



## AMERICAN OSTEOPATHIC ACADEMY OF SPORTS MEDICINE

*27th Annual Clinical Conference  
April 18-21, 2012*

*Marriott Louisville Downtown Hotel  
Louisville, Kentucky*

### 2012 EXHIBITOR PROSPECTUS





## AMERICAN OSTEOPATHIC ACADEMY OF SPORTS MEDICINE

27th Annual Clinical Conference  
Louisville Marriott Downtown Hotel  
Louisville, Kentucky  
Meeting Dates: April 18-21, 2012  
**Exhibit Dates: April 18-20, 2012**

Exhibiting at the AOASM 27th Annual Clinical Conference provides you with exposure to the osteopathic sports medicine market. The AOASM Clinical Conference exposition will be held on April 18-20, 2012, with an estimated attendance of over 200 sports medicine physicians.

### Purpose of the Conference

The American Osteopathic Academy of Sports Medicine (AOASM) is dedicated to the advancement of physicians' knowledge through education, research, and promotion of the art and science of sports medicine, emphasizing the use of osteopathic principles and concepts in the practice of comprehensive health care. AOASM will present an exciting four-day continuing medical education program for its members. The program is designed to provide a valuable source of current medical knowledge to the physicians treating active patients.

### Audience

The AOASM is the oldest multi-specialty physician sports medicine society in the United States. Family practitioners, orthopedists, internists, pediatricians, emergency medicine specialists, rehabilitation specialists, psychiatrists, etc. comprise the AOASM membership. The AOASM currently has over 300 members.

### Purpose of the Exposition

The exposition is designed to update sports medicine practitioners' knowledge of products, information, services, literature and equipment pertinent to the treatment of their patients. Exhibited materials must enhance the education of the attendees.

### Preliminary Program

A preliminary program is available on the AOASM website at: <http://www.aoasm.org/meeting.cfm>. For more information, please contact the AOASM office at 1-608-443-2477, ext. 148.

### Exhibitor Visibility

The AOASM conference offers exhibitors twelve hours of exposure. We recognize the value exhibitors add to the meeting and we will do all in our power to increase exposure opportunities. For example, the welcome reception and all refreshment breaks will be held in the exhibit area during open hours. There will be slow times when the meetings are in session, but there will be a steady flow of contacts during all breaks. Peak opportunities will occur during refreshment breaks.

### Mailing List

A mailing list of pre-registered attendees will be available for rent to exhibitors. Sending promotional material and/or invitations to your booth area in advance of the meeting can effectively increase visitor response. Please email Brooke Miller at: [bmiller@reesgroupinc.com](mailto:bmiller@reesgroupinc.com) for more details on membership label list rental.

### Installation of Exhibits

Wednesday, April 18  
2:00 p.m. – 5:30 p.m.

The exposition is scheduled to open at 6:00 p.m. on Wednesday. We ask that your booth area be set by 5:30 p.m. so that the exhibit area can be cleaned prior to the opening. It is the responsibility of exhibitors to have their exhibits in place before the opening of the exposition.

### Exhibit Hours

Wednesday, April 18 . . . . 6:00 p.m. – 8:00 p.m.  
(Welcome Reception)

Thursday, April 19 . . . . . 9:30 a.m. – 3:30 p.m.

Friday, April 20 . . . . . 7:00 a.m. – 11:00 a.m.

### Dismantling of Exhibits

Friday, April 20  
11:00 a.m. – 1:30 p.m.

All exhibits must be dismantled and removed by 1:30 p.m. No packing of equipment, literature, etc. or dismantling of exhibits will be permitted until all attendees are vacant from the meeting space or at the official closing time of the show. Violators will not be invited to future meetings.

### Care of Exhibit Space

Exhibitors shall care for and keep in good order all space occupied by them. Special cleaning and dusting of tabletop, display equipment and material will be the exhibitor's responsibility and shall be performed at the exhibitor's expense.

