



# AMSUS

## 117TH ANNUAL MEETING

Exhibit Dates: 7-9 November 2011 | San Antonio, TX  
Henry B. Gonzalez Convention Center



# Transformational Pathways to Global Healthcare





# AMSUS

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7-9 November 2011 | San Antonio, Texas

Henry B. Gonzalez Convention Center

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### A MESSAGE FROM AMSUS



Dear Prospective Exhibitor,

I invite you to apply for commercial exhibit space at the 117th Annual Meeting of AMSUS. This year's meeting will be held 7-9 November 2011 in San Antonio, Texas. As an exhibitor, your company will have the opportunity to be present with thousands of key professionals from the federal medical departments and health agencies. New exhibit hours in 2011 and the poster session in the exhibit hall provide you with even more unopposed time to meet with AMSUS attendees, as well as maximum exposure to the world's single largest federal health care market.

The 2010 Annual Meeting drew over 3,300 attendees. Our audience consists of medical center commanders, hospital staff directors, chiefs of professional services, physicians, nurses, dentists, pharmacists, veterinarians, medical administrators, optometrists, health care technologists and technicians and others serving in approximately 400 federal hospitals and clinics. The theme for this year's meeting is "Transformational Pathways to Global Healthcare," and we anticipate an even greater turnout.

Don't miss this exciting opportunity to exhibit. Please carefully review the following pages and return the Application/Contract for Exhibit Space, found on pages 13 and 14. Space is assigned on a first-come, first-served basis, so remember to apply as soon as possible to guarantee your company exhibit space.

I also encourage you to make an early commitment for an AMSUS 2011 Annual Meeting Sponsorship. Sponsorships provide your company even more visibility with our attendees and the potential for a greater return on your investment.

We look forward to seeing you in San Antonio this November.

Sincerely,

George K. Anderson, MD, MPH  
 Major General USAF, MC (Retired)  
 Executive Director

## COMMERCIAL BOOTH RENTAL BENEFITS

### Targeted Audience

- Opportunity for face-to-face contact with nearly 3,300 individuals in the federal healthcare market

### Focused Exhibit Hours

- 13 hours of prime exhibit time

### Publicity

- Exhibitor descriptions and booth location information published in the AMSUS Program Directory

### Educational Benefits

- Access to all program content

### Marketing Opportunities

- Sponsorship opportunities
- Advertising in *Military Medicine*

### Other Benefits

- Four complimentary exhibitor badges per 10' x 10' booth
- A copy of the Program Directory
- 24-hour general hall security

## CONTACT INFORMATION

### Exhibit Management

SLACK Incorporated  
6900 Grove Road  
Thorofare, NJ 08086  
856-848-1000

### Donna Rosenstock

Senior Exhibit Manager  
ext. 257  
drosenstock@slackinc.com

### Julie Weiner

Associate Exhibit Manager  
ext. 261  
jweiner@slackinc.com

## SPONSORSHIP AND ADVERTISING OPPORTUNITIES

### Mindworks Communications

6900 Grove Road  
Thorofare, NJ 08086  
877-307-5255

### Marybeth Aveni

National Account Manager  
ext. 258  
maveni@gomindworks.com



## EXHIBIT SCHEDULE

The exhibit hours have been scheduled to provide exhibitors maximum exposure to this select professional market.

The preliminary exhibit hours are as follows:

### Set-up

Saturday, 5 November . . . . . 2:00 pm - 6:00 pm  
Sunday, 6 November . . . . . 8:00 am - 6:00 pm



### Exhibit Hours

Monday, 7 November . . . . . 12:00 pm - 4:00 pm  
Tuesday, 8 November . . . . . 3:00 pm - 6:00 pm\*  
Wednesday, 9 November . . . . . 7:00 am - 10:00 am

### Dismantle

Wednesday, 9 November . . . . . 10:00 am - 8:00 pm  
Thursday, 10 November . . . . . 8:00 am - 12:00 pm

