



 **AAMSE**
ANNUAL CONFERENCE


July 18–21, 2012
LOS ANGELES, CA

**Exhibitor & Sponsor
Prospectus**

PRESENT YOUR PRODUCTS AND SERVICES TO TOP DECISION MAKERS FROM MEDICAL SOCIETIES AROUND THE COUNTRY!

The American Association of Medical Society Executives (AAMSE) Board of Directors invite you to join them in Los Angeles, California, July 18-21 for the 2012 Annual Conference. This exclusive annual event gathers executive, financial, technology and marketing directors of national, state, county and specialty medical societies for three days of educational sessions, knowledge sharing, networking and of course, solutions-based exhibits. This exclusive event will provide opportunities to reach the **300+ medical society executives** expected to attend.

Exhibit Location & Host Hotel

HYATT REGENCY CENTURY PLAZA
2025 Avenue of the Stars
Los Angeles, CA 90067

Exhibitor Schedule

WEDNESDAY, JULY 18

Exhibit Setup	10:00am – 5:00pm
Opening Reception	6:00 – 7:30pm Poolside at the Hyatt Regency

THURSDAY, JULY 19

Exhibit Setup	7:00 – 10:00am
Exhibits Open	10:30 – 11:00am Attendee Break in Exhibit Area
Exhibits Open	12:15 – 1:40pm Action Lunch in Exhibit Area
Exhibitor Reception	4:45 – 6:15pm Reception in Exhibit Area

FRIDAY, JULY 20

Exhibits Open	7:30 – 8:25am Action Breakfast in Exhibit Area
Exhibits Open	10:00 – 10:30am Attendee Break in Exhibit Area
Exhibit Breakdown	10:30am – 2:00pm

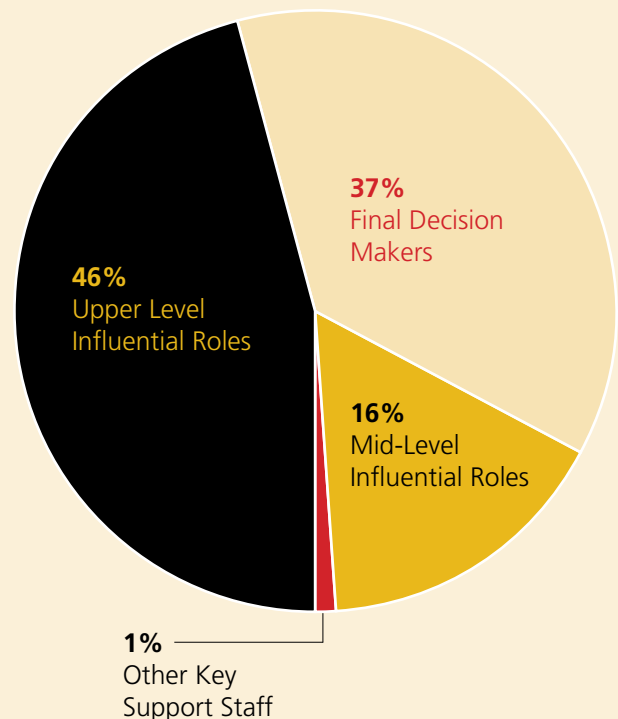
We've got decision makers looking for you...

AAMSE links you to **800+** national, state, county and specialty medical society executives.

AAMSE member medical society executives represent more than **600,000 physicians** with spending power exceeding **\$1.6 billion** per year.

Source: 2011 Compensation Survey

AAMSE MEMBERSHIP MAKEUP



Source: 2011 Demographic Data



A DREAM DEMOGRAPHIC

The AAMSE Annual Conference attracts the most qualified audience of decision makers and executives under one roof – a dream demographic to promote your brand and provide your services. This exclusive and highly interactive environment puts you in close proximity to motivated decision makers ready to make deals and build relationships.

