
<th>MEETING</th>
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<tbody>
<tr>
<td>2014 – 20th Annual Scientific Assembly</td>
<td>New York City, NY</td>
<td>1,199</td>
</tr>
<tr>
<td>2013 – 19th Annual Scientific Assembly</td>
<td>Las Vegas, NV</td>
<td>1,082</td>
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<tr>
<td>2012 – 18th Annual Scientific Assembly</td>
<td>San Diego, CA</td>
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<tr>
<td>2011 – 17th Annual Scientific Assembly</td>
<td>Orlando, FL</td>
<td>875</td>
</tr>
<tr>
<td>2010 – 16th Annual Scientific Assembly</td>
<td>Las Vegas, NV</td>
<td>1,017</td>
</tr>
</tbody>
</table>

2014 Exhibitors

- A Study on ED Dizziness Presentations
- AAEM State Chapters
- AHC Media, LLC
- Airway CAM Technologies, Inc.
- Army Medical Civilian Corps
- ArthroCare Corporation
- Bassett Healthcare Network
- Beckerman Institutional
- Biodynamic Research Corporation (BRC)
- CEP America
- Cornerstone Therapeutics
- CSL Behring
- DuvaSawko
- Eastern Maine Medical Center
- Elite Medical Scribes
- Elsevier, Inc.
- Emergency Groups’ Office
- Emergency Medicine
- Emergency Medicine Associates, PA, P.C.
- Emergency Medicine Professionals, PA
- Emergency Physicians Insurance Company RRG
- Emergency Service Partners, L.P.
- EMrecruits
- Eos Medical Group
- EPOWERdoc, Inc.
- First Choice Emergency Room
- Hays Companies
- Hippo Education, Inc.
- Indiana Univ. Kelley School of Business
- Infinity HealthCare
- Insurance Data Service
- Intermedix
- Intrigma, Inc.
- iSimulate
- Leading Edge Medical Associates
- Lippincott Williams & Williams / Wolters Kluwer Health
- LocumTenens.com
- LogixHealth
- Martin Gottlieb & Associates
- Meadowlands Emergency Group
- MedData, Inc.
- Medical Emergency Professional (MEP)
- Mindray North America
- Navajo Area Indian Health Service
- NeilMed Pharmaceuticals, Inc.
- Northwest Seminars
- NuvoMed, Inc.
- OBP Medical
- PEPID, LLC
- PercuVision, LLC
- PhysAssist Scribes, Inc.
- Porter Instrument
- PracticeLink.com
- Premier Physician Services
- ProScribe
- PSR
- Questcare Partners
- Regency Therapeutics
- Rochester General Health System
- Rosh Review
- ScribeAmerica, LLC
- ScribeConnect, Inc.
- Scribes STAT, Inc.
- Shift Administrators, LLC
- SoutheastHEALTH
- St. Jude Children’s Research Hospital
- StaffCare, Inc.
- TASER International
- Texas Assoc. Freestanding Emergency Centers
- Texas Tech Health Sciences Center at El Paso
- TIVA Healthcare, Inc.
- U.S. Army Healthcare Recruiting
- University of Texas Health Science Center
- Valley Emergency Physicians
- VectraCor, Inc.
- Via Christi Health
- VIA’s Innovative Hospice Care
- Weatherby Healthcare
- Winding Cross Urgent Care
- Zerowet, Inc.
- Z-Medica, LLC
Heritage Exposition Services has been named the official service contractor for the 21st 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 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 Hilton Austin 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 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 Hilton Austin, its owners and Hilton Hotels Corporation shall be named as additional insureds.
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 plastic name badge holders, only AAEM-sponsored decals, pins and ribbons may be affixed to attendee or exhibitor badge holders.

• Demonstrations by exhibitors may not interfere with normal traffic flow nor infringe on neighboring exhibits. Demonstrations are not permitted outside of the exhibitor’s assigned booth space.

