



*Instrumental to Patient Care®*

**2011 IAHCSMM ANNUAL MEETING**  
**Louisville, Kentucky**  
**May 1-4, 2011**

**Exhibits:**  
**Tuesday, May 3, 2011**



## Contact Information

IAHCSMM Headquarters  
IAHCSMM  
213 West Institute Place, Suite 307  
Chicago, IL 60610  
Toll Free: (800) 962-8274  
Phone: (312) 440-0078  
Fax: (312) 440-9474  
Web: [www.iahcsmm.org](http://www.iahcsmm.org)

### Exhibit Coordinator:

Jeff Warren  
E-Mail: [jeff@iahcsmm.org](mailto:jeff@iahcsmm.org)

### Executive Director:

Betty Hanna  
E-Mail: [betty@iahcsmm.org](mailto:betty@iahcsmm.org)

### Hotel and Exhibit Hall

Marriott Hotel  
280 West Jefferson Street  
Louisville, KY 40202  
Reservations: (800) 533-0127

### Show Services

GES Exposition Services

### Service Kit

Approximately 60 days prior to the show, all exhibitors will receive one Exhibitor Service Kit via email. This email and link includes complete information on:

- Exhibit installation and removal
- Utilities and electricity ordering forms
- List of suppliers
- Order forms for various add-on services
- Shipping information
- Lead Retrieval Devices

## IAHCSMM'S 2011 ANNUAL MEETING

### Marriott Hotel, May 1-4, 2011

Exhibitor Set-Up:	Monday, May 2, 2011	8:00am - 5:00pm
Exhibits Open:	Tuesday, May 3, 2011	8:30am - 2:30pm
Exhibitor Move-Out:	Tuesday, May 3, 2011	immediately after show close

### Fees:

- Standard 10'x10' Booth: \$1,750
- Corner 10'x10' Booth: \$1,850
- Learning Annex: \$1,750 per 2 hour session  
Learning Annex available in 2 hour increments (9:00am to 11:00am or 12:00pm to 2:00pm)
- Repair Van20'x20' Space: \$2,500
- Website direct url link (optional): \$25 (additional)
- A minimum 50% deposit is required to secure all booth spaces
- Balance of amount due is required on or before April 1, 2011
- Space is assigned in the order that contracts are received, unless a competitor conflict has been indicated
- Lead retrieval devices will be available for rent to track attendee contact information
- Complimentary registration for each listed representative to attend the education sessions (Exhibitors are encouraged to attend any of the educational sessions as part of their purchase of an exhibit space, though we request that you please allow primary seating to registrants). The ticket price for social events is not included in the exhibitor fee, and may be available for purchase on-site.
- CE point credit given only to paid registrants, to receive individual CE point credit for educational sessions; an exhibitor must register additionally as an attendee and pay current rates at time of purchase.

### Exhibit Space Includes:

- Eight-foot back draping with three-foot high draped side rails
- Exhibit hall is not carpeted
- Identification sign with your company name and booth number
- 100-word company description and contact information in the 2011 Guide to Exhibits, to form a separate handout distributed with each attendee's registration materials
- Up to four representatives per 10'x10' booth are permitted to participate on the exhibit floor
- Lead retrieval devices will be available for rent to track attendee contact information
- Complimentary registration for each listed representative to attend the education sessions (Exhibitors are encouraged to attend any of the educational sessions as part of their purchase of an exhibit space, though we request that you please allow primary seating to registrants). The ticket price for social events is not included in the exhibitor fee, and may be available for purchase on-site.
- CE point credit given only to paid registrants; to receive individual CE point credit for educational sessions, an exhibitor must register additionally as an attendee and pay current rates at time of purchase.