Products and services requested by 2011 Annual Conference attendees:

Membership Services Legal
Publishing/Printing Meetings Management
Fundraising **Innovative Technology**
Website Management/Development
Association Management Software **Convention & Visitors Bureaus**
Human Resources **Communications/Marketing**
Management Consulting Small Staff & Small Budget Solutions
Government & Public Affairs Services

Exhibiting

EXHIBIT SPACE - \$4,000

25% deposit must accompany applications submitted on or before January 15, 2012. After January 15, 2012, full payment must accompany application. Full payment must be received by June 1, 2012

All exhibitors and sponsors receive these core benefits:

- One (1) complimentary conference registration (registration form due no later than June 15)
- One (1) exhibit table (30" x 72") with black linen, one (1) chair and standard electrical hook-up
- Company logo in pre-conference registration e-brochure (readership of 1,500; commitment by February 1, 2012) and on-site final program
- Company logo with link and description on conference sponsors' webpage
- Pre attendee contact list provided June 19 and a final post attendee list provided by August 1
- Opportunity to send one email each to list of pre and post attendees
- Recognition in the pre-conference *Hotline* newsletter (July issue)
- Recognition in the post-conference *Hotline* newsletter (August issue)
- Insertion of one (1) piece of promotional literature in attendee registration bag (shipped directly to conference site)
- Listing in the online AAMSE Exchange Vendor Showcase for one year from signed 2012 contract
- Maximum of four (4) additional conference registrations at the member rate of \$425
- Opportunity to host a drawing for giveaways



2012 EXHIBIT & SPONSORSHIP AT-A-GLANCE

List of Benefits	SPONSORSHIP LEVELS				
	Diamond \$30,000 (Exclusive)	Platinum \$20,000	Gold \$15,000	Silver \$8,000	Exhibitor \$4,000
Number of exhibit spaces	2	2	1	1	1
Number of complimentary conference registrations	4	3	2	1	1
Number of additional conference registrations at the member rate	4	4	4	4	4
Number of complimentary tickets to one social event	4	3	2	1	
Rotating banner ad on AAMSE home page for one year from signed 2012 contract	X	X	X	X	
One (1) ad in on-site final program (AAMSE has final approval)	Full Page	Full Page	Half Page	Half Page	
One (1) ad in pre-conference registration e-brochure (AAMSE has final approval)	Full Page	Full Page	Half Page	Quarter Page	
Verbal recognition at the Opening and Closing General Sessions	X	X	X		
Recognition on PowerPoint slides at the Opening and Closing General Sessions	X	X	X		
Sponsorship of Opening General Session (includes introduction and three (3) minute address to attendees)	X				
Sponsorship of New Member/First Timer and General Membership Breakfasts	X				
First choice of exhibit location	X				
Company logo on conference registration webpage	X				
Sponsorship of your choice: One (1) General Session of your choice (Thursday afternoon, Friday morning or Saturday morning; includes introduction and three (3) minute address to attendees)		X			
Sponsorship of your choice: One (1) Reception of your choice (includes introduction and two (2) minute address to attendees)			X		
Sponsorship of your choice: One (1) Breakout Session of your choice (includes introduction and two (2) minute address to attendees)				X	
Pre and post attendee contact list and email opportunities	X	X	X	X	X
Recognition in pre- and post-conference <i>Hotline</i> issues	X	X	X	X	X
Company logo in pre-conference registration e-brochure (commitment by February 1, 2012)	X	X	X	X	X
Company logo with link and description on conference sponsors' webpage	X	X	X	X	X
Company logo in on-site final program	X	X	X	X	X
One piece of literature in attendee registration bag (AAMSE has final approval; company to send directly to conference site)	X	X	X	X	X
Sponsor ribbons	X	X	X	X	X



SPONSORSHIP & MARKETING OPPORTUNITIES

To help you maximize your return on investment, a wide array of opportunities is available to reach our attendees. These opportunities are designed to help you capture the attention of medical society executives throughout the Annual Conference.

Premiere Opportunities

CALIFORNIA DREAMING OPENING RECEPTION - \$15,000 EXCLUSIVE

AAMSE will launch the 2012 Annual Conference poolside. Just as classic beach icons Frankie and Annette got us dreamin' of California, one lucky sponsor will get our attendees dreamin' of you! The scene will be staged for a sunset filled with sand and surf. Sponsor logo included in a "gobo" spotlight. The sponsor will have an opportunity to welcome reception attendees (limited to two (2) minutes) and have prominent logo/message signage. This sponsorship qualifies for the Gold Level benefits package.