\*Poster sessions will be in the exhibit hall during this time

## 116th ANNUAL MEETING LISTING OF COMMERCIAL EXHIBITORS

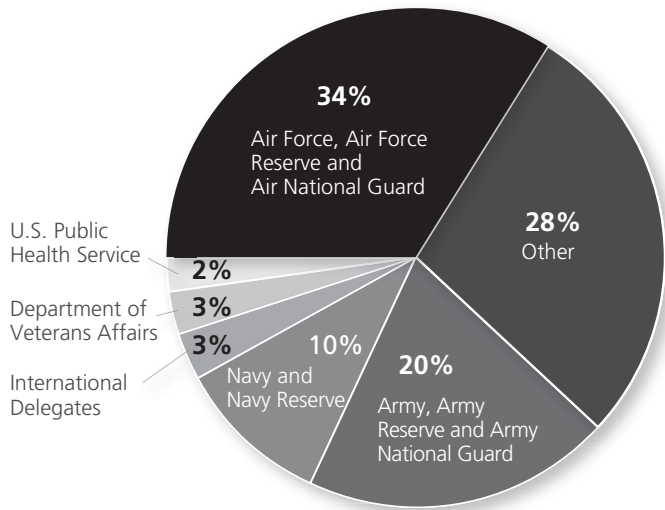
33dMD	Danaher	Jones & Bartlett Learning	Pfizer Inc.
3M	Darg Medical Group, LLC	KARL STORZ Endoscopy - America, Inc.	Philips Healthcare
A-dec	Dentsply Government	KCI	Physio-Control
Abaxis	DeRoyal	Laerdal Medical	PKC Corporation
ACC Consultants	Dey Pharma, L.P.	Leg Investments, Inc.	Planmeca USA, Inc.
Accreditation Association for Ambulatory Health Care	Eagle Applied Science	Lexi-Comp, Inc.	PricewaterhouseCoopers LLP
American Dental Association	Eisai Inc.	Logistics Health	Quidel Corporation
American Dental Society of Anesthesiology	Endo Pharmaceuticals	Magnified Video Dentistry	Rx relief
American Medical Depot	Enova Illumination	Marketing Assessment	Safe Life Corp.
Apria	Faircount Media Group	Masimo	Salix Pharmaceuticals
Argentum Medical, LLC	The Federal Practitioner	MEDPROS	Sanofi-Aventis
Armed Services Mutual Benefit Association (ASMBA)	Federation of State Medical Boards of the U.S., Inc.	Merck	Scottsdale Healthcare-Military Partnership
Aseptico	Forest Pharmaceuticals	Meridian Medical Technologies, Inc.	Sepracor
ASI Medical, Inc.	Genentech	Military Medical/CBRN Technology	SeQual Technologies, Inc.
ASM Research, Inc. Health Solutions Group	Gilead Sciences, Inc.	Military Medicine	Sirona Dental
Astellas Pharma US, Inc.	GlaxoSmithKline	Military Officers Association of America (MOAA)	Skyline Ultd Inc.
Awarepoint	Grand Canyon University	Mobile Medical International Corporation	SpineMED - UPTC
Axcan Pharma	H&H Associates, Inc.	Molnlycke Health Care	SRI Surgical
Baxter Healthcare Corporation	Hazelden Publishing	Moore Medical	SS White Burs Inc.
BD	Health Net Federal Services	Motorola Solutions	Swank HealthCare
Bell Dental Products LLC	HEINE	Mylan Pharmaceuticals	Teva Pharmaceuticals
Belmont Instrument Corp.	The Henry M Jackson Foundation	myTRICARE.com by PGBA	Thornhill Research Inc.
Bird & Cronin Medical Inc.	Henry Schein Inc.	NewBold Corporation	TriWest Healthcare Alliance
Brewer Design	Hill-Rom	North American Rescue, LLC	TUI University
Cahaba Safeguard Administrators, LLC	Howard Medical	North Coast Outfitters LTD	United Concordia/Tricare Dental Program
Calmoseptine, Inc.	HP	Novo Nordisk, Inc.	URL Pharma
Cardinal Health	Humana Military Healthcare Services, Inc.	Nuance	US Medicine
CareFusion	Impact Instrumentation, Inc.	Onsite Health	USAA
Carl Zeiss Meditec	Ingenix	Orasoptic	Verathon Medical
Chickasaw Nation Industries	International SOS Assistance	Osborn Medical	Vertex Pharmaceuticals
Clinical Management Program	IPSEN	OxySure Systems Inc.	Z-Medica Corporation
Coram Specialty Infusion Services	Joerns Healthcare	Pacific World Corporation-Bio-Oil	Zimmer
Covidien	Johns Hopkins University School of Nursing	Paper Pak Industries	ZOLL Medical Corporation
	Johnson & Johnson Health Care Companies	Patterson Dental Supply, Inc.	
		Pelican Products	



## ATTENDEE AND EXHIBITOR PROFILE

### ATTENDEE DEMOGRAPHICS

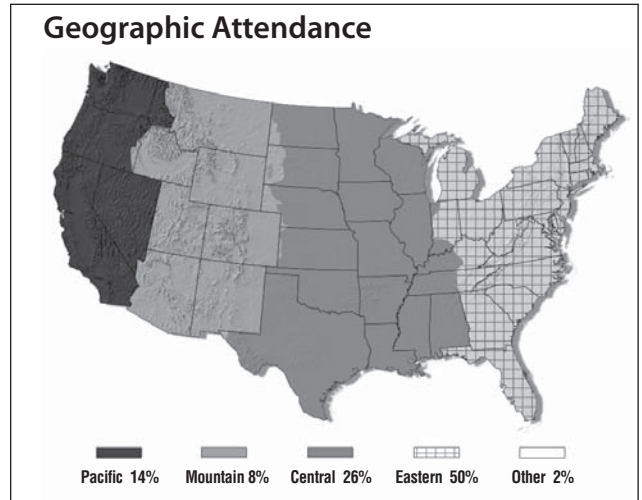
#### Branch of Service



#### Professional Specialty

- Bioscientist
- Dental Technician
- Dentist
- Dietitian
- Health Technician
- Lawyer
- MSC/Administrative
- Nurse
- Occupational Therapist
- Optometrist
- Pharmacist
- Physical Therapist
- Physician
- Physician Assistant
- Psychologist
- Social Worker
- Student
- Veterinarian

#### Geographic Attendance



### SPONSORSHIPS

AMSUS offers exhibitors many possibilities to maximize presence and visibility to conference attendees through sponsorship of vital segments of the meeting. Sole sponsorship and shared sponsorship opportunities are available. Commitments are accepted on a first-come, first-served basis; however, AMSUS reserves the right to accept full or sole sponsorship in preference to shared or partial sponsorships.

#### Here is a partial list of the sponsorship opportunities available to you:

- Cyber Café
- Coffee Breaks in Exhibit Hall
- Lanyards
- Educational Sessions
- Official Conference Folders
- Planner and much more!

For complete information about how to take advantage of sponsorship opportunities, contact:

**Marybeth Aveni** • Mindworks Communications  
877-307-3255, ext. 258 • [maveni@gomindworks.com](mailto:maveni@gomindworks.com)

### ADVERTISING

Capitalize on your exhibit investment. Participate in advertising opportunities surrounding the AMSUS 117th Annual Meeting at the Henry B. Gonzalez Convention Center in San Antonio, Texas.

