



AAP ANNUAL MEETING

SHERATON WILD HORSE PASS RESORT & SPA
PHOENIX, AZ APRIL 12-16, 2011

WE ARE PM&R:

- * DEPARTMENT CHAIRS
- * MEDICAL SCHOOL FACULTY
- * RESIDENTS
- * LEADERS IN RESEARCH
- * CLINICAL PHYSICIANS

NOT ONLY DO WE USE MEDICAL PRODUCTS AND EQUIPMENT EVERYDAY...

WE TEACH RESIDENTS ABOUT THEM.

WE RECOMMEND THEM TO COLLEAGUES.

WILL YOURS BE ONE OF THEM?



★ Why Exhibit?

Your participation in the AAP Annual Meeting connects you into a nationwide network of the leading physiatrists in the PM&R field. Interacting within this community, demonstrating product benefits and providing samples can help you secure their product use and recommendation to colleagues and residents.

AAP Annual Meeting participants enjoy extended exhibitor hours and maximum traffic. More than 350 poster board presentations are featured in the exhibit hall and all breakfast, lunch and break functions are located in the exhibit hall.

Space is limited to maintain an intimate atmosphere and ensure quality face-to-face and relationship building time.

★ Exhibitor Benefits

Pre-Show Promotion

- * Pre-Show attendee list provides the opportunity to create awareness about your company and its products prior to the AAP Annual Meeting
- * Recognition on the AAP Website

On-going Promotion

Complimentary Advertising
each company that exhibits will receive:

- * Listing in *Keeping Company*, the official Annual Meeting Exhibitor publication
- * Recognition in the quarterly AAP Newsletter and acknowledgment in the *American Journal of Physical Medicine and Rehabilitation*
- * Reduced advertisement rates in Association of Academic Physiatrists publications





Additional Services Provided to Exhibitor

Onsite Services

- * Standard 7” x 44” signage displaying company name
- * Carpeted exhibit hall
- * Two chairs per booth
- * 2 exhibitor representatives per booth (additional representatives will be charged fees)
- * 1 complimentary continental breakfast and lunch per person per day
- * Complimentary refreshments during breaks
- * Admission to all courses
- * Handouts from the courses

AAP ANNUAL MEETING Exhibit Schedule

Wednesday, April 13, 2011

Exhibit Setup/Registration.....12 - 5pm
(Exhibitors must be set up by 5pm)

Thursday, April 14, 2011

Breakfast in Exhibit Hall..... 7 - 8am
Lunch in Exhibit Hall.....12:30 - 1:30pm
Exhibit Hall Open.....10am -3:30pm

Friday, April 15, 2011

Breakfast in Exhibit Hall.....7 - 8am
Lunch in Exhibit Hall.....12 - 1pm
Exhibit Hall Open.....7am - 3:30pm

Saturday, April 16, 2011

Breakfast in Exhibit Hall.....7 - 8am
Lunch in Exhibit Hall.....12 - 1pm
Exhibit Hall Open.....7am - 1pm
Exhibit Hall Dismantal.....1 - 4pm



Academic physiatrists come to the AAP Annual Meeting to learn more about products and services that focus on the following:

Amputations / Lower back pain / Neck Pain / Fibromyalgia / Myofascial Pain / Chronic Pain / Spinal cord injuries / Brain injuries / Arthritis / Musculoskeletal Disorders / Cancer / Burns / Stroke and Neurological Disorders / Work Injuries / Multiple Sclerosis / Cardiac Disorders / Osteoporosis / Medical Book Publishing



Exhibitor Information



Spacing and Price

- * 8'x10' booth \$1,600 by February 11, 2011; \$1,900 after February 11, 2011
- * 8' high back wall and 33" high divider rails of quality fabric

Eligibility

Companies eligible to participate in the AAP Annual Meeting must be one or more of the following:

- * Manufacturers or Distributors of Medical Supplies, Equipment, or Pharmaceuticals.
- * Medical Book Publisher
- * Medical, Practice and Education Management Services



Past AAP Exhibitors

Join the impressive list of Industry Leaders who exhibited at AAP in the past

- | | | |
|--|---|---|
| Advanced Neuromodulation Systems | Department B | Noxaxon USA |
| Allergan | DePuy Mitek | Orthometrix, Inc. |
| Allergan Medical Affairs | Elan Pharmaceuticals | Ossur North America |
| Ambu | Elsevier, Inc. | Otto Back Health Care |
| American Board of Physical Medicine and Rehabilitation | Erchonia Medical | Pain DX |
| Aspen Medical Products | Ferring Pharmaceuticals | Paralyzed Veterans of America |
| Axiom Worldwide | Florida Institute for Neurologic Rehabilitation | Pfizer |
| Battle Creek Equipment | Genzyme Biosurgery | Proctor & Gamble |
| Bioness, Inc. | Hollister Incorporated | Ranco Los Amigos |
| Biosound Esaote Ultrasound | InStep Mobility Products | ROHO, Inc. |
| BTS Bioengineering SpA | Informa Healthcare | Rusch |
| Bulldog Tools, Inc. | Innovative Neurotronics | Schering-Plough Pharmaceuticals |
| Cadwell Laboratories | IT HealthTrack | Solstice Neuroscience |
| Cardinal Health | Kessler Institute for Rehabilitation | SonoSite |
| CERT Health Sciences | Kinetic Muscles, Inc. | The Electrode Store |
| CharLogic, Inc. | Medtronic Functional Diagnostics | Treloar & Heisel, Inc. |
| Chattanooga Group | Motorika USA | Vail Products |
| Compumedics USA | Myamo, Inc. | Uniform Data Systems for Medical Rehabilitation |
| Cyberkinetics Neurotechnology Systems | Neuroscan Medical Systems | Wolters Kluwer Health/Lippincott Williams & Wilkins |
| Demos Medical Publishing | New England Compounding | Z-Coil Footwear |
| | | Zynex Medical, Inc. |



Exhibit Hall Layout

Sheraton Wild Horse Pass, Chandler, Arizona

Please indicate your 1st, 2nd and 3rd choice of exhibit booth and we'll do our best to accommodate your request. Remember, space is limited, so reserve a spot today!

