ED Management Solutions: Principles and Practice

September 10-11, 2020
Seattle, WA

Exhibitor and Sponsor Opportunities

Meeting Information: pages 2-4
Exhibitor Opportunities: page 5
Sponsorship Opportunities: page 8
Meeting Information

The 3rd Annual ED Management Solutions: Principles and Practice equips physicians and other health care providers with the tools to improve emergency department management and leadership. Continuing medical education credit is provided to participants.

The course targets a diverse audience of learners, both in terms of professional background and practice environment. The audience is comprised primarily of emergency medicine physicians, board certified or board eligible, residents, and ED administrators.
Meeting History

The inaugural ED Management Solutions: Principles and Practice was held in Austin, Texas on September 6-7, 2018. There were 42 attendees, 8 faculty, and 1 exhibitor.

The second annual ED Management Solutions: Principles and Practice was held in New Orleans, Louisiana on September 5-6, 2019. There were 43 attendees, 6 faculty, and 4 exhibitors.
Hotel Information

Hyatt Regency Seattle
808 Howell Street
Seattle, WA 98101
(206) 973-1234

Room Rates:

- $199 per night for single/double occupancy
- $229 per night for triple occupancy
- $259 per night for quad occupancy

Located in the heart of downtown, Hyatt Regency Seattle is the city’s first and only LEED Gold-Certified hotel. Stay steps away from dining, shopping, theater, top attractions and both Washington State Convention Center facilities.
Exhibitor Fee: $1,000

- One 8” deep by 10' wide table located outside breakout rooms
- Exhibitor listing in AAEM’s membership magazine, Common Sense (July/August issue)
- Company listing in the final on-site syllabus including company description and contact information
- 15% discount on advertising in Common Sense
- Access to networking opportunities throughout the conference and during the Opening Reception

Exhibitor Schedule

Thursday, September 10, 2020

7:30am - 8:00am  Registration & breakfast buffet
10:45am - 11:00am  Break
12:00pm - 1:00pm  Lunch
3:15pm - 3:30pm  Break
5:00pm - 6:30pm  Opening Reception

Friday, September 11, 2020

7:00am - 7:30am  Breakfast buffet
9:00am - 9:30am  Break
1:00pm  Lunch to go

To exhibit at ED Management Solutions, please complete the Exhibit Application and Contract on pages 6-7; the Written Agreement for Commercial Support on pages 9-11; and the Payment Form on pages 12-13.
Exhibit Application and Contract

CONTACT INFORMATION

List company name, address, telephone, and email as you wish them to appear in the exhibitor listings.

Company Name: ________________________________

Exhibit Coordinator Contact: ________________________________

Title: ________________________________

Address: ________________________________

City: __________ State: __________ ZIP: __________

Telephone: __________ Email: ________________________________

RESPONSIBILITY CLAUSE

Exhibitor assumes responsibility and agrees to indemnify and defend the American Academy of Emergency Medicine and Hilton New Orleans/St. Charles Avenue, 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 ED Management Solutions: Principles and Practice.

Signature: _______________________________ Date: ______________
Sponsorship Opportunities

Opening Reception Sponsorship: $3,000
• Your company acknowledged on conference signage, in the conference handout, and throughout reception area
• Display table near the registration desk, which can be staffed during networking breaks, lunches, and the opening reception

Breakfast and Coffee Break Sponsorship:
$2,000 Thursday | $1,500 Friday | $3,000 both days
• Your company acknowledged on signage on the break tables and in the conference handout
• Display table near the registration desk, which can be staffed during networking breaks, lunches, and the opening reception

Lunch Sponsorship:
$2,700 Thursday | $2,700 Friday | $5,000 both days
• Your company acknowledged on signage on the lunch tables and in the conference handout
• Display table near the registration desk, which can be staffed during networking breaks, lunches, and the opening reception

To become a sponsor at ED Management Solutions, please complete the Written Agreement for Commercial Support on pages 9-11 and the Payment Form on pages 12-13.
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 1, 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>ED Management Solutions: Principles and Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity Location</td>
<td>Seattle, WA</td>
</tr>
<tr>
<td>Activity Date</td>
<td>September 10-11, 2020</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name of Commercial Interest</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Amount of Educational Grant</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship</td>
<td></td>
</tr>
<tr>
<td>Exhibitor Table</td>
<td></td>
</tr>
</tbody>
</table>

Grant will be used for the following:

<table>
<thead>
<tr>
<th>Speaker Honoraria</th>
<th>Speaker Expenses (itemize)</th>
<th>Meeting Expenses (itemize)</th>
<th>Other (list)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaker flight and hotel rooms</td>
<td>Food and beverage</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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 will not include corporate logos and slogans.

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.
<table>
<thead>
<tr>
<th>Name of Accredited Provider</th>
<th>American Academy of Emergency Medicine</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tax ID Number</td>
<td>26-3697887</td>
</tr>
<tr>
<td>Contact Person</td>
<td>Missy Zagroba, CAE</td>
</tr>
<tr>
<td>Email Address</td>
<td><a href="mailto:mzagroba@aaem.org">mzagroba@aaem.org</a></td>
</tr>
<tr>
<td>Phone Number</td>
<td>800-884-2236</td>
</tr>
<tr>
<td>Fax Number</td>
<td>414-276-3349</td>
</tr>
</tbody>
</table>

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

**Agreed by Authorized Representatives**

**Commercial Interest**

<table>
<thead>
<tr>
<th>Signature and Date</th>
<th>Signature and Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Missy Zagroba, CAE</td>
<td>3/16/2020</td>
</tr>
</tbody>
</table>

**Print Name**

<table>
<thead>
<tr>
<th>Print Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Missy Zagroba, CAE</td>
<td>Associate Executive Director, AAEM</td>
</tr>
</tbody>
</table>

**Title**

<table>
<thead>
<tr>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

1 A “commercial interest” is defined as any entity producing, marketing, reselling, or distributing health care goods or services. The ACCME does not consider providers of clinical service directly to patients to be commercial interests.
Payment Form

Select your item(s) below.

- Exhibitor Table ($1,000)
- Opening Reception Sponsorship ($3,000)
- Lunch Sponsorship: Thursday ($2,700)
- Lunch Sponsorship: Friday ($2,700)
- Lunch Sponsorship: Both days ($5,000)
- Breakfast and Coffee Break Sponsorship: Thursday ($2,000)
- Breakfast and Coffee Break Sponsorship: Friday ($1,500)
- Breakfast and Coffee Break Sponsorship: Both days ($3,000)

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 exhibitor table space.

Company Name: ____________________________________________

Sponsor Coordinator Contact: _________________________________

Title: ______________________________________________________

Address: __________________________________________________

City: __________________________ State: ________ ZIP: ________

Telephone: ________________ Email: _________________________
Method of Payment (check one):  _____Check enclosed  _____VISA
  _____MasterCard   _____Discover  _____American Express

Card Number: ________________ Expiration Date: ____________

Amount: ________________________________

Cardholder Name: ________________________________

Signature: ________________________________

Return completed application with payment to:

AAEM, Attn: Rebecca Sommer, Education Meetings Manager
555 East Wells Street, Suite 1100, Milwaukee, WI 53202
Tel: (800) 884-2236 Fax: (414) 276-3349
rsommer@aaem.org