

Guidelines International Network Conference 2010

August 25-28, 2010

Chicago Marriott Downtown Magnificent Mile
Chicago, Illinois USA

First Time in the Continental United States



Don't miss this special opportunity to exhibit and network with a diverse, international group of professionals representing all areas of guideline development and implementation, health-care research, technology, and policy. Showcase your products and services at this highly anticipated conference being held for the first time in the United States.

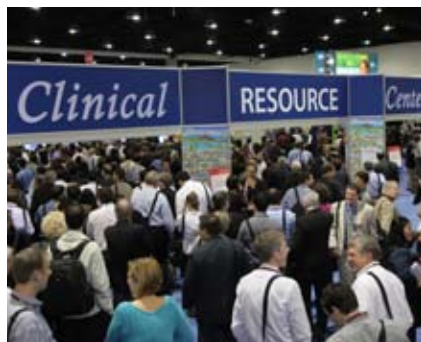
www.gin2010.org

**EXHIBIT AND
SPONSORSHIP PROSPECTUS**

**Integrating Knowledge.
Improving Outcomes.**



Exhibit Prospectus



General Exhibit Information

Location

Chicago Marriott Downtown
Magnificent Mile
Chicago, Illinois, USA

Registration, educational sessions, and exhibits will be at the Chicago Marriott Downtown Magnificent Mile. The exhibits will be located in the Salon Room, 7th floor.

Assembly Dates

August 25 – 28, 2010

Exhibit Dates

Thursday, August 26, 2010

9:30 AM – 3:15 PM*

Friday, August 27, 2010

9:30 AM – 3:15 PM*

*Exhibit hall hours are subject to change. Exhibitors will be notified if a change in hours is necessary. Exhibitors will be allowed in the exhibit hall 1 hour before the exhibits open each day and may remain in the exhibit hall 1 hour after the exhibits close.

Exhibitors must staff their exhibits during the above hours. Booths may not be left unattended for extended periods of time.

Installation

Wednesday, August 25, 2010

10:00 AM – 6:00 PM

Children under the age of 18 will not be permitted in the exhibit hall during installation. Exhibit installation must be completed by Wednesday, August 25, 2010, at 4:00 PM. The ACCP and the official service contractor may, without incurring any liability for damage or loss, install property of any exhibitor who has failed to do so by Wednesday, August 25, 2010, at 4:00 PM, at the sole expense of the exhibitor.

Dismantling

Friday, August 27, 2010

3:30 PM – 5:00 PM

Saturday, August 28, 2010

8:00 AM – 12:00 PM

Children under the age of 18 will not be permitted in the exhibit hall during dismantling. Exhibit dismantling must be completed during the hours above. Packing/dismantling of exhibits is not permitted until the official closing time. Any exhibit not dismantled by 10:00 AM on August 28, 2010, or for which dismantling arrangements have not

been made, will be dismantled at the exhibitor's expense and liability.