Advertise within *Military Medicine*, the International Journal of AMSUS. The November issue of *Military Medicine* will have a bonus distribution at the 117th AMSUS Annual Meeting in San Antonio, Texas.

Advertise within the Official **AMSUS Onsite Program** – the single most important resource for meeting attendees.

For more information regarding these and more advertising opportunities, contact:

**Marybeth Aveni** • Mindworks Communications  
877-307-3255, ext. 258 • [maveni@gomindworks.com](mailto:maveni@gomindworks.com)

### AMSUS SUSTAINING MEMBERS

AMSUS created the Sustaining Members Section in 1953 to bring together private healthcare industry representatives with key Department of Defense, Department of Veterans Affairs, and U.S. Public Health Service decision makers. The AMSUS-SM section is made up of some of America's finest companies that provide medical and scientific products and services to federal healthcare agencies.

Your company can also join this important group and receive preferred booth assignment status for future AMSUS Annual Meetings.

For more information, contact Ms. Diane Condrick at [diane.condrick@amsus.org](mailto:diane.condrick@amsus.org) or go to [amsus.org/sm/application.shtml](http://amsus.org/sm/application.shtml) to download an application.

## ABOUT AMSUS

### The Association

The Association of Military Surgeons of the United States (AMSUS) was established in 1891 and incorporated by Act of Congress in 1903. The Constituent Services of the Association include the Medical Departments of the U.S. Army, Navy, Air Force, Public Health Service, and the Department of Veterans Affairs. It is the society of the federal health agencies and, as such, contributes to the improvement of all phases of the federal health services and represents the professional interests of physicians, dentists, nurses, optometrists, pharmacists, veterinarians, healthcare specialists and health administrators.

### The 117<sup>th</sup> Annual Meeting

The theme of this year's meeting will emphasize tutorial and plenary sessions. An outstanding scientific program will be provided as well as major social events. Attendance at the 116th Annual Meeting in Phoenix was more than 3,300. Included were distinguished international medical leaders and the Commanders and Directors of many of the major hospitals within the federal medical system.

### The Exhibits

The exhibits are considered an extension of the educational program. This medium of medical education and information exchange provides an advantageous method of reaching key health care personnel responsible for the delivery of high quality and efficient federal health care. They determine the requisitioning and allocation of medical and paramedical supplies, hospital equipment and services throughout the vast federal patient care market.

### The Scope

The exhibits Program is confined to agency and commercial products and services designed to be of interest to members and guests visiting the exhibits. Special emphasis will be on pharmaceuticals, diagnostic, laboratory, x-ray, therapeutic equipment and systems, hospital operational and management equipment and services, furniture, casualty handling equipment, publications and books, and general medical supplies.

#### Additional Exhibit Information

If further information is desired concerning the allocation of space in the exhibit, or if you wish to secure space, please contact:

**Donna Rosenstock**  
Senior Exhibit Manager  
SLACK Incorporated  
856-848-1000, ext. 257  
drosenstock@slackinc.com

**Julie Weiner**  
Exhibit Manager  
SLACK Incorporated  
856-848-1000, ext. 261  
jweiner@slackinc.com

## APPLICATION GUIDELINES

### Space Assignment Priority

Priority for space assignment is given on a first-come, first-served basis, to:

- Sustaining Members
- Those firms that are consistent exhibitors
- Those firms that have not previously exhibited

### Exhibit Fee: Rate Freeze!

The standard exhibit space rental fee will be as follows:

10' x 10' Inline Booth	\$2,950
10' x 10' Corner Booth	\$3,050
Island Booth	\$31 per square foot

### Booths and Signs

A standard booth is 10' x 10', 100 square feet. This booth will be 8' high along the back wall. The side rails will be 3' high. A standard identification sign will be provided.

Basic limitations in exhibit booth designs are indicated in the Rules and Regulations located on pages 7-9. Detailed information with regard to specific booth formats can be obtained by submitting desired booth design to the Exhibit Manager.

### Receipt of Contract

A non-refundable application fee of 50% of the total fee is required with this application. Exhibit Management will assign and confirm booth space to the exhibitor and forward an official Exhibit Space Confirmation. Any exhibitor submitting an application after 1 August 2011 must submit the full payment along with executed contract form.

### Booth Layout

The exhibit booth layout is shown on page 12 of this prospectus. Dimensions and location of each booth are believed to be accurate but only warranted to be approximate.

### Payment Policy

The balance due will be invoiced and must be paid in full by 1 August 2011. Failure to pay the total amount by the due date will constitute cancellation of the contracted booth, for which AMSUS will retain all monies paid.

### Cancellation/Reduction of Space

Exhibitors who send letters of cancellation by 1 August 2011 to SLACK Incorporated exhibit manager will be responsible for 50% of the total exhibit fee. After 1 August 2011, exhibitor is responsible for 100% of the booth fee.

## EXHIBITOR INFORMATION

### Exhibitor Badges

All exhibitors must be registered. Admission to the exhibit area and sessions will be by badge only. A special exhibitor registration area will be provided on-site. Exhibitors will receive 4 complimentary exhibit badges per 10' x 10' booth space. Additional badges may be purchased for \$50 each.

Each representative who is issued an exhibitor's badge must be employed by the exhibitor or have a direct business affiliation. Only representatives who are employed by the exhibiting company and who will be working in the booth are to be registered. Exhibitor badges will not be issued to registrants who should pay the registration fee or to representatives of leasing companies, financial institutions, suppliers, vendors, or others to gain admittance for the purpose of making contacts. Exhibitors who wish to earn CE credit must register as attendees and pay the full registration fee.