### Learning Annex Includes:

- 20'x20' Room (enclosed for privacy and sound) located on the exhibit floor
- Presentation Podium and seating for 20 registrants
- Company name and logo sign outside wall of Learning Annex
- 2 Hour rental time (9:00am to 11:00am or 12:00pm to 2:00pm)
- 20 minute or ½ hour rotations for your educational or product presentations
- Removal of the non-commercial clause that is imposed on our conference general or concurrent educational sessions

### Repair Van Includes:

- 20'x20' Space

### Conference Hotel:

Hotel accommodations have been secured at the Marriott Hotel as the host hotel for sleeping rooms and all educational/on-site social functions. Rates are available as follows:

Single/Double Occupancy: \$147.00 per night plus 15.01% tax (or \$169.06 per night)

Cut off for hotel reservations is April 2, 2011. Any reservations received after cut off date will be accepted on a space available and a rate available basis. It is recommended to book your hotel accommodations early. Room rates at the host hotel are guaranteed only while rooms remain available. Rooms may run out prior to the April 2, 2011 deadline, and overflow assistance will be put into effect at other local hotels.

**Marriott Hotel**  
**280 West Jefferson Street**  
**Louisville, KY 40202**  
**Reservations: (800) 533-0127**

# Rules & Regulations

**Note:** The following Rules and Regulations are part of the contract between the exhibitor and the Association. All matters not covered in these Rules and Regulations shall be referred to the Association for adjudication and decision of the Association shall be final. These Rules and Regulations may be amended at any time and all amendments so made shall be binding upon the exhibitor equally with these Rules and Regulations, and shall become a part thereof, providing the exhibitor is notified of the amendments. Notice can be verbal or in writing, before or during this meeting and can be given to any authorized agent or representative of the exhibitor.

**I. Purpose of Exhibit:** The purpose of the exhibits is to supplement the educational meetings by enabling registrants to see, hear, examine, question and evaluate the latest developments in medical devices and services which are available to health care institutions.

**II. Eligibility:** The Association reserves the right to determine the eligibility of any exhibit, either before or after the proper execution of this contract.

**III. General:** The Association shall have full power in the interpretation and enforcement of all rules and regulations governing exhibitors. All matters and questions not covered by the regulations shall be subject to the final judgment and decision of the Association. The regulations may be amended at any time by the Association upon written notice of such exhibitors as may be affected by them.

**IV. To Reserve Exhibit Space:** Complete and return the request for exhibit contract. All contracts will be date stamped upon receipt. This contract is the only method by which space can be reserved.

**V. Assignment of Space:** Assignments will be based on booth size requirements, number of years company/division has exhibited, proximity of competitive firms and date of receipt.

The Association reserves the right to modify the plan to accommodate space, sales or change as necessary to avoid conflict.

**VI. Payment:** A minimum deposit of 50% of exhibit space must accompany the request for exhibit space contract. Applications will not be processed nor space assigned without required minimum deposit. Checks shall be made payable to IAHCMM EXHIBITS. IAHCMM also accepts Visa, Mastercard, American Express, and Discover. Failure to receive the balance payment 30 days prior to the meeting shall be interpreted that the exhibiting company no longer wanted the reservation space and space reservation shall be considered cancelled.

**VII. Cancellation:** Notification must be in writing for cancellation of exhibit space. Exhibitors shall not be entitled to a refund of any part of any fee should the exhibitor for any reason be unable to exhibit, or cancel any space previously contracted for.

In fairness to all exhibitors who are involved, and to the Association, the above policies regarding space assignment, payments, and refunds will be strictly adhered to by all concerned parties.

## VIII. Pricing:

Exhibition Standard Booth 10' x 10'	\$1,750.00
Exhibition Corner Booth 10' x 10'	\$1,850.00
Learning Annex (per 2 hour session):	\$1,750.00

(Learning Annex available in 2 hour increments (9:00am to 11:00am or 12:00pm to 2:00pm))

**IX. Contractor Services:** The Exhibit Service offers a complete material handling service that includes the customary services of receiving, storing and delivering equipment to the exhibitor booth.

They will maintain an Exhibitor Service Center during installation, exhibitor move-in and dismantling for the convenience of exhibitors.

**X. Irregular Activities:** All business activities, circulars, advertising matter of the exhibitors may only be conducted and/or distributed within the booth assigned to the exhibitor. Such material may not be distributed in other areas of the meeting facilities.