Exhibitor Registration

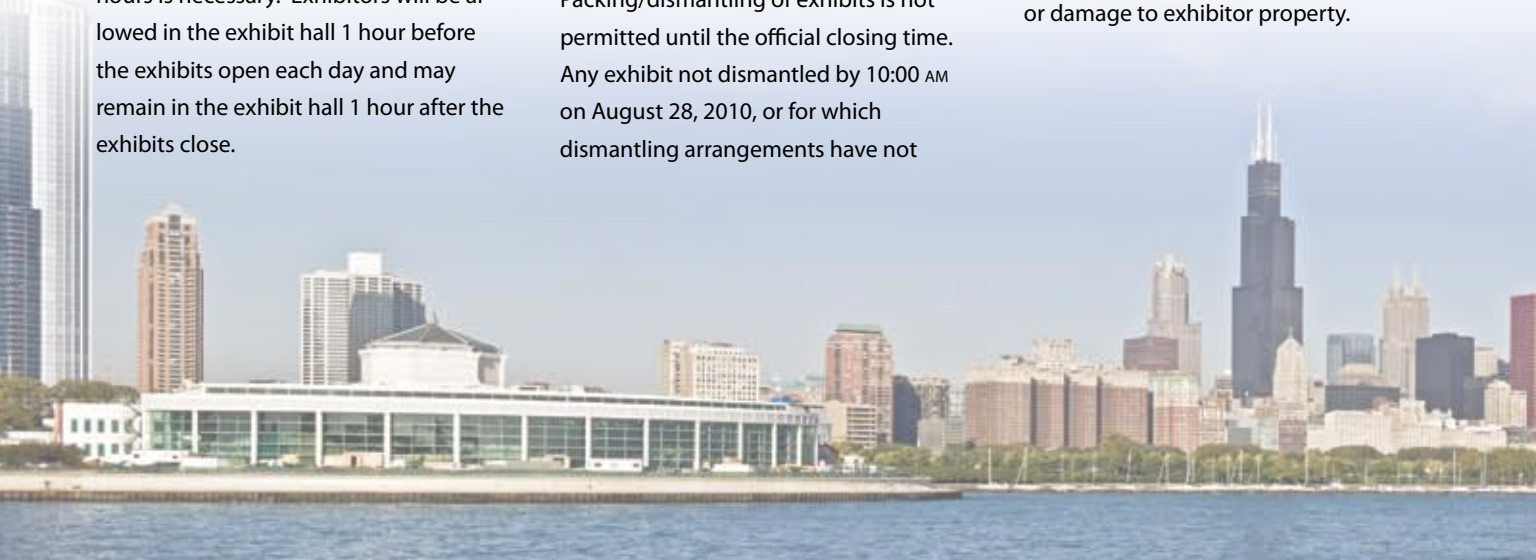
Admission to the exhibit hall will be by badge only. Security guards will monitor exhibit hall entrances for proper badges.

Exhibiting companies are permitted four people per 10- x 10-foot booth space; additional personnel will be charged \$50 per person. Badges for preregistered personnel will be available at the exhibitor registration counter. Badges will not be mailed in advance. Exhibitor badges are to be worn at all times.

Exhibitor badges cannot be used for admission into any session during the conference. If an exhibitor wishes to attend the sessions, he/she can upgrade their registration to a full meeting registration for an additional \$100.

Security

Security service will be provided during installation, show hours, and dismantling, as well as after daily exhibit hours. The ACCP, the official service contractor, and the Chicago Marriott Downtown Magnificent Mile are not responsible for any loss or damage to exhibitor property.



Rules and Regulations

Admission of Guests

No guest passes will be issued.

Americans With Disabilities Act

Each exhibitor is responsible for compliance with the Americans With Disabilities Act (ADA) within its booth and assigned space.

Animals

With the exception of guide, signal, or service animals, animals are not allowed in the exhibit hall.

Audiovisual Equipment

If a closed sound system cannot be arranged, open sound systems will be permitted. However, sound "leakage" must not interfere with other exhibitors. Show management reserves the right to request the reduction in volume or cessation of use of any system that creates such interference.

Decorative/Display Materials

All booth materials, including table coverings, must be flameproof and comply with city fire codes. A fire retardancy certificate of the display materials and the exhibitor booth construction must be posted or readily available within the exhibit. Fire regulations will be included in the exhibitor service kit. Exhibitors must observe all applicable regulations.

Demonstration

Demonstrations by exhibitors may not interfere with normal traffic flow or infringe on neighboring exhibits. Demonstrations will not be permitted outside of the exhibitor's assigned booth space. Exhibitors should reserve a reasonable portion of their exhibit space for the crowds or lines that popular demonstrations may attract.

Distribution of Advertising Material

Canvassing or distribution of advertising material by an exhibitor will not be permitted outside of the exhibitor's booth space. Canvassing or marketing of any products in any part of the hotel or meeting rooms by anyone representing a nonexhibiting firm is strictly prohibited.