### Exhibitor Access to Exhibit Hall

Exhibitor personnel will be allowed access to the exhibit hall 60 minutes prior to its opening Monday through Wednesday. Request for access to the hall before these hours, or after closing hours, must be made in advance by contacting Exhibit Management.

### Admissions to the Exhibit

AMSUS will have sole control over all admissions of persons. All persons visiting the exhibits will be admitted according to the Rules and Regulations of the exhibit as issued or amended by AMSUS.

### Exhibit Hall Release Passes

Deliveries to or removal of equipment from the hall must be made before or after exhibit hours. An Equipment Release Pass must be obtained from Exhibit Management in order to remove any material or equipment prior to the closing day of the exhibit hall.

### Hotel Accommodations

Excellent accommodations and special convention rates are available in San Antonio, if requested through the AMSUS Official Housing. Use the Official Housing Form, which will be included in the preliminary convention program, available in August 2011.

## Termination of Meeting and Exhibits

Should the premises in which the 117th Annual Meeting and Exhibits are to be held become, in the sole judgment of AMSUS, unfit for occupancy, or should the meeting and exhibits be materially interfered with by reason of strike, picketing, boycott, embargo, injunction, war, emergency declared by a government agency, energy crisis, any action of municipal, state, or federal government, or any other act beyond the control of AMSUS, this Contract for Exhibit Space may be terminated by AMSUS without incurring any liability for damages sustained by exhibitor as a result of such termination. In the event of such termination, the exhibitor expressly waives such liability and releases AMSUS of and from all claims for damages and agrees that AMSUS shall have no obligation to the exhibitor except to refund the exhibitors' prorated share of the aggregate amount received by AMSUS from all exhibitors (as rental for exhibit space for said exhibits), after deducting all costs and expenses in connection with such exhibits, including reasonable reserve for claims, such deductions being hereby specifically agreed to by the exhibitor.

## RULES AND REGULATIONS

### Staffing of Booth

As a courtesy to the attendees and your fellow exhibitors, please be sure that your booth is staffed at all times during the exhibit hall hours.

Canvassing or distributing advertising matter outside the exhibitor's own booth is not permitted. Solicitation of business by non-exhibiting firms is prohibited.

### Distribution of Giveaways

Customary descriptive product literature, note pads, pens, pencils and other items may be distributed from the booth with prior written approval by Exhibit Management. Distribution of product samples, giveaways or literature may only take place within the exhibitor's booth and must not interfere with other exhibitors' space. Exhibitors are permitted to have food service in their booth; however, all food service arrangements must be coordinated through the convention center caterer.

All giveaway requests must be submitted to Exhibit Management for review and approval 30 days in advance of the meeting. A form will be provided in the Exhibitor Service Kit to facilitate this process. No unapproved items may be distributed.

Contests, lotteries, raffles and games of chance must be approved by Exhibit Management prior to the meeting. All attendees must be permitted to participate in all booth activities. The prize or award resulting from any activity should not take the winner(s) away from the meeting during official educational or exhibit hours.

The AMSUS logo is the exclusive property of and trademarked by the association. It may not be used in any way, i.e., promotional literature, giveaways, etc. by anyone else for any purpose without specific written approval from AMSUS.

## Subletting Space

The subletting, assignment or appointment of the whole or any part of space by any exhibitor is prohibited. No exhibitor may permit any other party to exhibit in his space any goods other than those manufactured or handled by the contracting exhibitor, nor permit the solicitation of business by others within his space.

## Sales and/or Order Taking

The purpose of the exhibits is to further the education of meeting attendees through product and service displays and demonstrations. Sales and order taking are permitted provided all transactions are conducted in a manner consistent with the professional nature of the meeting. Products for sale must be the exhibitors' own unaltered products and the products or services must be pertinent to the attendees' professional interest. AMSUS reserves the right to restrict sales activities that it deems inappropriate or unprofessional. It is the responsibility of the exhibitor to research and comply with all local sales tax requirements.

Exhibitors selling or taking orders at AMSUS must adhere to certain business license and sales and use tax regulations, which vary from state to state. Exhibitors are responsible for making the necessary arrangements to adhere to the San Antonio, Texas regulations.

## General Conduct

- Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors.
- X-ray equipment may be exhibited but not operated.
- Demonstrations or audiovisual displays shall be confined to booth space and shall not interfere with the normal traffic flow. Sound spillover, obstruction, or other infringement on neighboring exhibits will not be permitted.



- No combustible decoration, such as crepe paper, tissue paper, cardboard, or corrugated paper shall be used at any time. All packing containers, excelsior, and wrapping paper are to be removed from the floor and must not be stored under tables or behind displays. All muslin, velvet, silken or any other cloth decorations must withstand a flameproof test as prescribed by the fire ordinance of San Antonio, Texas.
- Any exhibits or parts thereof that are found not to be fireproof may be ordered dismantled. All aisles and exhibit areas must be kept clear at all times, and fire stations and fire extinguisher equipment must not be covered or obstructed.
- Volatile or flammable oils, gases, unprotected picture film, other explosive or flammable matter, or any substance prohibited by San Antonio, Texas laws or insurance carriers, are not permitted on premises.
- All exhibits must conform strictly to the Rules and Regulations as indicated in the Exhibitor Prospectus. AMSUS reserves the right to restrict any exhibit that might be considered inappropriate. This restriction includes articles, conduct, dress of model, printed matter or anything objectionable to the exhibit as a whole.
- All points not specifically covered are subject to the decision of AMSUS.