WALK OF FAME EXHIBITOR RECEPTION - \$15,000 EXCLUSIVE

The Hollywood sign is not as far away as you think! AAMSE attendees will participate in their own Walk of Fame while visiting in the exhibiting area, complete with their own Hollywood sign and stars. Sponsor logo included in a "gobo" spotlight. The sponsor will have an opportunity to welcome reception attendees (limited to two (2) minutes) and have prominent logo/message signage. This sponsorship qualifies for the Gold Level benefits package.

RED CARPET HAPPY HOUR - \$15,000 EXCLUSIVE

It isn't a premiere event without a red carpet, and our attendees will be strutting in full force. Be sure to have your camera ready because you never know when you might have a celebrity sighting! Sponsor logo included in a "gobo" spotlight. The sponsor will have an opportunity to welcome reception attendees (limited to two (2) minutes) and have prominent logo/message signage. This sponsorship qualifies for the Gold Level benefits package.

MOVIE NIGHT - \$15,000 EXCLUSIVE

After a Red Carpet Premiere, it's only fitting to follow it up with an iconic AAMSE film debut. Complete with everything you need to host a movie blockbuster – popcorn, candy, drinks and great guests! Sponsor logo included in a "gobo" spotlight. The sponsor will have an opportunity to welcome reception attendees (limited to two (2) minutes) and have prominent logo/message signage. This sponsorship qualifies for the Gold Level benefits package.

Previous Annual Conference Sponsors & Exhibitors

A-Z Medical Supplies
 Abcom Audio Visual
 Advanced Solutions International
 Athenahealth, Inc.
 Atlantic Health Partners
 Avectra
 Blue Sky Broadcast
 Capson Physicians Insurance
 CommPartners, LLC
 Conference Archives, Inc.
 DAXKO Connect
 DelCor Technology Solutions
 Destination Halifax
 DigiDocs
 Digitec Interactive
 DocBookMD

Doximity
 Eli Lilly and Company
 Fusion Productions
 GlaxoSmithKline
 GNP Specialties Inc.
 Greater Birmingham CVB
 Greater Boston CVB
 Greenway Medical Technologies
 HEALTHeCAREERS Network
 Henrichs and Associates
 Hinton + Grusich
 Hyatt Hotels
 I.C. System, Inc.
 Informz
 iTotalSolutions
 JobTarget

LA, Inc.
 Long Beach CVB
 Managed Care Advisory Group
 Marathon Multimedia
 Marketing General, Inc.
 Medical Protective
 Medjet Assist
 MedRecover
 National Healthcare Career Network
 NaviNet
 NFi Studios
 O'Dell Jarvis Mandell, LLC

Omnipress
 Pfizer
 ProTech Associates, Inc
 ProAssurance
 RCL Portrait Design
 Reingold, Inc.
 Survey & Ballot Systems
 Texterity
 TMA Resources
 Tourisme Montréal
 UnitedHealth Group
 Within3
 You Are Here



SPONSORSHIP & MARKETING OPPORTUNITIES

ATTENDEE REGISTRATION TOTE BAG - \$6,000 EXCLUSIVE

Each attendee receives a bag at registration with their conference materials. This item will commemorate the AAMSE 2012 Annual Conference and feature both the sponsor and AAMSE logos. Item is selected by AAMSE. This sponsorship qualifies for the Exhibitor Level benefits package.

ATTENDEE GIFT - \$6,000 EXCLUSIVE

Each attendee receives a premium keepsake commemorating the AAMSE 2012 Annual Conference. The sponsor logo/message will be featured alongside the AAMSE logo. Item is selected by AAMSE. This sponsorship qualifies for the Exhibitor Level benefits package.

CONFERENCE PROGRAM - \$5,000 EXCLUSIVE

Your company logo/message on the front page of the preliminary e-brochure and the on-site printed program. This sponsorship includes a full page ad on the opposite inside front cover.

CONFERENCE NOTEPAD - \$2,500 EXCLUSIVE

Provide attendees with a notepad featuring your company logo/message and contact information. Notepads will be included with the conference registration bag. Sponsor to provide item and ship directly to conference site or AAMSE will order and bill at cost.