Booth Information

Booth types and booth information

Applications for exhibit space are due on or before May 1, 2010, and must be accompanied by full payment. Space will be assigned on a first-come, first-served basis. The standard booth package includes roving security, aisle cleaning, general lighting, ventilation, and air conditioning.

Booth construction

Standard booths are 100 square feet (10 feet wide by 10 feet deep). Each booth will be equipped with a standard draped back wall drape, 3-foot high side rail drape, and a standard 7- x 44-inch booth identification sign displaying the exhibitor's name and booth number. Exhibit features, components, and identification signs will be permitted to a maximum height of 8 feet. All display fixtures more than 4 feet in height and placed within 10 feet of an adjoining exhibit must be at least 4 feet from the aisle to avoid blocking the sight line from the aisle to the adjoining booth.

Carpet, colors, cleaning

Booth cleaning is mandatory after move-in and is not included in the booth rental fee. Management may order daily cleaning at its discretion; the cost will be charged to the exhibitor.



Exhibit Prospectus



Electrical Regulations

All equipment, regardless of source or power, must comply with federal, state, and local codes. All exhibitor equipment must be Underwriters Laboratories® (UL)-approved. Extension cords shall be three-wire with ground. Multiplug adapters must be UL-approved and have an overload internal circuit breaker.

Facility Regulations

The exhibitor is not to nail, staple, tack, or otherwise affix anything to the ceilings, walls, painted surfaces, fire sprinklers, or columns.

Fire and Safety Regulations

Exhibitors must comply with all federal, state, and local fire and building codes that apply to the facility.

Food/Beverages

Exhibitors may not dispense food and/or beverages of any kind, including bottled water, without permission from Kim Schrader and the catering department at the hotel. The distribution of popcorn or peanuts is not allowed. For more information, contact Kim Schrader at kschrader@chestnet.org (mail to: kschrader@chestnet.org) or (847) 498-8307.

Giveaways

Exhibitors must limit promotional "giveaway" items to products that can be used during the meeting. Novelty gifts or souvenirs not manufactured by the exhibiting company must be submitted to Kim Schrader, along with a sample, by July 1, 2010. Samples may not include stick-on decals, balloons, etc. The giveaway form will be included in the exhibitor service kit.

Hanging Signs

Banners or other identification that is suspended or otherwise separated from the booth will not be permitted.

Helium Balloons

Helium balloons may not be distributed or used.

Liability

The exhibitor assumes the entire responsibility and agrees to protect, indemnify, defend, and hold harmless the ACCP, the decorator, and the hotel from liability (damage or accident) that might ensue from any cause resulting or connected with transportation, placing, removal, or display of exhibits.