## Liability

The exhibitor agrees to protect, save and keep AMSUS, SLACK Incorporated and the occupied hall forever harmless from any damage or charges imposed for violation of any law or ordinance by the exhibitor or his employees or agents, as well as to strictly comply with the applicable terms and conditions contained in the agreement between AMSUS, SLACK Incorporated and the occupied hall regarding the exhibition premises.

Further, exhibitors shall at all times protect, indemnify, save and keep harmless AMSUS, SLACK Incorporated and the occupied hall against and from any and all loss, cost, damage, liability or expense which arises out of or from or by reason of any act or omission of the exhibitor, his employees or agents.

Exhibitor should maintain general public liability insurance in any amount sufficient to cover such obligations, including show cancellation insurance. Exhibitor acknowledges and agrees that it will obtain, at its own expense, any and all licenses or permits in order to comply with all local, state and federal laws, ordinances and regulations for any of its activities in connection with the AMSUS Annual Meeting.

## Insurance

Exhibitors who wish to insure their exhibit materials, goods and/or wares against theft, damage by fire, accident or loss of any kind, must do so at their own expense. As a courtesy to exhibitors, security for the exhibit area will be furnished by AMSUS during the hours deemed necessary by AMSUS and Exhibit Management. The furnishing of such a service is in no case to be understood or interpreted by exhibitors as a guarantee to them against loss or theft of any kind.

## BOOTH CONSTRUCTION & OFFICIAL SERVICE CONTRACTOR

### Violations

Violation of any of these regulations on the part of the exhibitor, his employees or agents shall nullify the right to occupy space, and such exhibitor shall forfeit to management all monies that have been paid. Upon violation of any of these regulations on the part of the exhibitor, any expense incurred will be borne by the exhibitor.

Exhibitors shall be liable for all damages which management may incur and forfeit all monies paid or due. The exhibitor expressly waives the serving of a written notice to reenter and terminate.

### Amendments of Rules and Regulations

All matters and questions not covered by these regulations are at the discretion of Management. These regulations shall be equally as binding, upon publication, on all parties affected by them as were the original regulations.



### Notice of Disability

In compliance with the *Americans with Disabilities Act of 1990*, the Association of Military Surgeons of the United States will make all reasonable efforts to accommodate persons with disabilities at its Annual Meeting. Please call 856-848-1000, ext. 257 with your request.

### Security

Peripheral watchmen shall be furnished by AMSUS to be on duty in the exhibit area when exhibits are closed, but the safekeeping of the exhibitor's property shall remain the responsibility of the exhibitor. AMSUS, SLACK Incorporated, the Henry B. Gonzalez and the city of San Antonio will not be responsible for loss of any material by or for any reason. Each exhibitor is recommended to purchase a portal-to-portal rider available at a nominal cost on their own insurance policy, protecting them against loss through theft, fire, damage, etc. Forms to order additional security in your booth will be included in the Exhibitor Service Kit.

### Music Licensing

AMSUS has signed a license agreement with the American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music, Inc. (BMI) covering recorded and live music. License agreements for music covered by other organizations is the sole responsibility of the exhibitor. The music-licensing fee is prorated to each host for each event.

### Exhibit Booths

- Standard booth sizes are 10' x 10', equipped with draped 8' high back wall and 3' high side rails. Draping color will be sky blue and black.
- One standard booth identification sign will be provided to commercial exhibitors.
- All exhibit backgrounds must conform to the standards set by AMSUS, which are as follows: no side rails or counters may exceed 36" in height; backgrounds must not exceed 8' in height including the sign, and must not protrude from the back wall more than a maximum of 30" above the prescribed railing or counter height.

Island displays include the following advantages:

- Waiver of 8' height restriction
- Waiver of side wall restrictions
- Increased visibility from all areas of the exhibit hall
- Full use of exhibit space is permitted

Exhibitors must submit island floor plan and elevation drawings to Exhibit Management for approval at least 45 days before the exhibits open.

### Installation and Dismantling of Exhibits

#### Exhibit Installation\*

##### Henry B. Gonzalez Convention Center

Saturday, 5 November . . . . . 2:00 pm - 6:00 pm

Sunday, 6 November . . . . . 8:00 am - 6:00 pm

All exhibits must be operational by 9:00 am, Monday, 7 November.

#### Exhibit Dismantling

Wednesday, 9 November . . . . . 10:00 am - 8:00 pm

Thursday, 10 November . . . . . 8:00 am - 12:00 pm

Dismantling of exhibits can begin no earlier than 10:00 am, Wednesday, 9 November. All exhibits must be ready for removal from the exhibit hall by 12:00 pm, Thursday, 10 November 2011.

### Exhibitor Registration Hours

Saturday, 5 November . . . . . 2:00 pm - 6:00 pm

Sunday, 6 November . . . . . 8:00 am - 6:00 pm

Monday, 7 November . . . . . 8:00 am - 4:00 pm

Tuesday, 8 November . . . . . 2:00 pm - 6:00 pm

Wednesday, 9 November . . . . . 7:00 am - 10:00 am

\*You must contact Exhibit Management at 856-848-1000 if you need to make arrangements to set up your booth at any time other than the hours that are published. Requests for early or late set up made on-site will not be permitted.

## Liability of Insurance

- Each party involved in the exhibit — Exhibit Hall, Owner Leasing Association (Sponsor) and Exhibitor — agrees to be responsible for any claims arising out of their own negligence or that of their employees or agents and carry general liability coverage in the amount of \$1,000,000 per occurrence.
- Each party agrees to be responsible for their own property through insurance or self-insurance and shall hold harmless each of the other parties for any and all damage caused by theft and those perils normally covered by a fire and extended coverage policy.
- The Applicant agrees that unless and until this Contract is accepted by AMSUS it shall not be binding. If and when said Contract is properly accepted by AMSUS, it shall become binding upon both AMSUS and the Applicant with respect to space assigned and the use thereof and all other terms as will be issued prior to the Annual Meeting.