Prizes, awards, drawings, raffles and lotteries are prohibited unless approved by the Association. Side show tactics considered to be objectionable and not in the best interest of the sponsoring Association and its purpose of education will be expressly prohibited. X-ray and laser equipment may be shown but not operated. All mechanical apparatus must be muffled so as not to interfere with, or be objectionable to other exhibitors or registrants.

Audio-visual and other sound and attention-getting devices and effects are permitted only in those locations and in such intensity to not interfere with the activities of neighboring exhibitors. Films purely for entertainment, without educational information or informative value, will not be used.

**XI. Noise Limit:** Public address, sound-producing or amplifying devices which project sound must be tuned to conversational level and will be monitored by the Exhibitors Advisory Committee.

**XII. Canvassing by Non-Exhibitors:** The exhibit is limited to registered program attendees as well as registered representatives of business firms, manufacturers, professional organizations, and dealers who have contracted or paid for space assignments. No other persons or concerns will be permitted to demonstrate their products or distribute advertising materials in the exhibit area.

**XIII. Selling Restrictions:** Selling on the exhibit floor involving the exchange of cash or contracts is strictly prohibited.

**XIV. Subletting Space:** Exhibitors may not assign or sublet any space allotted to them and may not advertise or display goods other than those manufactured by or sold by them in the regular course of their business.

No sign or courtesy card is to be displayed for any equipment or product for demonstration purposes unless the supplier of such equipment is also an exhibitor. Character of the exhibits is subject to approval of the Association. The right is reserved to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits, that reflect against the character of the meeting at any time before and/or during the exhibition. This applies to displays, literature, advertising, novelties, souvenir, conduct of persons, etc.

**XV. Exhibitors Special Activities:** Any function not approved by the Association which would compete for attendees' time is strictly prohibited. Meeting rooms and the exhibit area are limited in space for the registrants. Additional persons, such as husbands, wives, and other unregistered guests, would produce overcrowding and are therefore prohibited from meetings and exhibit rooms.

The accompanying social functions afford registrants and exhibitors the opportunity to relax, meet other registrants, and exchange ideas. Spouses of registrants may attend social functions, however, an additional fee may be determined and assessed by the Association.

Attendance at any function, educational or social, is by name badge only.

Registrants may not permit another person to use their badge or falsify credentials for an ineligible person seeking to obtain entrance to an activity.

**XVI. Registration:** All exhibitors should register their personnel in advance on the forms provided. Any changes may be made at the registration booth at the meeting. Each representative of an exhibiting company must wear the official badge at all times while in the exhibit area. False certification of individuals as exhibitor's representatives, misuse of exhibitor's badges, or any other method or device used to assist unauthorized persons to gain admission to the exhibit floor will be cause for expelling the violator and/or removing his exhibit from the floor without obligation on the part of the sponsoring Association. The exhibitor shall keep an attendant in the booth during all exhibit hours.

**XVII. Security:** Doors to the Exhibit Area will be locked by the hotel immediately after exhibits close and during times of non-use.

**XVIII. Liability:** The exhibitor agrees to protect and keep the sponsoring Association forever harmless from any damage or charges imposed for any violation of any law or ordinance. The exhibitor shall at all times protect, indemnify and keep harmless the Association and the hotel in which exhibit area is located from any and all loss, costs, damages, liability, or expense arising from or out of any accident or other occurrence to anyone. Exhibitors are encouraged to insure themselves against property loss or damage and against liability for personal injury.

**XIX. Installation, Opening and Dismantling of Exhibits:** The Association will have time schedules for installation and dismantling of exhibit booths. In the event of conflicts regarding space requests, events, or conditions beyond our control, the Association reserves the right to rearrange the floor plans. Also, the Association may relocate any exhibit at any time with the understanding that if the exhibitor does not agree with such relocation to the extent that he cannot participate, his deposit and/or full payment for exhibit space will be refunded.