Music Licensing

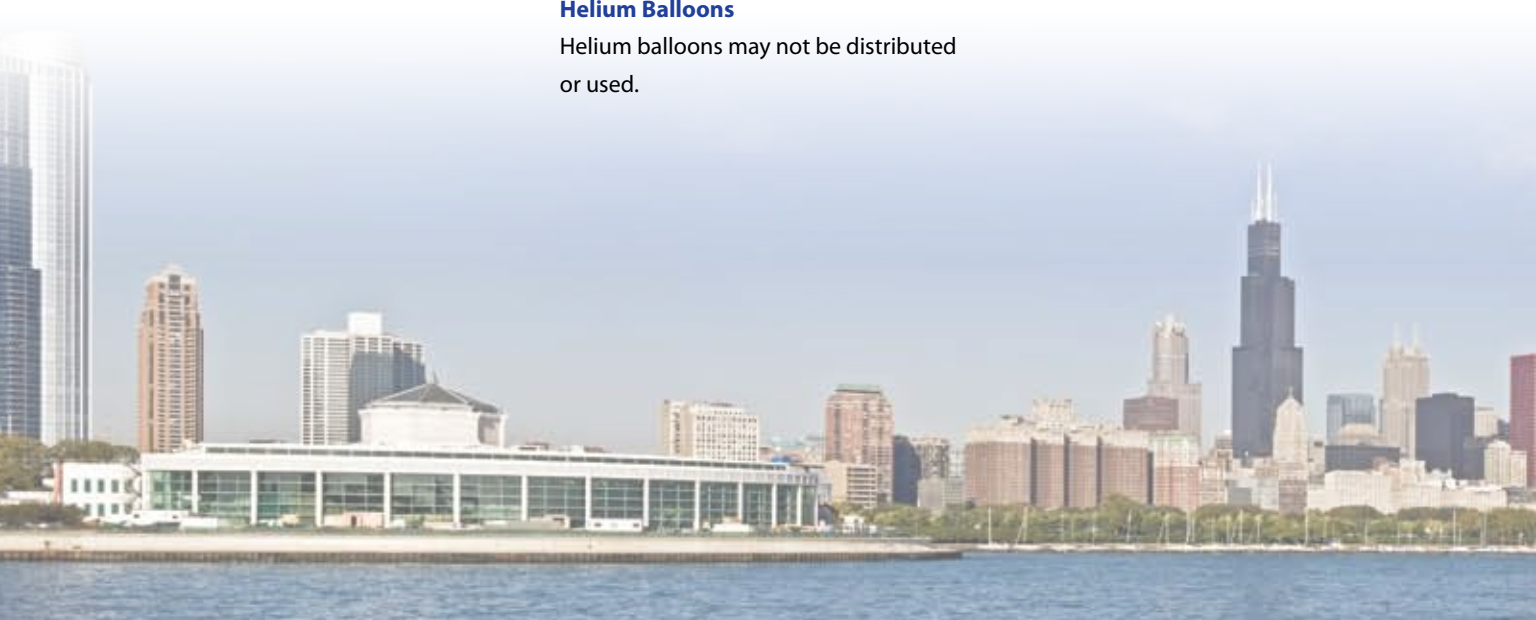
For music in conjunction with an exhibit, the exhibitor is responsible for maintaining compliance with the appropriate music licensing organizations.

Photography

Photography is not allowed in the exhibit area. Anyone taking pictures who is not authorized by the ACCP and the exhibitor will be asked to leave the meeting.

Smoking

Tobacco use is prohibited within the hotel.



Service Contractor

The decorator will manage the installation and removal of the overall exhibition. They will provide and ensure the distribution of labor to all exhibitors according to need, see that the proper type and limits of insurance are in force, and avoid any conflict with the labor and/or exhibit hall regulations and requirements.

The decorator will staff and maintain a service desk before, during, and after the exhibition to serve as a focal point for exhibitor needs. Furniture, decorating, signage, labor, and other services will be available at the service desk.

Exhibitor Service Kit

A link to the exhibitor service kit will be sent in June after booth space has been assigned and confirmed. The service kit will contain the following information:

Audiovisual Rentals

- Electric
- Exhibitor registration
- Freight, shipping, and handling
- Furniture, display, and other rentals
- Housing information
- Labor rates
- Telephone

Shipping, Storage, and Material Handling

The handling of all material in and out of the exhibit hall will be performed by the decorator and will be charged according to the published material handling rates.



No advance freight or truck shipments will be accepted by the Chicago Marriott Downtown Magnificent Mile. Due to physical limitations in dock space and storage facilities on the premises, it is necessary to arrange for outside drayage and storage. This arrangement controls and simplifies movement of all shipments. The decorator will receive and store all display and exhibit materials, deliver items directly to each exhibitor's booth, handle and store the empty crates during the show, return them to the exhibit space, and load them onto outgoing transportation. The decorator will store all material received at its warehouse for a period of up to 30 days prior to the installation. Shipping information will be included in the exhibitor service kit. The kit will also include information on shipping directly to show site.



Marketing and Sponsorship Opportunities



Your participation as an exhibitor at G-I-N Conference 2010 will make a valuable contribution to the total learning experience of the meeting. There are many opportunities available to increase your impact on attendees. Supporting an official conference event or activity not only offers a more rewarding experience for attendees, it increases your company's visibility. As a supporter, you will receive special recognition through official signs and in the final program.