## Exhibit Service Contractor

The firm of Arata Expositions, Inc. has been designated the official service contractor for the exhibit. Detailed service information and order forms will be on the AMSUS website, [www.amsus.org](http://www.amsus.org) in July 2011.

An on-site service desk will be open during setup and show hours. Exhibitors may verify and adjust their requirements for installation, furniture, audiovisual and other auxiliary services at the service desk.

**Advance information may be obtained by contacting:**

### Arata Expositions, Inc.

15928 Tournament Drive

Gaithersburg, Maryland 20877

Roberta Bourque • [rbourque@arataexpo.com](mailto:rbourque@arataexpo.com)

Phone: 301-921-0800 • Fax: 301-990-1717

## Exhibitor Service/Information Kits

The Exhibitor Service Kits will be available on the AMSUS website, [www.amsus.org](http://www.amsus.org) in July 2011. Labor, drayage, service and rental order forms along with details on security, insurance and promotional aids will be included. Additional information and specific details are available upon request.

## Labor Information

In the Henry B. Gonzalez Convention Center full time company representatives only may install and dismantle exhibits and displays by hand and without power tools for 1 hour in booths.

Please review the Labor Section in the Exhibitor Service Kit in its entirety so that you are familiar with the regulations and costs prior to move-in.

## Storage of Crates and Boxes

All cartons, crates, containers, packing materials, etc. which are necessary for repackaging must be labeled with “empty” stickers and they will be removed from the floor and stored by Arata. Access to storage will be available through Arata Expositions. Arrangements may be made at the Exhibitor Service Desk. Crates and boxes cannot be stored behind booth displays due to fire regulations.

## Booth Cleaning

All cleaning will be handled by Arata Expositions. An order form for this service will be included in your Exhibitor Service Kit.

## Advanced Warehouse Shipment Deadline is Friday, 21 October 2011

To: (Name of exhibitor and booth number)

For: AMSUS 2011

C/O: Arata Expositions, Inc.

c/o Yellow Freight

111 Grembler Road

San Antonio, TX 78219

## Direct Shipments to Henry B. Gonzalez Convention Center

**First day shipments will be received is Friday, 4 November 2011  
but booth deliveries will not be made until Saturday,  
5 November 2011**

To: (Name of exhibitor and booth number)

For: AMSUS 2011

C/O: Henry B. Gonzalez Convention Center

200 East Market St.

San Antonio, TX 78205

## Safety

Standing on chairs, tables or other rental furniture is prohibited. Arata cannot be responsible for injuries or falls caused by improper use of this furniture. If assistance is required in assembling your booth, please order labor on the Display Labor order form and the necessary ladders and tools will be provided.



## FREQUENTLY ASKED QUESTIONS

### Who is my primary contact for exhibition needs?

Donna Rosenstock manages all aspects of the AMSUS exhibition. She can be reached via e-mail at [drosenstock@slackinc.com](mailto:drosenstock@slackinc.com) or 856-848-1000 ext. 257.

### What is the address of the convention center?

Henry B. Gonzalez Convention Center  
Hall C  
200 E. Market Street  
San Antonio, Texas 78205

### When will the exhibition be open?

Monday, 7 November  
12:00 pm – 4:00 pm

Tuesday, 8 November  
3:00 pm – 6:00 pm

Wednesday, 9 November  
7:00 am – 10:00 am

### When can I set up and dismantle my booth?

#### Installation

Saturday, 5 November 2:00 pm – 6:00 pm	Sunday, 6 November 8:00 am – 6:00 pm
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#### Dismantling

Wednesday, 9 November 10:00 am – 8:00 pm	Thursday, 10 November 8:00 am – 12:00 pm
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### Who is the general services contractor?

Arata Exposition Services is the official contractor for AMSUS. They manage exhibit setup, dismantling, furnishing, shipping and all other services at the exhibition.

### How do I apply?

Complete the application on pages 13 and 14. The application and a 50% deposit should be mailed to the address listed on the application. Payment by credit card or check is accepted. After 1 August, full payment is required with the completed application.

### What does my payment include?

Your payment includes the cost of the physical space rental only. Exhibitors are responsible for the costs of carpeting and furniture obtained through our general contractor, Arata Exposition Services.

### Is carpeting required?

Yes, all booths must be carpeted by Sunday, 6 November at 6:00 pm. There are no exceptions to this rule.

### What are the show colors for the exhibit hall?

The carpet color will be black and the pipe and drape colors will be sky blue and black.

### Are exhibitors required to register the individuals who will staff the booth?

Yes, all exhibitors are responsible for registering each individual attending the meeting. Exhibitor registration will be available on the AMSUS website at [www.amsus.org](http://www.amsus.org).

### How many badges are allotted to each company?

Four exhibit hall badges are allotted per 100 square feet of exhibit space reserved. Additional exhibit hall badges may be requested for a fee of \$50 per badge. Full-meeting badges are also available for those seeking CE credits.

### How can I receive preferred booth assignment status?

You can receive preferred booth assignment status by becoming an AMSUS Sustaining Member. For more information or to fill out an application, contact Diane Condrick at [diane.condrick@amsus.org](mailto:diane.condrick@amsus.org) or go to [www.amsus.org](http://www.amsus.org).

### What kind of giveaways are permitted?

Customary descriptive product literature, note pads, pens, pencils and other items may be distributed from the booth with prior written approval by Exhibit Management. Distribution of product samples, giveaways or literature may only take place within the exhibitor's booth and must not interfere with other exhibitors' space. Exhibitors are permitted to have food service in their booth; however, all food service arrangements must be coordinated through the convention center caterer.

