



Important Information

Schedule

A complete conference schedule including descriptions for each session and event can be found on the [AAMSE 2010 Annual Conference website](#).

Exhibit Hall Hours

Wednesday, July 21 6:30 to 8:30 p.m.
Thursday, July 22 12:15 to 2:00 p.m. and 4:30 to 5:30 p.m.

Registration

All exhibitors receive one complimentary registration to the Annual Conference. Additional registrations will be at the AAMSE member rate. Please fill out the attached complimentary Sponsor/Exhibitor Registration form and, if needed, the attached regular Sponsor/Exhibitor Registration form. Additional company representatives may not register as guests.

Please mail, fax or email the registration form(s) to the AAMSE office:

AAMSE
Attn: Alisha Campbell
555 E. Wells Street, Suite 1100
Milwaukee, WI 53202
Fax: (414) 276-3349
Email: acampbell@aamse.org

Exhibitors are welcome to attend all meals, breaks, receptions, educational sessions as well as the Sweet Dreams Reception. Please indicate your interest on the registration form(s). You are also welcome to participate in any of the optional social events at your own expense.

Onsite Registration Desk Hours

Wednesday, July 21 10 a.m. to 6:30 p.m.
Thursday, July 22 7:30 a.m. to 4:30 p.m.
Friday, July 23 7:30 a.m. to 3:30 p.m.
Saturday, July 24 8 to 10 a.m.

Please check-in at the registration desk prior to obtaining entry into the exhibit hall.



Hotel Accommodations

All conference events will be held at the Sheraton Seattle Hotel except optional social events.

Sheraton Seattle Hotel
1400 Sixth Avenue
Seattle, WA 98101
Phone: (202) 621-9000

Reserve your room [online](#) or by calling the hotel directly.

Room rate: \$220/night

Room reservation deadline: June 25, 2010

Getting to Hotel

By Light Rail

Sound Transit operates a direct route between Sea-Tac Airport and Westlake Station, located approximately three blocks from the Sheraton Seattle Hotel. Trains depart every fifteen minutes or less, depending on the time of day. Travel time is 34 minutes. Cost is \$2.50 one-way. For more information, check out the [Sound Transit website](#).

By Airport Shuttle

Gray Line of Seattle Downtown Airporter operates between Sea-Tac Airport and the Sheraton Seattle Hotel. Shuttles depart every 30 minutes from the airport between 5:30 a.m. and 11 p.m. Travel time is 43 minutes. Cost is \$11 one-way or \$18 round-trip. For more information or to make reservations, check out the [Downtown Airporter website](#).

By Taxi

Taxi service is readily available at Sea-Tac Airport. Cost is approximately \$35 one-way.



Exhibit Information

Exhibit Installation

Exhibitors may set up on Wednesday, July 21 from 11 a.m. to 6 p.m. All exhibits must be ready by 6 p.m. Exhibit space includes one skirted table (30" x 72"), two chairs and electrical hook-up. Additional items must be ordered through ABCOM via the attached order form. Please return the order form directly to ABCOM.

Exhibit Hall Hours

Wednesday, July 21 6:30 to 8:30 p.m.
Thursday, July 22 12:15 to 2:00 p.m. and 4:30 to 5:30 p.m.

Please note that we have scheduled events within the exhibit hall in order to drive customers to you. An opening reception will be held Wednesday from 6:30 to 8:30 p.m.; lunch will be served on Thursday from 12:15 to 2 p.m.; and, there will be another reception on Thursday from 4:30 to 5:30 p.m.

Exhibit hall hours are subject to change and exhibitors will be notified if a change is necessary. **Exhibits must be staffed during exhibit hall hours.** Exhibitors are encouraged to attend any educational sessions.

Shipping Information for Exhibits

Exhibit materials should reach the hotel no earlier than Sunday, July 18. If boxes arrive prior to this date, exhibitors will be charged an additional fee by the hotel for storage. Please contact Alisha Campbell at (414) 221-9275 or acampbell@aamse.org to advise the number of packages you are shipping, the method of shipment and expected delivery date.