A wide range of program support levels, as well as promotional and networking opportunities, is available. The ACCP also will work with companies and organizations to help customize support programs to meet their needs. You may elect to be a general supporter of the conference and/or a supporter of specific opportunities. If you choose to support the overall conference, you will be recognized accordingly, based on your level of support.

- **Premier Supporter**
(Support of \$100,000)
- **Diamond Supporter**
(Support of \$50,000)
- **Platinum Supporter**
(Support of \$30,000)
- **Gold Supporter**
(Support of \$20,000)
- **Silver Supporter**
(Support of \$15,000)

As a supporter of individual items and/or activities, such as an exhibit, meeting bags, or the opening gala, you will be recognized for that which is supported. In addition to recognition, you will have the opportunity to interact with an international faculty, as well as prominent attendees from around the world. Details explaining each support opportunity are listed herein, and more information about the G-I-N Conference 2010 is available at www.gin2010.org.

Please consider this unique opportunity to share your products and services with an international audience of guideline developers and implementers.

Premier Supporter (Support of \$100,000)

The Premier Supporter is an individual or company that supports the G-I-N Conference 2010 at the highest level. This level of support includes:

- Recognition as the overall supporter of the G-I-N Conference 2010.
- A seat at the reserved table and two complimentary tables for 10 at the gala event, to be held Friday, August 27.
- Five complimentary tickets to the "Meet the Expert" reception, an outstanding opportunity to interact personally with international leaders in guideline development and implementation, as well as members of the G-I-N board.
- Name/logo on marketing pieces, including a banner behind the reserved table at the gala event.
- Name/logo in program as a Premier Supporter.
- Name/logo on signage in registration area and meeting rooms.
- Name/logo on transition slides in the meeting rooms.
- Special sign at exhibit to recognize level of support.
- Recognition on the G-I-N Conference Web site, before and following the conference.



Diamond Supporter (Support of \$50,000)

A Diamond Supporter, as an individual, company, or companies, supports the G-I-N Conference 2010 at a high level. This level of support includes:

- A complimentary table for 10 at the gala event, to be held Friday, August 27.
- Five complimentary tickets to the "Meet the Expert" reception, an outstanding opportunity to interact personally with international leaders in guideline development and implementation, as well as members of the G-I-N board.
- Name/logo on marketing pieces.
- Name/logo in program as a Diamond Supporter.
- Name/logo on signage in registration area and meeting rooms.
- Name/logo on transition slides in the meeting rooms.
- Special sign at exhibit to recognize level of support.
- Recognition on the G-I-N Conference Web site before and following the conference.

Platinum Supporter (Support of \$30,000)

A Platinum Supporter, as an individual, company, or companies, is a major supporter of the G-I-N Conference 2010. This level of support includes:

- Three complimentary tickets for the gala event, to be held Friday, August 27.
- Three complimentary tickets to attend the "Meet the Expert" reception, an outstanding opportunity to interact personally with international leaders in guideline development and implementation, as well as members of the G-I-N board.
- Name/logo on marketing pieces.
- Name/logo in program as a Platinum Supporter.
- Name/logo on signage in registration area and meeting rooms.
- Name/logo on transition slides in the meeting rooms.
- Special sign at exhibit to recognize level of support.

Gold Supporter (Support of \$20,000)

A Gold Supporter, as an individual, company, or companies, is committed to the G-I-N Conference 2010 and its focus on the development and implementation of clinical practice guidelines. This level of support includes:

- Two complimentary tickets for the gala event, to be held Friday, August 27.

- Name/logo on marketing pieces.
- Name/logo in program as a Gold Supporter.
- Name/logo on signage in registration area and meeting rooms.
- Name/logo on transition slides in the meeting rooms.
- Special sign at exhibit to recognize level of support.

Silver Supporter (Support of \$15,000)

A Silver Supporter is an entry level of support for an individual, company, or companies committed to the G-I-N Conference 2010 and its focus on the development and implementation of clinical practice guidelines. Silver support offers an opportunity for interaction with a distinguished group of supporters. This level of support includes:

- One complimentary ticket for the gala event, to be held Friday, August 27.
- Name/logo on marketing pieces.
- Name/logo in program as a Silver Supporter.