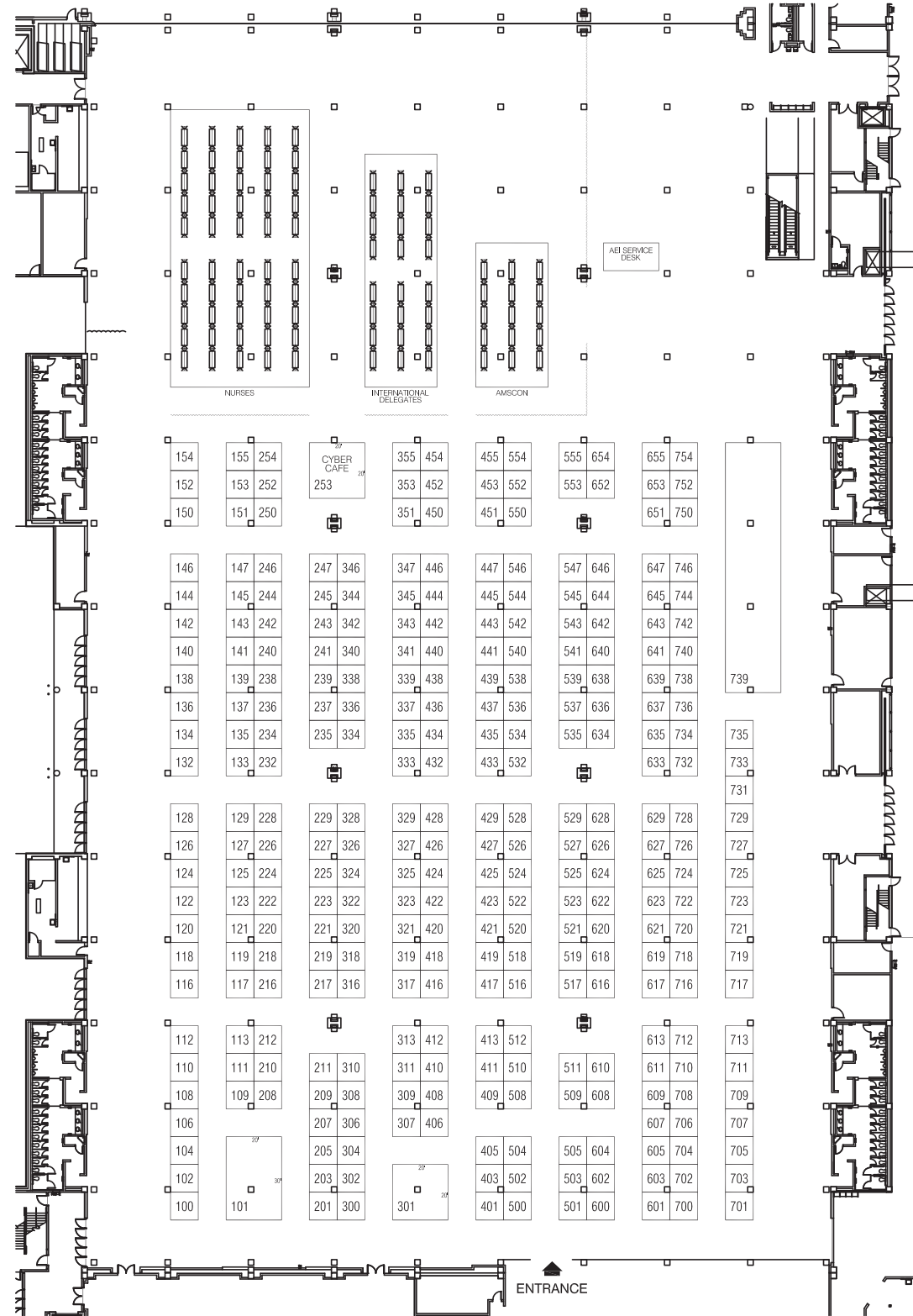
All giveaway requests must be submitted to Exhibit Management for review and approval 30 days in advance of the meeting. A form will be provided in the Exhibitor Service Kit to facilitate this process. No unapproved items may be distributed.

Contests, lotteries, raffles and games of chance must be approved by Exhibit Management prior to the meeting. All attendees must be permitted to participate in all booth activities. The prize or award resulting from any activity should not take the winner(s) away from the meeting during official educational or exhibit hours.

# FLOOR PLAN

## AMSUS

November 7-9, 2011  
Henry B Gonzalez Convention Center  
Exhibit Hall C  
San Antonio, Texas



# APPLICATION/CONTRACT FOR EXHIBIT SPACE

## AMSUS 117th Annual Meeting 6-9 November, 2011 • San Antonio, Texas

Federal Tax ID #53-0029355

AMSUS hereby agrees, as the Sponsor of the 117th Annual Meeting and upon its writing of this contract, to allocate 2011 exhibit space to Exhibitor upon all the terms and conditions set forth in this Contract, and AMSUS Rules and Regulations, which by reference are incorporated in and made a part thereof.