**XX. Booth Construction and Arrangement:** All exposed parts of displays must be finished so as to present an attractive appearance when viewed from the aisles or from adjoining exhibits and not be objectionable to other exhibitors or registrants. No signs or advertising devices shall be displayed outside space other than those furnished by the Association. Displays blocking the unobstructed view from space to space are prohibited. If display is more than 40" high, such higher section of display can only extend four feet outwards along the side rails. No displays or signs may be affixed to building walls or posts.

Additional instructions regarding booth construction and arrangement will be available from the Association.

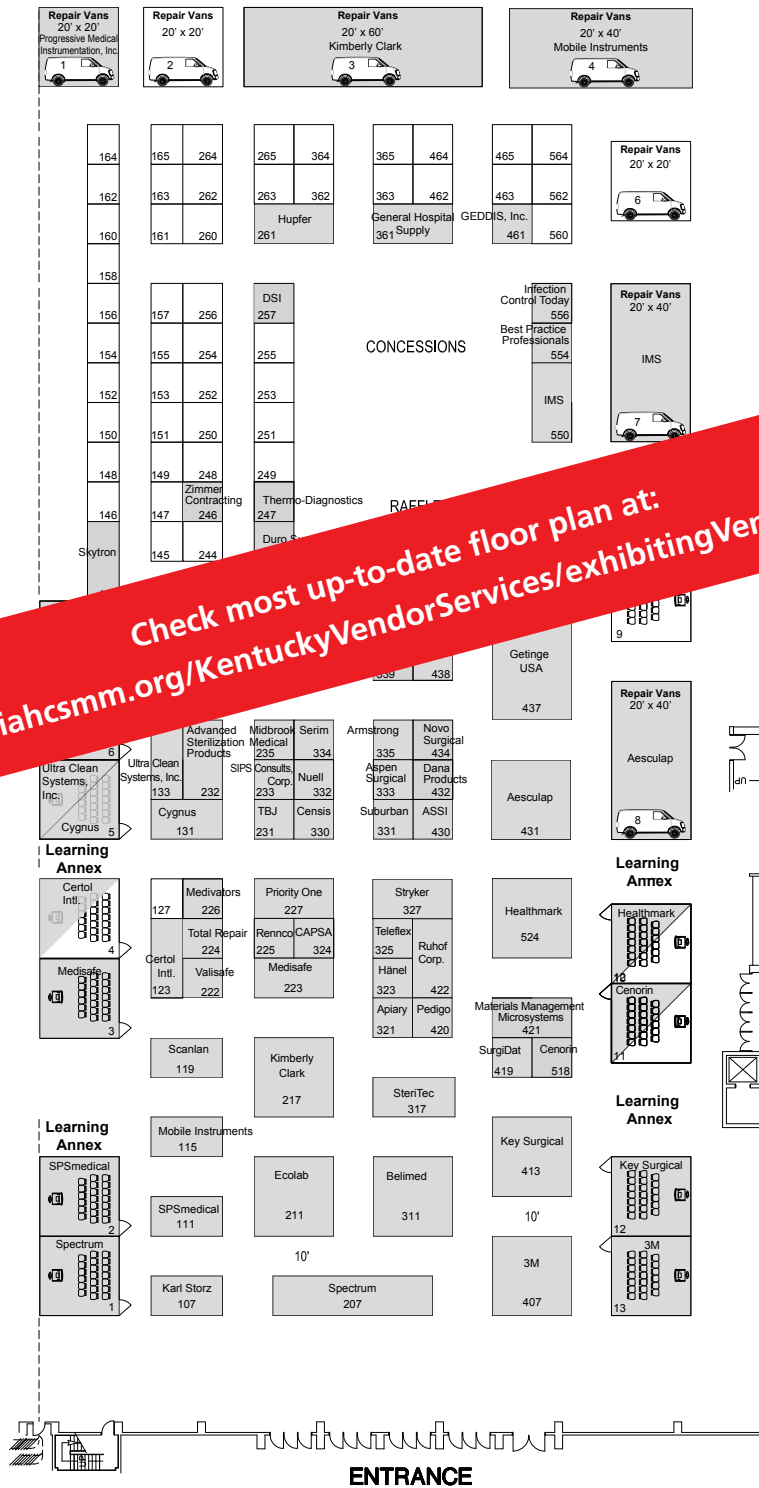
**XXI. Giveaways:** Favors, gifts, souvenirs, or any other item to be given to attendees must be cleared through the Association. If your giveaway is not cleared and is determined to be objectionable or prohibited, the Association has the right to allow your company not to distribute it. No materials are to be affixed to the badges.