Exhibit boxes shipped to the hotel should be labeled as follows:

Name of recipient c/o Sheraton Seattle Hotel 1400 Sixth Avenue Seattle, WA 98101
AAMSE - July 21-24 Company Name Package # <u>1</u> of <u>3</u>



Shipping Information for Company Literature

Each exhibitor is allowed to insert one piece of literature in the registration bag. Company literature should reach the hotel no earlier than Thursday, July 15 and no later than Monday, July 19 at 10 a.m. If literature arrives after this time, it will not be included in registration materials.

Literature should be sent separately from your exhibit boxes and should be labeled as follows:

Alisha Campbell
c/o Sheraton Seattle Hotel
1400 Sixth Avenue
Seattle, WA 98101

AAMSE - July 21-24
Deliver to AAMSE Staff Office
Package # 1 of 3

Exhibit Dismantle

All exhibits must be torn down by 9 p.m. on Thursday, July 22.

Restrictions

- Subletting of exhibit space is not permitted. Sharing of exhibit space is not permitted unless it is with divisions of the same company and must be approved in advance by AAMSE.
- AAMSE reserves the right to (a) reject any exhibit application; (b) reject, prohibit, restrict or otherwise require modification of any exhibit for any reason; and (c) evict or ban any exhibitor whose exhibit, materials or conduct is objectionable for any reason.
- Violation of any regulations on the part of the exhibitor, its employees or agents shall void the right to occupy space, and such exhibitor will forfeit to AAMSE all monies that may have been paid.
- Upon evidence of violation, AAMSE may take possession of the space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages that AAMSE may thereby incur.
- Exhibitors may not affix anything to walls, doors, floors or columns of the exhibit hall.
- All illuminated displays and other equipment requiring electrical current must conform to local electrical codes. All extension cords must be 3-wire grounded and UL approved. Exhibitors are required to conform to all local labor regulations in the installation and dismantlement of their booth and exhibit fixtures.



SPONSOR/EXHIBITOR REGISTRATION

July 21-24 • Sheraton Seattle Hotel • 1400 6th Avenue, Seattle, WA

REGISTRANT

AAMSE Member ID _____

First Name _____ Name Preferred on Badge _____

Last Name _____ Designations (JD, MD, CAE, etc.) _____

Title _____

Organization _____

Address _____

City _____ State/Province _____ Zip Code _____ Country _____

Phone _____ Fax _____

Email _____

- First Timer:** This is my first time attending the Annual Conference
- Special Accommodations:** Please indicate your needs below.

SESSION PREFERENCES

Breakout Sessions 202, Thursday, 11:15 a.m.

- 202a Changing CME/MOC Landscape
- 202b Building Strategic Coalitions within your Organization and with Sister Organizations
- 202c Engaging Ethnically Diverse Physicians: Enhancing Your Medical Association's Efforts
- 202d Making Social Media Work for You; or How I Learned to Stop Worrying and Love Twitter

Breakout Sessions 205, Thursday, 3:15 p.m.

- 205a Managing Conflict of Interest in Policy and Practice: New Expectations
- 205b Social Media for Your Society: Blessing, Curse or Both?
- 205c 10 Things Medical Executives Must Know
- 205d How to Write Marketing Copy that Sells: 40 Ideas That Truly Work

Breakout Sessions 302, Friday, 10:45 a.m.

- 302a State Advocacy Perspectives, A Discussion Presented by a Medical Lobbyist, State Legislator and a Physician Advocate
- 302b Doing the Right Thing at the Right Time: Current Quality Improvement Initiatives for Medical Society Outreach
- 302c Creating Exceptional Member Relations

Breakout Sessions 305, Friday, 3:00 p.m.