I hereby certify that I am authorized to sign on behalf of the applicant organization described below and agree said organization will comply with the Rules and Regulations governing the Exhibits.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name \_\_\_\_\_

Title \_\_\_\_\_

### Four choices for exhibit space are as follows

1st Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_

2nd Choice \_\_\_\_\_ 4th Choice \_\_\_\_\_

### Exhibitor's name and address

Firm Name \_\_\_\_\_

Street Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Point of Contact \_\_\_\_\_ Title \_\_\_\_\_

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

### Person to receive exhibit correspondence (if different from above)

Name \_\_\_\_\_ Title \_\_\_\_\_

Street Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

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

1) Have you exhibited at AMSUS Annual Meeting in the past?  YES  NO

2) If yes, did you exhibit under the same company name?  YES  NO

3) Where did you hear about AMSUS? \_\_\_\_\_

\_\_\_\_\_

### Make checks payable to

Association of Military Surgeons of the United States (in U.S. dollars, drawn on a U.S. bank)

### Credit card payments

Visa  MasterCard  AMEX

Card # \_\_\_\_\_

Name on Card \_\_\_\_\_

Expiration Date \_\_\_\_\_ 3-4 Digit Security Code \_\_\_\_\_

Amount \$ \_\_\_\_\_

**Everyone must register and wear a meeting badge.**  
Exhibitors must register on-site and pick up their badges during the following dates and times:

**Saturday, 5 November**

2:00 pm - 6:00 pm

**Sunday, 6 November**

8:00 am - 6:00 pm

Exhibitors who desire to earn continuing education credits must register as attendees and pay the full registration fee.

### Fees

10' x 10' inline: \$2,950

10' x 10' corner: \$3,050

Island: \$31 per square foot

### Payment information

Please mail exhibit application and payment to:

**AMSUS**

SLACK Incorporated

6900 Grove Road

Thorofare, NJ 08086-9447

Fax: 856-848-3522

E-mail:

drosenstock@slackinc.com

### FOR OFFICE USE ONLY

Date Accepted \_\_\_\_\_

Booth No. Application No. \_\_\_\_\_

Received by \_\_\_\_\_

Total Rental Fee \$ \_\_\_\_\_

Check No. 1 \$ \_\_\_\_\_ Date \_\_\_\_\_

Balance \$ \_\_\_\_\_

Check No. 2 \$ \_\_\_\_\_ Date \_\_\_\_\_

Balance \$ \_\_\_\_\_

**COMMERCIAL EXHIBITOR PRODUCT DESCRIPTION**

**AMSUS 117th Annual Meeting**  
**6-9 November, 2011 • San Antonio, Texas**

50-Word Description For The Official Program

FIRM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE NUMBER FOR LISTING \_\_\_\_\_

PRODUCTS OR SERVICES TO BE EXHIBITED

COMPETITORS FROM WHOM WE DESIRE BOOTH SEPARATION

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**COMPANY DESCRIPTION**

Please submit a 50 word description of your company's services and products. The description will be printed and included with registration materials. Applications received after 9 September 2011 will not appear in the meeting program. Descriptions longer than 50 words will be edited.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## SUPPORT OPPORTUNITIES



# AMSUS

## 117TH ANNUAL MEETING

7-9 November 2011 | San Antonio, Texas

Henry B. Gonzalez Convention Center

Company \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip Code \_\_\_\_\_

Submitted by \_\_\_\_\_

Title \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Please direct all further correspondence to (if different from above):

Contact \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip Code \_\_\_\_\_

You are hereby authorized to reserve the support opportunities indicated below for use at the AMSUS Annual Meeting, 7-9 November 2011 in San Antonio, Texas. By signing this application, the applicant agrees to fulfill all sponsorship and support responsibilities set forth by AMSUS, Mindworks Communications, and their agents. Failure to abide by these rules and regulations will result in forfeiture of all moneys paid or due under terms of this agreement. Payment term: 30 days from invoice date. Credit card accepted.

Signature \_\_\_\_\_

## SUPPORT OPPORTUNITIES

*Please check the appropriate box(es) to receive information*

<input type="checkbox"/>	Lanyard
<input type="checkbox"/>	Bingo Card
<input type="checkbox"/>	Coffee Break
<input type="checkbox"/>	Meeting Folder
<input type="checkbox"/>	Meeting Tote Bag
<input type="checkbox"/>	Cyber Café
<input type="checkbox"/>	Meeting Pen

### Mail or fax this form to:

SLACK Incorporated • Attn: Marybeth Aveni • 6900 Grove Road • Thorofare, NJ 08086-9447  
Toll-free: 800-257-8290 x258 • Fax: 856-848-6091 • Email: [maveni@gomindworks.com](mailto:maveni@gomindworks.com)



# AMSUS

## 117TH ANNUAL MEETING

Exhibit Dates: 7-9 November 2011 | San Antonio, TX  
Henry B. Gonzalez Convention Center

### EXHIBIT MANAGEMENT

**SLACK Incorporated**

6900 Grove Road  
Thorofare, NJ 08086  
Phone: 856-848-1000  
Fax: 856-848-3522

**Donna Rosenstock**

Senior Exhibit Manager, ext. 257  
drosenstock@slackinc.com

**Julie Weiner**

Associate Exhibit Manager, ext. 261  
jweiner@slackinc.com

### ADVERTISING AND SPONSORSHIP OPPORTUNITIES

**Marybeth Aveni**

National Account Manager  
Phone: 877-307-5255, ext. 258  
E-mail: maveni@gomindworks.com

### CHECKLIST

<b>July 2011</b>	Exhibitor Service Kit available
<b>August 2011</b>	Housing information available for exhibitors
<b>9 September 2011</b>	Deadline to submit application and still be listed in the Official Program
<b>28 October 2011</b>	Deadline to submit Giveaway Approval Form
<b>5 November 2011</b>	Exhibitor Setup ..... 2:00 pm - 6:00 pm
<b>6 November 2011</b>	Exhibitor Setup ..... 8:00 am - 6:00 pm
<b>7 November 2011</b>	Official Opening of Exhibit Hall .... 12:00 pm