**XXII. Housing Information:** The official housing information will be forwarded at the time of booth assignment. Housing is assigned on a first-come basis. However, the Association will have the hotel block off rooms to accommodate registrants and exhibitors.

**XXIII. Logo:** Use of either the Association Logo or Meeting Logo on promotional literature, giveaways, etc. must be with the approval of the Association. If you have not obtained the permission, you may not use their logo.

**XXIV. Communications:** All communications pertaining to exhibits should be directed to the headquarters office: IAHCMM, 213 West Institute Place, Suite 307, Chicago, Illinois, 60610, Phone: (312) 440-0078, Fax: (312) 440-9474, E-Mail: jeff@iahcmm.org

# INTERNATIONAL ASSOCIATION OF HEALTHCARE MATERIEL MANAGEMENT MAY 3, 2011



Check most up-to-date floor plan at:  
[www.iahcsmm.org/KentuckyVendorServices/exhibitingVendors.html](http://www.iahcsmm.org/KentuckyVendorServices/exhibitingVendors.html)

**Marriott Hotel  
 Kentucky International Convention Center  
 Louisville, Kentucky**

# ORDER FORM

**Marriott Hotel**  
**280 West Jefferson Street • Louisville, KY**  
**May 1-4, 2011 • Exhibits: Tuesday, May 3, 2011**

Company Info

**Company Name:**

Print or type your company name as you wish it to appear in the "Guide to our Exhibits" and on your Standard Exhibit Sign:

\_\_\_\_\_

Exhibit Booths / Learning Annex / Repair Van

**Exhibit Booth Space** (10'x10' space 8:30am to 2:30pm)

- Corner Booth Cost (each): \$1,850
- Standard Booth Cost (each): \$1,750 (two standard booths included with 2011 Premium Partners, 1 standard booth included with Professional or Sustaining Partnerships; additional booth space charged at standard or corner booth rates)

1st Selection(s): \_\_\_\_\_ 2nd Selection(s): \_\_\_\_\_ 3rd Selection(s): \_\_\_\_\_

**Learning Annex Space** (20'x20' enclosed sound room, 2 hour periods each, \$1,750 per shift)

- \$1,750 for one 2 hour period (indicate time and location preference below)  \$3,500 for two 2 hour periods (indicate location preference below)
- 1st Learning Annex Selection \_\_\_\_\_  9:00am - 11:00am OR  12:00pm - 2:00pm
- 2nd Learning Annex Selection \_\_\_\_\_  9:00am - 11:00am OR  12:00pm - 2:00pm
- 3rd Learning Annex Selection \_\_\_\_\_  9:00am - 11:00am OR  12:00pm - 2:00pm

Please advise if there is a competitor or competitors that you do not wish to be placed next to in the exhibit area \_\_\_\_\_

**Repair Van** (20'x20' space 8:30am to 2:30pm)

- \$2,500 Selected Space \_\_\_\_\_ Quantity of 20'x20' spaces \_\_\_\_\_

**Website Listing:**

- We would like our online exhibitor listing on www.iahcsmm.org to link to our company website (Additional \$25 charge).  
Our website url: \_\_\_\_\_

**Authorized Representatives:**

An email alert will be sent closer to show date. Please note, to receive educational credit for sessions, representatives must register individually as meeting attendees, and pay the current rate at time of purchase.