- 305a "Is There a Doctor in the House?"
- 305b Top Ten Hot Private Sector Issues that Medical Associations Must Be Addressing
- 305c Non Dues Revenue
- 305d 10 Things Medical Executives Must Know

INTENT TO PARTICIPATE

Please check the box if you wish to participate.

Friday, July 23, 9 p.m

- 306 Sweet Dreams Reception

SOCIAL EVENT TICKETS

	<u>Quantity</u>	<u>Total</u> Pay at Course
<input type="checkbox"/> 100 Golf Outing	___ x \$45 =	_____
<input type="checkbox"/> 101 Seattle City Tour	___ x \$57 =	_____
<input type="checkbox"/> 207 Tillicum Village Cultural Experience	___ x \$75 =	_____
<input type="checkbox"/> 306 Seattle Mariners vs. Boston Red Sox	___ x \$67 =	_____
<input type="checkbox"/> 403 Future of Flight and Boeing Factory Tour	___ x \$54 =	_____

CONFERENCE REGISTRATION

Postmarked by May 14 _____

Postmarked after May 14 _____

~~\$399~~

~~\$475~~

TOTAL

Registration	
Social Events	
TOTAL	

PAYMENT INFORMATION

- Check payable to AAMSE
- Credit Card: VISA MasterCard American Express

Credit Card Number _____ Exp. Date _____

Name on Card _____

Signature _____



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AAMSE Member ID _____

First Name _____ Name Preferred on Badge _____

Last Name _____ Designations (JD, MD, CAE, etc.) _____

Title _____

Organization _____

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City _____ State/Province _____ Zip Code _____ Country _____

Phone _____ Fax _____

Email _____

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CONFERENCE REGISTRATION

Postmarked by May 14	\$399
Postmarked after May 14	\$475

TOTAL

Registration	
Social Events	
TOTAL	

PAYMENT INFORMATION

- Check payable to AAMSE
- Credit Card: VISA MasterCard American Express

Credit Card Number _____ Exp. Date _____

Name on Card _____




Signature _____

AUDIO VISUAL & INTERNET EXHIBITOR ORDER FORM - AAMSE EXPO

ABCOM RENTALS, 906 LUNT AVENUE, SCHAUMBURG, IL 60193
CONTACT: SONNY, 847-895-9393. Email sgoyal@abcomrents.com

- **Order Deadline Date: JULY 7**
- Payment Must be Received in Full by Deadline Date
- Visit www.abcomrents.com to view images

- Full Service Audio Visual/Computer Rentals
- 24/7 Support throughout rental
- Many Options Available, if not listed, please inquire

	QTY	FLAT SCREEN DISPLAYS (COMPUTER & VIDEO INPUTS)	Standard Rate \$	Totals
		65" PLASMA DISPLAY, 1920 X 1080p, 16:9	1850	
		60" PLASMA DISPLAY, 1365 X 768, 16:9	925	
		50" PLASMA DISPLAY, 1280 X 768, 16:9	650	
		46" LCD DISPLAY, 1920 X 1080p, 16:9 HDMI	750	
		42" PLASMA DISPLAY, 1024 X 768, 16:9 Show Special	500	
		37" LCD DISPLAY, 1920 X 1080p, 16:9 HDMI	600	
		32" LCD DISPLAY, 1280 x 768, 16:9	450	
		24" LCD DISPLAY, 1920 X 1080p, 16:9 HDMI	300	
		PAIR SIDE MOUNT SPEAKERS	50	
		DUAL POLE FLOOR STAND – 72"	100	
	SHELF FOR FLOOR STAND	25		
	QTY	FLAT SCREEN DISPLAYS (COMPUTER ONLY)		
		20" LCD DATA DISPLAY, 1600 X 1200, 4:3	200	
		19" LCD DATA DISPLAY, 1280 X 1024, 4:3	175	
		17" LCD DATA DISPLAY, 1280 X 1024, 4:3	125	
		SINGLE POLE FLOOR STAND – 72"	100	
	QTY	COMPUTERS (WIN XP, OFFICE 2003)		
		PC LAPTOP - 2.0GHz, 1GIG/40GIG, CDRW/DVD, 802.11G, GIGABIT	225	
		PC DESKTOP - P4 3.2GHz, 1GIG/80GIG HD, CD-RW/DVD, GIGABIT	195	
		PC DESKTOP - P4 3.2GHz, 1GIG/80GIG HD, CD-RW/DVD, GIGABIT	195	
	QTY	HIGH-SPEED INTERNET LINE		
		HIGH-SPEED INTERNET LINE FOR BOOTH	100	
	QTY	AV PERIPHERALS		
		STANDARD DVD PLAYER OR VCR PLAYER Circle	100	
		BLU-RAY 1080P DVD PLAYER	250	
		54" AV CART W/SKIRT	100	
		20" VIDEO MONITOR, VCR/DVD PLAYER, AV CART W/SKIRT	350	
		30" VIDEO MONITOR, VCR/DVD PLAYER, AV CART W/SKIRT	500	
		MANY ACCESSORIES & OPTIONS AVAILABLE. PLEASE INQUIRE		

