

EXHIBITOR PROSPECTUS
SEMPA 7th Annual
Emergency Medicine Conference
March 14-15, 2011
Fort Lauderdale, FL



SEMPA 7th Annual Emergency Medicine Conference

Join us in fabulous Fort Lauderdale! Exhibit at the premier educational meeting for emergency medicine physician assistants. Offering courses and workshops in a wide range of clinical topics, this conference draws key buying influencers within the emergency medical environment.

Who attends?

- 400+ **emergency medicine physician assistants**

What is the role of the emergency medicine PA?

- Write prescriptions totaling millions of dollars in annual sales
- Order and participate in laboratory testing decisions
- Participate in ED administrative capacities
- Serve on important hospital committees
- Educate today's students to become tomorrow's emergency medicine practitioners
- Represent one of the most rapidly growing provider levels in emergency medicine



GENERAL INFORMATION

Exhibit Dates/Hours:

Set-up: Sunday, March 13.....12:00 pm - 5:00 pm

Registration: Sunday, March 13.....12:00 pm - 5:00 pm

Dismantle: Tuesday, March 15.....4:30 pm - 8:00 pm

Dedicated Exhibit Hours:

Monday, March 14

7:00 am - 7:30 am.....Opening Breakfast
9:30 am - 10:00 am.....Mid-morning coffee break
4:00 pm - 4:30 pm.....Afternoon coffee break
6:30 pm - 8:00 pm.....Wine & Cheese Reception

Tuesday, March 15

7:00 am - 7:30 am.....Continental Breakfast
9:30 am - 10:00 am.....Mid-morning coffee break
4:00 pm - 4:30 pm.....Afternoon coffee break

Service Contractor

The official show service contractor is Freeman Decorating. On confirmation of your exhibit space, you will be provided with a service kit that will include order forms for additional booth furnishings, electrical connections, freight handling, telephones, etc.

Wine & Cheese Reception

A Wine & Cheese Reception will be held in the Exhibit Hall on the evening of Monday, March 14. As an added bonus, you may choose to provide wine in your booth. The cost of this opportunity is \$150 and we will provide you with drink tickets for wine that you may distribute to attendees. That's correct... if the attendees want wine, they must come to you to get it!

Corporate Support Opportunities

To further connect with SEMPA attendees, exhibitors will want to consider one of the excellent corporate support at the conference. There are many opportunities including refreshment breaks and continental breakfasts hosted in the Exhibit Hall, the Opening Reception, a special Town Hall Luncheon, and the meeting carry bag. Also available is the option to host a Focus Group to gather invaluable feedback from emergency medicine physician assistants. Additionally, companies may consider underwriting one or more of the outstanding CME courses being presented at the conference. For more information, contact Peggy Brock, Director of Corporate Development, at 800-798-1822, ext. 3170 or via email at pbrock@acep.org.

RATES, RULES, AND REGULATIONS

Space Rates & Benefits

8x10	\$1,250.00
8x20.....	\$2,500.00

These rates include the following benefits:

- Exhibit floor space
- 7" x 44" booth identification sign
- One 6' draped and skirted table
- Two side chairs
- Wastebasket
- Pipe & show color drape
- Company listing in Exhibit Guide
- Exhibitor service kit
- Complete attendee list mailed after the show
- 5 exhibitor badges per 8x10 booth space

Rules & Regulations

These policies, terms, rules, and regulations governing the exhibit are part of the application for space and consequently, constitute a part of the contract between the exhibitor and SEMPA. Exhibitors agree to abide by any policies, terms, rules, or regulations that may hereafter be adopted, which shall be as much a part of the contract as though originally incorporated. All matters not specified in the prospectus shall be resolved in the sole direction of SEMPA Exhibit Management.

Violation of any policies, terms, rules, and regulations by the exhibitor, employees, or agents shall annul the right to occupy space, and such exhibitor will forfeit to SEMPA all money that may have been paid. SEMPA Exhibit Management reserves the right to terminate the exhibit on-site and remove all persons and goods at the exhibitor's expense. Any damages incurred by SEMPA Exhibit Management to the exhibit will be the responsibility of the exhibitor. The exhibitor expressly waives the service of written notice to re-enter and terminate. SEMPA Exhibit Management reserves the right to refuse assignment of exhibit space at future SEMPA meetings.

1. **Eligibility of Exhibitors.** In keeping with the educational purposes of the *7th Emergency Medicine Conference*, the exhibits are considered an extension and an integral part of the program. Only companies with a product or service directly related to emergency medicine will be accepted.
2. **Space Assignments.** Space will be assigned on a first come, first served basis.
3. **Display Specifications.** Each space is 10' deep x 10' across and includes the items listed above under benefits.
4. **Deposit.** Applications submitted prior to January 7, 2011, must be accompanied by a 50% deposit. Applications submitted after that date, must be accompanied by full payment.
5. **Cancellation.** Notification of an exhibitor's decision to cancel or reduce exhibit space must be submitted in writing. The effective date of a space cancellation or reduction will be the date when written notice is received and date stamped by SEMPA. Written notification of a space reduction or cancellation must be received on or before January 7, 2011. A 50% service charge will be assessed for the total amount of the reduced or canceled space. After January 7, the exhibiting company will remain liable for the full cost of the original exhibit space.