CONFERENCE PEN - \$2,500 EXCLUSIVE

Provide attendees with a pen featuring your company logo/message and contact information. Pens will be included with the conference registration bag. Sponsor to provide item and ship directly to conference site or AAMSE will order and bill at cost.

CONFERENCE SEAT DROP - \$2,000

Your company brochure or marketing flier will be placed on all seats during a General Session. Sponsor to provide item and ship directly to conference site. Item must be approved by AAMSE.

CONFERENCE GUESTROOM DROP - \$2,000

Put your company brochure or marketing flier directly in the hands of attendees via their hotel room, accompanied by a Welcome Letter from AAMSE. Sponsor to provide item and ship directly to conference site. Item must be approved by AAMSE.

Maximum of four (4) available.

"GOBO" SPOTLIGHT LOGO - \$2,000

Your company logo/message will be projected onto a wall or floor in a prominent area throughout the conference. Placement determined by AAMSE.

GENERAL SESSION POWERPOINT SLIDES - \$500

Put your company logo/message and contact information in front of attendees during all General Sessions. This is where attendees look for daily updates and other important information.

Advertising

2012 PRE-CONFERENCE REGISTRATION E-BROCHURE

Ad Size	Cost
Full Page (8.75" x 11.25" with bleed; 7.5" x 9.5" without bleed)	\$1,200
Half Page (3.625" x 9.5" vertical; 7.5" x 4.875" horizontal)	\$800
Quarter Page (3.625" x 4.75" vertical)	\$500
Readership of 1,500+. Artwork needed by February 1, 2012. Cost includes placement in on-site program.	

2012 ON-SITE PRINTED CONFERENCE PROGRAM

Ad Size	Cost
Full Page (8.75" x 11.25" with bleed; 7.5" x 9.5" without bleed)	\$700
Half Page (3.625" x 9.5" vertical; 7.5" x 4.875" horizontal)	\$450
Quarter Page (3.625" x 4.75" vertical)	\$300
Readership of 300+. Artwork needed by June 15, 2012.	

Conference Registration

Sponsor and exhibitor registration for the 2012 Annual Conference is open to businesses and suppliers who are providing a minimum of \$2,500 in sponsorship and/or advertising. Businesses and suppliers, including Industry Partners, who do not exhibit or sponsor at this level are not eligible to attend the 2012 Annual Conference. Suitcasing during the conference is strictly prohibited. On-site registration for Industry Partners is limited to sponsors and exhibitors.





2012 Annual Conference Sponsorship and Exhibitor Application Form

July 18-21, 2012 • Hyatt Regency Century Plaza • Los Angeles, CA

To reserve your exhibit space and sponsorship, complete this application form and submit with 25% payment on or before January 15, 2012. After January 15, 2012, full payment must accompany this application. Down payment is non-refundable after March 1, 2012. **Apply online at: www.aamse.org/sponsorship**

Company: _____ Contact Person: _____
 Title: _____ Email Address: _____
 Mailing Address: _____ City: _____ State: _____ Zip: _____
 Telephone: _____ Fax: _____
 Description of company products and/or services to be included in conference promotional literature (limited to 60 words): _____

Sponsorship Levels <input type="checkbox"/> Diamond Sponsor (\$30,000) <input type="checkbox"/> Platinum Sponsor (\$20,000) <input type="checkbox"/> Gold Sponsor (\$15,000) <input type="checkbox"/> Silver Sponsor (\$8,000)	Exhibit Space <input type="checkbox"/> Exhibit Space (\$4,000)
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Premiere Opportunities <input type="checkbox"/> Opening Reception (\$15,000) <input type="checkbox"/> Exhibitor Reception (\$15,000)	<input type="checkbox"/> Happy Hour (\$15,000) <input type="checkbox"/> Movie Night (\$15,000)
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Sponsorship & Marketing Opportunities <input type="checkbox"/> Registration Tote Bag (\$6,000) <input type="checkbox"/> Attendee Gift (\$6,000) <input type="checkbox"/> Conference Program (\$5,000) <input type="checkbox"/> Conference Notepad (\$2,500) <input type="checkbox"/> Conference Pen (\$2,500)	<input type="checkbox"/> Conference Seat Drop (\$2,500) <input type="checkbox"/> Conference Room Drop (\$2,000) <input type="checkbox"/> “Gobo” Spotlight (\$2,000) <input type="checkbox"/> PowerPoint Slides (\$500)
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Advertising		
	On-site Program Only	Registration E-Brochure & On-site Program
Full Page	___ \$700	___ \$1,200
Half Page	___ \$450	___ \$800
Quarter Page	___ \$300	___ \$500
Ad requirements, rules and specs can be found at www.aamse.org/adv .		