FAX FORM TO 847-895-0332.

MAILING ADDRESS: ABCOM, 906 LUNT AVENUE, SCHAUMBURG, IL 60193. CALL 847-895-9393 WITH ANY QUESTIONS

AUDIO VISUAL & INTERNET EXHIBITOR ORDER FORM - AAMSE EXPO

ABCOM RENTALS, 906 LUNT AVENUE, SCHAUMBURG, IL 60193
CONTACT: SONNY, 847-895-9393. Email sgoyal@abcomrents.com

- **Order Deadline Date: JULY 7**
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- Visit www.abcomrents.com to view images

- Full Service Audio Visual/Computer Rentals
- 24/7 Support throughout rental
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FAX FORM TO 847-895-0332. MAILING ADDRESS: 906 LUNT AVENUE, SCHAUMBURG, IL 60193		SUMMARY
<p>SERVICE : All rentals include 24/7 service & support</p> <p>ORDER CONFIRMATION: We will confirm receipt of your order within 1 business day. A formal rental agreement will be sent confirming equipment & setup details which require signatures.</p> <p>RATES: All rates above cover ENTIRE show, NOT daily rates</p> <p>DELIVERY/PICKUP: A representative must be present in the booth at the time of delivery.</p> <p>PAYMENT: All payment is required in advance via Credit Card or Company Check</p> <p>CANCELLATION: Cancellations must be made before July 8. Any cancellations after this date are charged 100%.</p> <p>RESPONSIBILITY: Customer is fully responsible for equipment after delivery is made until it has been picked up from an Abcom rep.</p> <p>ON-SITE ORDERS: There will be limited selection of equipment available for on-site orders. All on-site orders are subject to a 20% surcharge.</p>	<p style="text-align: center;">RENTAL EQUIPMENT SUBTOTAL</p> <hr/> <p style="text-align: center;">DELIVERY/SETUP</p> <p style="text-align: right;">\$95.00</p> <hr/> <p style="text-align: center;">SALES TAX</p> <p style="text-align: right;">N/A</p> <hr/> <p style="text-align: center;">TOTAL DUE</p>	
EXHIBITOR INFORMATION		PAYMENT INFORMATION
Company Name	Booth #	Company Name
Show Site Contact	On-Site Contact Name/Cell	Credit Card Number (VS, MC, AMEX) Exp Date
07/21/10 TIME REQUEST: <small>Setup Date & Time</small>	07/22/10 5:30PM <small>Pickup Date & Time</small>	Billing Address
Shipping Address SHERATON SEATTLE		City State ZIP
City SEATTLE State WA		Authorized Signature
		Print Name
Order by		Email
Comments/Instructions		

FAX FORM TO 847-895-0332.
MAILING ADDRESS: ABCOM, 906 LUNT AVENUE, SCHAUMBURG, IL 60193. CALL 847-895-9393 WITH ANY QUESTIONS