### Benefits of Exhibiting

Why should your company choose to exhibit at the AOASM 27th Clinical Conference?

- Exposure to over 200 attendees that include sports medicine physicians, physical therapists, and athletic trainers. Place your company name in front of this specialty audience of buyers.
- The welcome reception on Wednesday evening will be your first chance to meet attendees during unopposed time.
- All refreshment breaks will be held in the exhibit area, providing your company with uninterrupted time to visit with the sports medicine audience.
- The on-site program will include each exhibiting company, contact information and product descriptions. It will be distributed to each attendee.
- Exhibiting is more economical due to the inclusion of one 6' draped table, two chairs, one wastebasket and a 7" x 44" identification sign in your booth rental price.
- Each exhibiting company's promotional listing will be included free of charge on AOASM's website.
- The economical and effective atmosphere of a trade show allows you to make many more contacts than personal sales calls.



## Space Rates

Rates for exhibiting at the AOASM 27th Annual Clinical Conference:

\$1,000 per booth

The exhibit booths will be 8' x 10' and include piping, draping, one 6' draped table, two chairs, one wastebasket and a 7" x 44" identification sign.

## Payment Schedule

A deposit of \$250 is requested with a completed exhibit application.

The balance for the booth space is due by Friday, March 16, 2012.

## Book Exhibit

Publishers may purchase their own booth for their company or they may submit book(s) for the Book Exhibit and not be present. The books will be displayed for a price of \$200 per title. Along with the publications, AOASM will accept order forms or brochures for that specific book. These publications will be available for perusal in the exhibit hall during open hours. Information on shipping will be sent to each publisher after receipt of the fee and application.

## Traffic

The exhibit area is located near the meeting room used for the general session. Special breaks in the morning and afternoon will be scheduled in the exhibit area to facilitate maximum traffic flow.

## Exhibit Assignments

Booths will be assigned in late March. Companies will be notified of their assignment and a service kit will be emailed. Exhibit spaces will be assigned based on a point system and the receipt date of the application. Past exhibitors will receive one point per booth rented at previous meetings. In addition, past sponsors will receive one point per annual sponsorship at previous meetings too.

Exhibit management reserves the right to change location assignments at any time as deemed

necessary. The exhibitor will be informed of any such change immediately and given the option to cancel with a full refund if the reassigned space is not acceptable.

## Exhibit Registration

Each person working in the exhibit area is required to pre-register and wear an identification badge. Exhibitor identification badges must be picked up at the conference registration booth prior to setting up your booth. Registration forms will be included in the exhibitor service kit.

AOASM allows up to two complimentary conference registrations per company in order for multiple representatives to be present in the booth or to be able to share shifts during the long exhibit hours. Additional registrations are \$50 per person. Representatives are welcome to attend the sessions as long as their booth is staffed by at least one representative during exhibit hours. However, an exhibitor registration does not receive the same benefits of a regular attendee. Each exhibiting company will receive one set of conference materials per booth rented upon arriving in Louisville, Kentucky.

## Cancellation

Cancellation of exhibit space must be submitted in writing to the AOASM office. From the time of contract submission until March 16, 2012, a 50% refund will be given for all booth cancellations. After March 16, 2012 there will be no refund for cancellation of booth space.

## Commercial Support Opportunities

For more information regarding opportunities for commercial support during the Annual Clinical Conference, please contact directly, Susan Rees, AOASM Executive Director at: +1-608-443-2477, ext. 138 or email her at: srees@aoasm.org.

For exhibiting information, please contact: Brooke Miller, AOASM Meeting Planner  
Phone: +1-608-443-2477, ext. 148  
E-Mail: bmiller@reesgroupinc.com

## Clinical Conference Special Events – Networking Opportunities

As an exhibitor at the conference you are invited to participate in some of the special events offered to our attendees for an additional fee. If you'd like to register for any of the events please contact Brooke Miller to coordinate your registration and payment.