Partnerships

**Partnership Opportunities:**  Premium Partnership \$10,000  Professional Partnership \$6,000  Sustaining Partnership \$3,500  
 New  Renew

- Check enclosed (added to total on second page of form)

Company \_\_\_\_\_

Name (print) \_\_\_\_\_ Title \_\_\_\_\_

Street Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

- Send Invoice  Charge my credit card (added to total on second page of form)

To view 2011 inclusions for all partnerships, please visit us at  
[www.iahcsmm.org/VendorServices/partnershipOpportunities.html](http://www.iahcsmm.org/VendorServices/partnershipOpportunities.html)

**Please note: All 2011 Partnerships must be paid in full no later than November 15, 2010**

Sponsorship

**Yes, we would like to maximize our exposure at the IAHCSSM Annual Meeting**

**Sponsorship Opportunities:**

Our company would like to sponsor the following event(s): \_\_\_\_\_

We are interested in sponsoring the following giveaway: \_\_\_\_\_

- Please contact me to discuss details!**

Advertising Opportunities

**Advertising Opportunities:**

**Guide to Exhibits**

- Full Page Color Ad: .....\$1,000.00 (one full page included with 2011 Premium Partnership)
- Half-page Ad: .....\$750.00 (included with 2011 Professional Partnership)
- Quarter-page Ad: .....\$500.00 (included with 2011 Sustaining Partnership)
- Color Company Logo: .....\$100.00
- Back Cover Ad: .....\$2,500.00 **SOLD OUT**
- All prices are for color placement of supplied camera ready files.
- Check enclosed (added to total on second page of form)
- Charge my credit card (added to total on second page of form)

**Meeting Program**

- Inside Back Cover .....\$2,500 **SOLD OUT**

**Submitted By**

Company \_\_\_\_\_

Comments \_\_\_\_\_

**Subtotals**

- Booths \$ \_\_\_\_\_
- Website Listing \$ \_\_\_\_\_
- Learning Annex \$ \_\_\_\_\_
- Repair Van \$ \_\_\_\_\_
- Sponsorship \$ \_\_\_\_\_
- Advertising \$ \_\_\_\_\_
- Partnerships \$ \_\_\_\_\_
- Total Due** \$ \_\_\_\_\_
- Total Paid** \$ \_\_\_\_\_

**Payment**

- Check enclosed (made payable to: IAHCSSM Exhibits) \$ \_\_\_\_\_
- Charge my credit card the total amount of: \$ \_\_\_\_\_
- Mastercard  Visa  American Express  Discover

Account Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ CVV2 Number\* \_\_\_\_\_

Signature \_\_\_\_\_ Printed Name as it appears on card \_\_\_\_\_

Credit Card Holder's Email Address (for receipt at time of purchase) \_\_\_\_\_

*(\*For security precautions, credit card companies have added an additional 3 or 4 digit security number, listed on the front or back of your card.)*

**Rules and Regulations:**

- We agree to comply with all of the "Rules and Regulations for Exhibitors" and any other additional regulations deemed necessary by IAHCSSM or by the Hotel.

Name (print) \_\_\_\_\_ By (signature) \_\_\_\_\_ Title \_\_\_\_\_

Street Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

A minimum deposit of 50% of booth space plus full cost of add-ons (website listing, sponsorships, etc.) must accompany this request for exhibit space contract. Applications will not be processed nor space assigned without required minimum deposit. Failure to receive the balance payment 30 days prior to the meeting shall be interpreted that the exhibiting company no longer wanted the reservation space and shall be considered cancelled. New Partnerships and Partnership Renewals may elect to not send payment at this time and request an invoice. IAHCSSM will only invoice amounts due for Partnerships, and not for any other elected item such as additional booths, advertising, or website listing.

Mail form with payment to:  
 Exhibits Coordinator / IAHCSSM, 213 West Institute Place, Suite 307, Chicago, IL 60610  
 or if paying by credit card, fax to 312-440-9474.  
 You may also register online at [www.iahcsmm.org](http://www.iahcsmm.org) under the Vendor Services tab. Thank you.