

Exhibitor Benefits

Exhibiting Organizations and Participants

- Maximum of 102 exhibiting organizations
- Available to meet (face-to-face and in just 2½ days) with 1,500+ CME/CE/CPD professionals, who are decision-makers from federal health care education organizations, health care education associations, hospitals and health systems, medical education and communication companies, medical schools, medical specialty societies, pharmaceutical industry, and/or state medical societies located in United States and Canada, as well as various countries around the world

Exhibit

- Wireless internet connectivity available in exhibit hall and meeting space **(New)**
- 8'x10' booth
- Maximum booth set up of 8' deep and 10' wide
- 1-6' draped table
- 2 chairs
- 1 wastebasket
- 1-7"x44" 1-line, locator sign with organization name and booth number
- 1-500 watt outlet
- General overhead lighting
- Security after exhibition hours

Exhibitors

- Name badges for 2 representatives
- *Final Program* for each of 2 exhibit representatives
- Invitation to all educational presentations (except 3 fee-based intensives unless the additional \$150 fee is paid)

Networking

- 11 scheduled networking opportunities (i.e., 3 breakfasts, 5 breaks, 2 boxed lunches, and 1 wine and cheese reception)
- For visiting exhibitors to connect with 1,500+ colleagues from various CME/CE/CPD work settings

Promotion

- Distribution before annual conference of exhibit names and booth numbers as of Friday, November 11, 2011
- Listing of exhibit name, address, phone, fax, e-mail, Web address, and description in *Final Program* as of Friday, November 11, 2011
- Listing of exhibit names and booth numbers on scrolling PowerPoint® in plenary room at 8 different times
- Listing of exhibit organization, address, phone, fax, e-mail, Web address, complete organization description, and hyperlink from Alliance's Web site to each exhibit's Web site for 11 months after annual conference
- Distribution after annual conference of direct link for exhibits' list on Alliance's Web site
- Listing of exhibit name, phone, and 1-line description on an insert in Alliance's *Almanac* (i.e., monthly newsletter)

Annual Conference Participants' List

- Includes name, title, organization, and mailing address as of January 1, 2012
- For only networking purposes*
- Posted on Alliance's Web site approximately one week prior to annual conference
- Sent 6-8 weeks after annual conference as Excel file in comma-delimited format

* For marketing purposes, see **2012 Annual Conference Participants' List Rental (\$)** on next page.



Additional Fee-based Opportunities (\$)

2012 Alliance Membership List Rental (\$)

- Includes name, title, organization, and mailing address of paid annual conference participants
- Sent in comma-delimited format approximately 4 weeks prior to annual conference
- For 1-time use at cost of \$850 for current Alliance members and \$1,000 for non-members
- Can indicate rental on 37th Annual Conference Exhibit Form

2012 Annual Conference Participants' List Rental (\$)

- Includes name, title, organization, and mailing address as of Friday, November 25, 2011
- Sent in comma-delimited format approximately 4 weeks prior to the conference
- For 1-time use at cost of \$300 for 2011 annual conference exhibitors and \$450 for all remaining exhibitors
- Can indicate rental on 37th Annual Conference Exhibit Form

2012 Annual Conference Intensives (\$)

- Includes following options
 1. 8:30 am–12:00 pm, Saturday, January 21, 2012 – CME Basics Seminar **(\$)** **or**
8:30 am–12:00 pm, Saturday, January 21, 2012 – Getting Started With Emerging Technologies in CME **(Invited Abstract) (\$)**
 2. 12:30 am–4:00 pm, Tuesday, January 24, 2012 – Transferring PI and QI Principles to PI-CME Programming and Processes **(Invited Abstract) (\$)**
- Includes educational activity and continental breakfast (on Saturday) **or** box lunch (on Tuesday) at cost of \$150/intensive
- Can indicate participation on 37th Annual Conference Exhibit Form (Submit by Mail or Fax)

Questions

If you have additional questions about the benefits associated with exhibiting at the Alliance's annual conference, feel free to contact Jay Brown, BA, Project Manager and Meeting Planner (205/453-0878, jbrown@acme-assn.org) or Diane Baker O'Hern (205/453-0445, dbaker@acme-assn.org).