Promotional and Networking Opportunities



The ACCP and G-I-N are pleased to offer companies an opportunity to promote company identity to attendees at the G-I-N Conference 2010. Here are some funding opportunities that may be of interest to your organization.

Conference Meeting Bags

\$8,000/500 bags

Registered attendees will receive a custom-designed tote bag to carry their meeting information. The bag will display the ACCP logo and the G-I-N Conference 2010 logo on the front of the bag and the supporting company's logo on the back. The supporting company will have corporate name recognition seen by attendees at the meeting. In addition, these bags will be used by attendees following the meeting.

Portfolio

\$6,500/500 portfolios

It is proposed that a portfolio containing a notepad and pen be included in each conference meeting bag, to be distributed to all registered attendees. The portfolio will display the G-I-N Conference 2010 logo on

the front cover and the supporting company's logo on the inside front cover of the portfolio. This position will expose the company identity to the attendees every time they use the portfolio during and after the meeting.

Call today to support both the meeting bags and portfolios at a special discounted rate of \$13,000.

Morning Coffee Breaks

\$15,000 per break

Attendees are encouraged to visit the exhibit hall to meet exhibitors and to participate in the coffee breaks. A total of three morning coffee breaks will be held during the meeting. This fee does not include cost for customized cups and napkins, which can be provided by the supporting company. (Approximately 500/break)

Afternoon Breaks

\$15,000 per break

There will be two scheduled afternoon breaks occurring in the exhibit hall. Attendees will have an opportunity to enjoy coffee, soft drinks, and snacks while visiting the exhibit hall. Recognition includes signage with your name/logo at the break sites. This fee does not include cost for branded plates, cups, and napkins, which can be provided by the supporting company.

Box Lunches

\$25,000

Provide free lunch for attendees in the exhibit hall. Recognition includes your name/logo on the boxed lunches. You can also elect to staff a literature table, adjacent to the serving site, promoting your products or services.

Exclusive Support of the Gala Event

\$90,000

Exclusive supporter will:

- Be recognized in the program, on signage at the gala, and on tent cards at each table.
- Have a seat at a reserved table with G-I-N leadership and select faculty.

Table of 10 at the Gala Event

\$10,000

Attend the gala event for faculty and attendees on Friday evening, August 27. This special dinner, hosted by the ACCP and G-I-N, will give supporting companies an opportunity to meet and network with international leaders in guideline development and implementation.

Welcome Reception

\$19,500

Celebrate the start of the G-I-N Conference 2010 at the welcome reception. It is open to all attendees and is a major opportunity to network. (Approximately 350 attendees)

For more information about exciting funding opportunities, please contact David Eubanks, EdD, RRT, FCCP(Hon) or Jeanne Schaschwary of the American College of Chest Physicians at +1 (847) 498-8324.



Assembly Dates August 25-28, 2010

Exhibit dates and times:
Thursday, August 26, 2010
9:30 AM – 3:15 PM*

Friday, August 27, 2010
9:30 AM – 3:15 PM*

**May be changed by ACCP with
reasonable advance notice.*

A link to the exhibit service kit will be e-mailed in June 2010.

Application checklist

- Complete both sides of the application (incomplete applications will be returned)
- Sign the application
- Include the description
- Include full payment with application

Cancellation or requests to reduce booth space must be sent in writing to Kim Schrader. A refund, less 10% of the total booth fee, will be given only on cancellations received in writing by Kim Schrader on or before April 1, 2010.

ACCP Tax ID 36-2170783

Mail application and payment to:

Kim Schrader
American College of Chest Physicians
3300 Dundee Road
Northbrook, IL 60062 USA
+1 (847) 498-8307 phone
+1 (847) 498-8357 fax

Complete both sides of the form—applications will be processed only if all questions are answered and the form is signed. Incomplete forms will be returned to sender.