### The Award of Fellow Banquet

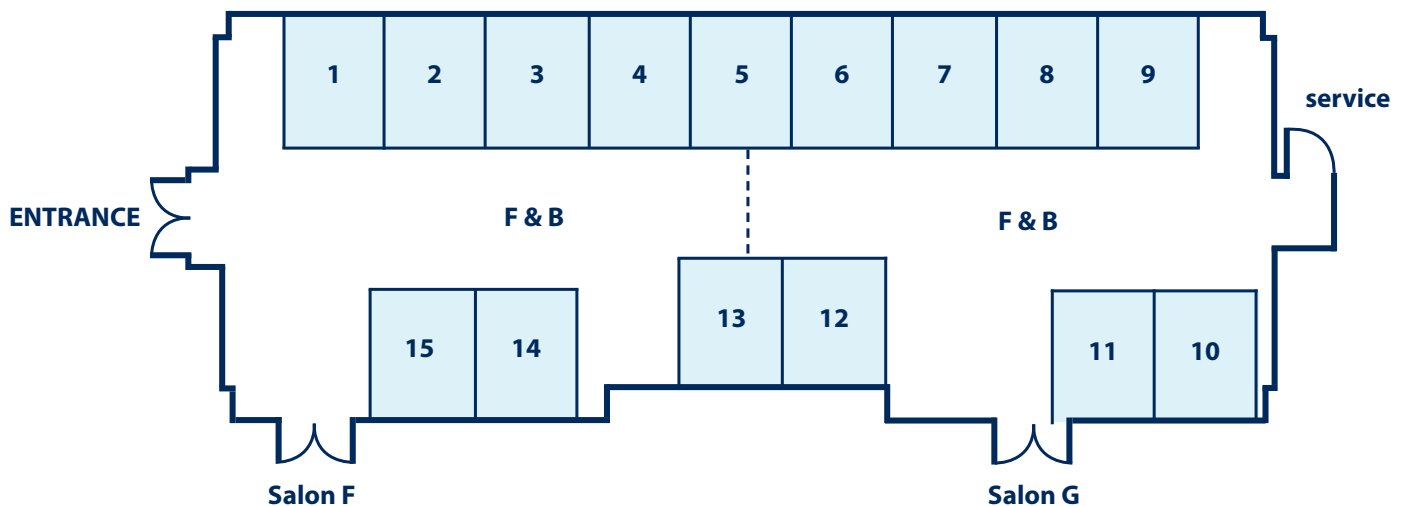
**Thursday, April 19, 2012 from 6:30 p.m. to 9:30 p.m.**  
The banquet will include dinner, award ceremony, and cash bar. Tickets are \$60 each. To register yourself (and any guests), please contact Brooke Miller at [bmiller@reesgroupinc.com](mailto:bmiller@reesgroupinc.com).

### Louisville Bats vs. Toledo Mud Hens (Minor League Baseball Game)

**Friday, April 20, 2012 – 6:00 p.m. to 10:30 p.m.**  
See the Louisville Bats defend their home stadium against the Toledo Mud Hens. The game is scheduled to begin at 6:35 p.m., with gates opening to all fans at 5:30 p.m. This year, the AOASM secured a group reservation at the Right Field Patio Deck. This special party area includes a 2-hour, all-you-can-eat meal for our group's enjoyment between 6:00 p.m. to 8:00 p.m. Pre-registration and an additional fee of \$30 per person are required. This fee includes: a game ticket, reserved seating at the Right Field Covered Patio Deck, and catered all-you-can-eat buffet with unlimited Pepsi products for two hours. To register yourself (and your guests), please contact Brooke Miller at [bmiller@reesgroupinc.com](mailto:bmiller@reesgroupinc.com). The Louisville Slugger Bats Field is located at 401 East Main Street, which is within walking distance from the Marriott Hotel or a short cab ride. NOTE: Minimum of 40 participants is required for this outing.