7. **Promotional Activities and Giveaways.** Distribution of promotional items must be approved by SEMPA Exhibit Management in writing no later than Friday, February 18, 2011. Unapproved contests and giveaways are strictly prohibited.
8. **Sales.** The purpose of the technical/commercial exhibits is to further the education of meeting attendees through product and service displays/demonstrations. Direct selling is not allowed—this includes credit card sales. Order taking is permitted within the confines of the exhibit booth, provided that business is conducted in a manner consistent with the professional nature of the exhibits. Processing of order payments onsite is prohibited and any orders taken must be shipped to the customer at a later date.
9. **Liability.** Each party involved in the exposition agrees to be responsible for any claims arising out of its own negligence or that of its employee or agents. All parties have a responsibility, and are required to maintain adequate insurance coverage against injuries to persons, damage to or loss of property, and any inability to meet their obligations as set forth in this prospectus.

SEMPA, Freeman Decorating, or the Marriott will bear no liability for personal injuries, whether suffered by an exhibitor, its employees, its contractors, agents, or business invitees. SEMPA, Freeman Decorating, or the Marriott will also assume no liability for loss or damage to the property of an exhibitor, its employees, its contractors, agents, or business invitees, regardless of the cause, unless such injury or damage results from, or is caused by, the negligence or wrongful acts of SEMPA, Freeman Decorating, or the Marriott.

Each exhibitor, in making application for space, agrees to protect, indemnify, and hold harmless SEMPA, Freeman Decorating, and the Marriott from any and all claims, liability, damages, or expenses (including attorney's fees) asserted against them or incurred by them as a result of, or in connection with, any loss of or damage to property, or injury to persons resulting from, arising out of, or in any way connected with the negligence or wrongful acts of the exhibitor or its agents, servants, or employees.

SEMPA, Freeman Decorating, or the Marriott shall in no event be liable to an exhibitor for any lost business opportunities or for any other type of direct or consequential damages alleged to be due from a breach of contract. It is understood and agreed that the sole liability of SEMPA to the exhibitor for any breach of this contract shall be for the refund of all amounts paid by the exhibitor pursuant to this contract, as an exclusive remedy.

HOTEL & TRAVEL INFORMATION

Harbor Beach Marriott Resort & Spa

3030 Holiday Drive
Fort Lauderdale, FL 33316
Reservations: 800-266-9432
www.sempa.org/conference

Rates: \$259 single/double plus
taxes and fees.

**RESERVE YOUR ROOM NOW -
SEMPA'S ROOM BLOCK WILL SELL
OUT EARLY!**



While the deadline to make reservations at the discounted rate is Friday, February 18, 2011, history shows that SEMPA's block of rooms sells out well **before** the cut-off date due to the high demand for this program. We **HIGHLY** recommend you call or go online and make your reservations as soon as possible. **After February 18**, rooms and rates are subject to availability. **Please note that SEMPA has contracted for a limited number of rooms at the special conference rate.** To make reservations call 800-266-9432 and identify yourself as an attendee of the *SEMPA Emergency Medicine Conference* to get the special rate. All reservations must be accompanied by a first night room deposit and tax or guaranteed with a major credit card by providing card number and expiration date. **Deposits are forfeited if reservations are not canceled 24 hours prior to arrival.**

Ground Transportation

The Harbor Beach Marriott Resort & Spa is located approximately 6 miles from the Fort Lauderdale Hollywood International Airport. Taxi fare runs an average of \$15 one way. From Miami International Airport, taxi fare averages \$55 one way. From Palm Beach International Airport, taxi fare averages \$85 one way.

Weather

Average daytime temperature in March is 79°F with an evening low of 63°F.

APPLICATION & CONTRACT FOR EXHIBIT SPACE

7TH ANNUAL SEMPA EMERGENCY MEDICINE CONFERENCE / MARCH 14-15, 2011

Complete and send this application with your payment to:

Stephanie Batson, Exhibits Manager

SEMPA

P.O. Box 619911; Irving, TX 75261-9911

Fax: 972-580-2816; Email: sbatson@acep.org

Items in **bold** are required.

To be printed in the On-site Program:

Company Name _____

Address _____

City, State, ZIP _____

Telephone _____ Toll-Free _____ Fax _____

Web site Address _____

Space confirmation and other information should be mailed to (if different from above):

Name _____

Title _____

Address _____

City, State, ZIP _____

Telephone _____ Toll-Free _____ Fax _____

E-mail Address _____

Organizations not desired in close proximity* _____

**Every effort will be made to avoid the companies listed, however, no guarantee can be made.*

In addition to booth space, we would like to purchase the following:

- Opening Breakfast / \$2,500 (exclusive)
- Continental Breakfast / \$2,000 each (3 available)
- Lanyards / \$1,500 (exclusive)
- Meeting Carry Bag / \$7,500 (exclusive)
- Coffee Breaks / \$750 each or 2 for \$1,300
(7 available)
- Town Hall Luncheon / \$10,000 (exclusive)
- Opening Reception / \$5,000 (category exclusivity)
- Pens / \$1,500 (exclusive)
- Educational Course / \$1,000 each
- Notepads / \$1,500 (exclusive)
- Wine & Cheese Reception / \$150

Payment:

- My check for \$_____ is enclosed.
(payable to SEMPA in US funds only)
- Please charge \$_____ to my:
 - VISA MasterCard American Express

Card # _____

Expiration Date _____ Billing ZIP Code _____

Name as it appears on card _____

Signature _____

Agreement

A signature on this application indicates understanding and agreement to comply with all policies, rules, regulations, terms, and conditions in the Prospectus, and any other issued by SEMPA regarding the *Emergency Medicine Conference*; willingness to abide by the payment policy; acknowledgment of having read the rules and regulations; and agreement that the rules and regulations are an integral and binding part of this contract.

Signature of Authorizing Officer _____ Date _____

Name of Authorizing Officer (please print) _____ Title _____