Company Information

COMPANY _____

ADDRESS _____

CITY / STATE / ZIP / COUNTRY _____

TELEPHONE _____ FAX _____

E-MAIL _____

CONTACT PERSON _____ TITLE _____

COMPANY WEB SITE ADDRESS _____

Exhibit space selected by company:

Booth Size	Booth Cost
<input type="checkbox"/> 10 feet x 10 feet	\$4,000
<input type="checkbox"/> 10 feet x 20 feet	\$8,000

** For the nonprofit rate, please contact Kim Schrader.*

VISA MasterCard American Express

Credit card # _____ Exp date _____

Amount to be charged _____ Signature _____

Description for program book. (50 words or less—subject to edit)

For ACCP use

Date/Dep. Rec'd _____

Total Cost _____

Space Assigned _____

Date _____

Accepted by _____

Exhibit Space Agreement

Thank you for your interest in utilizing exhibit space at the meeting referenced (the "Meeting"). By signing and dating this Exhibit Space Agreement ("Agreement") in the space below, Exhibitor acknowledges and agrees to the following terms of participation in the Meeting:

- 1. Designation of Exhibit Space.** Exhibitor will occupy the exhibit space identified on the front side of this Agreement (the "Exhibit Space") during the designated time frame. Specifically, the front side of this Agreement lists the booth size and applicable dates/times for the Exhibit Space, which may be changed by ACCP upon reasonable notice.
- 2. Description of Exhibited Content.** Exhibitor will use the Exhibit Space to exhibit specific products, equipment, services, and/or facilities in conformance with the description on the front side of this Agreement, which was originally provided by Exhibitor. This description will appear in the final program "Directory of Exhibits" for the Meeting, without change, except for edits made for the purpose of conforming the description to ACCP's style and word count restrictions.
- 3. Cost and Payment Terms.** The front side of this Agreement lists the total cost for the booth size chosen for the Exhibit Space. Exhibitor agrees to pay the total booth fee, upon signing this Agreement. Exhibitor acknowledges that if Exhibitor does not make payment to the ACCP when required, the ACCP will have no further commitment to Exhibitor and will be entitled to offer the Exhibit Space to others immediately.
- 4. Compliance With ACCP Policies.** Exhibitor agrees to fully comply with the requirements listed in the ACCP Exhibit Prospectus and any other future ACCP directives that relate to the Exhibit Space and the Meeting. In addition, Exhibitor agrees to maintain the highest level of integrity at the Meeting and in all interactions with Meeting attendees.
- 5. Cancellation.**
 - (A) If, for any reason, Exhibitor decides not to use the Exhibit Space as outlined in this Agreement, the ACCP will provide a refund of amounts paid, less 10% of the total cost for the Exhibit Space, provided, however, that the ACCP will not provide any refund whatsoever if cancellation is made after April 1, 2010.
 - (B) If the ACCP cancels the Meeting due to inclement weather or other force majeure event beyond its control, the ACCP will provide Exhibitor with a credit towards Exhibit Space at a future ACCP meeting. The amount of the credit will equal the amount paid by Exhibitor up to the date of cancellation.
- 6. Indemnification.** Exhibitor agrees to indemnify and hold harmless the ACCP, its affiliates, and their respective officers, directors, members, employees, and agents from and against all claims, demands, damages, judgments, losses, penalties, liabilities, liens, and expenses incurred by any of them as a result of or relating to any breach of Exhibitor's obligations under this Agreement.
- 7. Miscellaneous.** This Agreement will be interpreted in accordance with Illinois law, without regard to its choice of law provisions. This Agreement represents the entire agreement of the parties related to its subject matter and may not be modified in any way without the written consent of both parties.

Please sign and date below, and return to the ACCP c/o Kim Schrader, Assistant Vice President, Exhibits, at 3300 Dundee Road, Northbrook, IL 60062 or Fax: +1 (847) 498-8357, together with the required payment.

Agreed to and accepted by:

"Exhibitor"

Company Name: _____

Print Name: _____

Title: _____

Date: _____