Payment Submission

Signed Terms and Conditions form must accompany payment (next page).

Amount \$ _____

Check Enclosed (made payable to AAMSE)

Visa **MC** **AMEX** Expiration _____

Credit Card Number _____ **Security Code #:** _____

Cardholder's Name _____

Cardholder's Signature _____

AAMSE Exhibit Terms and Conditions

- In exchange for payment in full for the exhibit space contracted by the exhibitor, AAMSE will provide the following: one (1) six foot skirted table (black linen), one (1) chair and standard electrical hook-up. Exhibit space will not have side or back drapes.
- If exhibitor requires Internet connection(s), advise Show Management. Additional charges will be the responsibility of exhibitor.
- For applications received by January 15, 2012, 25% of the total exhibit/sponsor fee is required as a deposit and must be paid with your application to reserve exhibit space. Thereafter, full payment is required.
- If an exhibitor or sponsor wishes to cancel before March 1, 2012, written notification must be sent to AAMSE. Exhibit space cancellations prior to March 1, 2012 will receive a refund of 50% of deposit paid. Cancellations after March 1, 2012 will not be granted a refund.
- Subletting of exhibit space is not permitted. Sharing of exhibit space is not permitted unless it is with divisions of the same organization 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 the walls, doors, floors or columns of the exhibit hall.
- Exhibitors may not place brochures, marketing materials or flyers outside of that company's assigned exhibit space.
- 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.
- AAMSE must be notified of an exhibitor's intent to distribute food or beverage items. All such items must be approved by AAMSE and ordered directly from the Hyatt Regency Century Plaza. Exhibitors and sponsors are not permitted to bring in outside food or beverages.
- Security is not provided, therefore neither AAMSE nor the facility assume responsibility for damage to, loss of or theft of property.
- AAMSE must be notified of any off-site events scheduled by exhibitors or sponsors. Scheduling of off-site events that compete with AAMSE scheduled events is prohibited.
- EXHIBITOR AGREES TO BE RESPONSIBLE FOR HIS/HER OWN PROPERTY. EXHIBITOR SHALL RELEASE AND HOLD HARMLESS AND INDEMNIFY THE AMERICAN ASSOCIATION OF MEDICAL SOCIETY EXECUTIVES (AAMSE) FROM ANY AND ALL CLAIMS, OBLIGATIONS, LIABILITIES, CAUSES OF ACTION, LAWSUITS, DAMAGES, AND ASSESSMENTS, INCLUDING LEGAL FEES, THAT RESULT FROM AN ALLEGATION OF NEGLIGENCE ON THE PART OF THE EXHIBITOR OR AAMSE OR THIRD PARTIES IN THE USE OF THE EXHIBIT SPACE OR ACTIVITIES IN CONNECTION WITH THE USE OF THE EXHIBIT SPACE.

Special Accessibility Needs

In accordance with the Americans with Disabilities Act, AAMSE will make all reasonable effort to accommodate persons with disabilities at the Annual Conference. Please call (414) 221-9275 with your request, or send your request in writing by May 1, to 555 E. Wells St., Suite 1100, Milwaukee, WI 53202, or email to aamse@aamse.org.

Agreement Statement

YES, I have read and understand the AAMSE 2012 Exhibit Terms and Conditions and agree to participate in the 2012 Annual Conference as an exhibitor and/or sponsor as indicated on the contract.

Name (print): _____

Signature: _____

If you have any questions, please contact Jean Wenzel, AAMSE Director of Marketing at (414) 221-9275 or jwenzel@aamse.org.