• Canvassing or distribution of advertising material by an exhibitor is not 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 Hilton Austin. 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. 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 materials into the ballroom. Exhibits that do not meet these criteria must be set-up by the stagehand/decorator 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

Exhibitor assumes responsibility and agrees to indemnify and defend the American Academy of Emergency Medicine and Hilton Austin, 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, 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.
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 12, or contact Kathy Uy at kuy@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 attendee upon check-in at the registration desk. Advertisers receive one full-page black and white advertisement (with pre-approval).

USB MEMORY STICK ($2,500)
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.

WIFI ACCESS ($5,000 PER DAY)
AAEM would like to provide attendees with Internet access. The sponsor would be acknowledged in all conference literature and signage throughout the conference.

PEDOMETERS ($3,000)
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 ($2,500)
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.

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. 2014 attendees explored and interacted within the mobile app resulting in over 41,000 page views. Clicking the name will direct attendees to sponsor’s exhibitor listing in the exhibitor directory. Graphics must be pre-approved by AAEM.

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.

WELCOME RECEPTION ($5,000 - $10,000)
AAEM would like to hold a welcome reception on the first evening of the Assembly. Sponsor is 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.
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.

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<tr>
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<td>3-5/16&quot;w x 5&quot;h</td>
<td>$437</td>
<td>$372 each</td>
</tr>
</tbody>
</table>

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

15% Discount for Exhibitors

BAG INSERTS ($500)
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 ($350)
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.
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 = $1,775

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, 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 Hilton Austin, 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, 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 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
Exhibitor booth cancellations should be made in writing and sent to AAEM by January 5, 2015. A full refund minus a processing charge of $100 will apply. No refunds are given for cancellations made after January 5, 2015.

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 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 Kathy Uy at kuy@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 WIFI ($5,000 per day)
☐ 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

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, 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.
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.

<table>
<thead>
<tr>
<th>TITLE OF CME ACTIVITY</th>
<th>21st Annual AAEM Scientific Assembly</th>
</tr>
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<tbody>
<tr>
<td>ACTIVITY LOCATION</td>
<td>Hilton Austin</td>
</tr>
<tr>
<td>ACTIVITY DATE</td>
<td>February 28 – March 4, 2015</td>
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<tr>
<th>NAME OF COMMERCIAL INTEREST</th>
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<tr>
<th>AMOUNT OF EDUCATIONAL GRANT (DIRECT OR IN-KIND)</th>
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<tr>
<th>GRANT WILL BE USED FOR THE FOLLOWING:</th>
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<tr>
<td>SPEAKER HONORARIA</td>
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**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).

<table>
<thead>
<tr>
<th>NAME OF ACCREDITED PROVIDER</th>
<th>American Academy of Emergency Medicine</th>
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</thead>
<tbody>
<tr>
<td>Tax ID Number</td>
<td>26-3697887</td>
</tr>
<tr>
<td>Contact Person</td>
<td>Janet Wilson</td>
</tr>
<tr>
<td>Email Address</td>
<td><a href="mailto:jwilson@aaem.org">jwilson@aaem.org</a></td>
</tr>
<tr>
<td>Phone Number</td>
<td>414-276-7390</td>
</tr>
<tr>
<td>Fax Number</td>
<td>414-276-3349</td>
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EDUCATIONAL PARTNER (IF APPLICABLE)

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<tr>
<th>Contact Person</th>
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<th>Phone Number</th>
<th>Fax Number</th>
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NAME OF COMMERCIAL INTEREST

<table>
<thead>
<tr>
<th>Address</th>
<th>City, State, Zip</th>
<th>Contact Person</th>
<th>Email Address</th>
<th>Phone Number</th>
<th>Fax Number</th>
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</thead>
</table>

AGREED BY AUTHORIZED REPRESENTATIVES

Commercial Interest

Accredited Provider

Signature and Date

Print Name

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 consumbed by, or used on patients, with the exception 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.