### AOASM 5K Fun Run (no charge)

**Friday, April 20, 2012 – 6:00 a.m. to 7:00 a.m.**  
Meet in the hotel lobby at 5:45 a.m. to enjoy a morning run in downtown Louisville. The specific route will be communicated to participants on site. To register yourself (and any guests), please contact Brooke Miller at [bmiller@reesgroupinc.com](mailto:bmiller@reesgroupinc.com).



**Meeting Dates:** April 18-21, 2012 • **Exhibit Dates:** April 18-20, 2012**Location:** Marriott Louisville Downtown Hotel, Louisville, Kentucky**CONTRACT APPLICATION FOR EXHIBIT SPACE**

List your company name and company contact information as you would like it to appear on any promotions. (Please print or type.)

Firm Name: \_\_\_\_\_

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

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone Number: (\_\_\_\_\_) \_\_\_\_\_

Fax Number: (\_\_\_\_\_) \_\_\_\_\_

Company E-Mail: \_\_\_\_\_

Company Website: \_\_\_\_\_

Detailed Company profile description or promotional description of equipment, products or services to be displayed in the AOASM program. (40 words or less)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Name of Contact Person: \_\_\_\_\_  
(person who receives all correspondence and exhibit kit)

Contact Person's Telephone #: \_\_\_\_\_

Contact Person's E-Mail: \_\_\_\_\_

On-Site Contact Person: \_\_\_\_\_  
(if different from above)

On-Site Contact Person's Telephone #: \_\_\_\_\_

On-Site Contact Person's E-Mail: \_\_\_\_\_

Exhibit Space Number(s) Preference:

First choice: \_\_\_\_\_ Second choice: \_\_\_\_\_

Third choice: \_\_\_\_\_ Fourth choice: \_\_\_\_\_

 No preference

List competitors you do NOT wish to be near:

\_\_\_\_\_

**Book Exhibit**

(not applicable to companies renting a booth space)

We will be exhibiting \_\_\_\_\_ titles at the Book Exhibit. The cost for each book is \$200. Please list below the title(s) and author(s) of the book(s) that will be exhibited. Include the entire fee with this application.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Cancellation Policy**

Cancellations received before March 16, 2012 will receive a 50% refund. Please check the prospectus for cancellation penalty fees after that date.

**Terms and Conditions**

## 1. Payment Schedule

We will exhibit at the AOASM Clinical Conference.

- 8' x 10' booth \$1,000\*
- Deposit required with application \$250

Number of booths requested: \_\_\_\_\_

**\* Full Payment required by March 16, 2012.**2. Make the check payable to the **AOASM**. Forms not accompanied by proper fees will be returned.

3. The AOASM will have the right of interpretation and approval on all matters pertaining to the contract rules and regulations.

This application is made with the understanding that the applicant agrees to abide by all rules and regulations outlined in the exhibit prospectus, which become a part of the accepted contract along with other rules and directives, which may be issued by the AOASM in connection with this exposition.

Name of Authorizing Officer \_\_\_\_\_

Title \_\_\_\_\_

Signature of Authorizing Officer \_\_\_\_\_

Date \_\_\_\_\_

**Payment** Check: Please make checks payable in US funds to: **AOASM** Visa/MC Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Amt. Authorized: \$ \_\_\_\_\_

Card Holder Name: \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_

**Please sign and return with the deposit via fax, email, or mail to:**  
**AOASM****2424 American Lane**  
**Madison, WI 53704****Phone: 1-608-443-2477, ext. 148****Fax: 1-608-443-2474****E-Mail: [bmiller@reesgroupinc.com](mailto:bmiller@reesgroupinc.com)****Website: <http://www.aoasm.org>****AOASM use only**

Deposit Received \_\_\_\_\_ Full Payment Received \_\_\_\_\_

Confirmation Sent \_\_\_\_\_ Booth(s) Assigned \_\_\_\_\_

Service Kit Sent \_\_\_\_\_ Final Confirmation Sent \_\_\_\_\_

Final Balance Received \_\_\_\_\_