.....

Early Bird Special

Reserve your space on or before February 11, 2011 for \$300 off regular price.



Become an AAP Supporter

Sponsorship and Marketing Opportunities

We welcome your support of the 2011 AAP Annual Meeting! Commercial support is an excellent way to show your commitment to the field of PM&R.

Exhibit Hall Breakfast - one day.....	\$10,000
Exhibit Hall Lunch - one day.....	\$20,000
Exhibit Hall Break - one day.....	\$ 5,000
Council Dinner.....	\$ 5,000

Choose One of the following:

- Chair Council
- Research Council
- Residency & Fellowship Program
- Directors' Council
- Medical Student Clerkship Directors' Council

Room Keys.....	\$10,000
Portfolios.....	\$10,000
Totebags.....	\$10,000
Lanyards.....	\$ 5,000
Internet Cafe.....	\$10,000
Resident Workshop.....	\$ 5,000
Resident Council Dinner.....	\$10,000

Benefits of Commercial Support

.....

- * Enhance your visibility and awareness within the AAP
- * Build a more powerful presence in the field of Physical Medicine and Rehabilitation
- * Increase your impact with individual members of the AAP

★ Sponsor Packages

Gold Level - \$15,000

All of the benefits of the Silver Level **PLUS:**

- * Commercial Support Plaque
- * Complimentary full-page ad in "Keeping Company" Publication
- * Complimentary half-page ad in the *American Journal of PM&R*

Silver Level - \$10,000

All of the benefits of the Bronze Level **PLUS:**

- * Recognition on the AAP Website, including a link to company site
- * Complimentary half-page ad in "Keeping Company" Publication

Bronze Level - \$5,000

- * Sign in registration area
- * Recognition in "Keeping Company" Publication
- * Acknowledgment of support in the AAP Newsletter
- * Signage at the Poster Board Awards or Scientific Paper Presentation Awards

★ Meeting Hotel Room Reservations

Sheraton Wild Horse Pass, 5594 West Wild Horse Pass Blvd.

Chandler, AZ, Phone: 800.325.3535

.....

The AAP and The Sheraton Wild Horse Pass have allocated a block of rooms for the 2011 Annual Meeting.

Hotel Rate: \$229.00 per night for reservations made by March 13, 2011. The hotel charges a round trip portorage fee of \$9 and a Housekeeping fee of \$2/per day.

.....



A **NONREFUNDABLE** room deposit is required to book your reservation. All rooms are subject to availability. Once the block is full, additional rooms may not be available. **PLEASE BOOK EARLY!**

Room reservations can be made by calling the hotel at 800.325.3535. When making your reservations, indicate that you are with the AAP to receive the special Annual Meeting rate. Rates cannot be changed for guests who do not identify their AAP affiliation at the time the reservation is made. Please be certain to receive a written confirmation from the hotel detailing the rate to be charged. Please visit www.physiatry.org/Annual_Event/index.cfm to make your reservations.

★ AAP Supporter/Exhibitor Application

Sheraton Wild Horse Pass Resort & Spa, Chandler, AZ

Company Name _____ Contact Name _____

Address _____

City/State/Zip _____ Email Address _____

Phone _____ Fax _____

Exhibitor Booth Selection: First Choice: Booth # _____ Second Choice: Booth # _____ Third Choice: Booth # _____

Exhibitor Fees: Register by February 11, 2011, \$1,600 per booth Register after February 11, 2011, \$1,900 per booth

Additional Representative Fee @ \$100 per person # _____ **Amount Due: \$** _____

Special AAP Supporter: Marketing and Sponsorship Opportunities			
<input type="checkbox"/> Exhibit Hall Breakfast	\$10,000/day: _____	Sponsor Packages	
<input type="checkbox"/> Exhibit Hall Lunch	\$20,000/day: _____	<input type="checkbox"/> Gold Sponsor	\$15,000
<input type="checkbox"/> Exhibit Hall Break	\$ 5,000/day: _____	<input type="checkbox"/> Silver Sponsor	\$10,000
<input type="checkbox"/> Council Dinner	\$ 5,000	<input type="checkbox"/> Bronze Sponsor	\$ 5,000
Council Preference _____		Amount Due: \$ _____	
<input type="checkbox"/> Room Key	\$10,000		
<input type="checkbox"/> Portfolios	\$10,000		
<input type="checkbox"/> Totebags	\$10,000/ SOLD		
<input type="checkbox"/> Lanyards	\$ 5,000/ SOLD		
<input type="checkbox"/> Internet Cafe	\$10,000		
<input type="checkbox"/> Resident Workshop	\$ 5,000/ SOLD		
<input type="checkbox"/> Resident Council Dinner	\$10,000		

Payment Information:

Total Amount Due: \$ _____

Method of Payment: Check Enclosed # _____ *Please make checks payable to Association of Academic Physiatrists*

Charge to the following: MasterCard Visa American Express Discover

Card Number _____ Expiration Date _____

By signing below, I accept the charges indicated on this form.

Cardholder's Name _____ Signature _____

Please sign and return this contract with your payment to:

Attn: Katie Adair, Association of Academic Physiatrists

7250 Parkway Drive, Suite 130, Hanover, MD 21076

Phone: 410-712-7120; FAX: 410-712-7101

Terms & Conditions

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save meeting partners, management, convention, and hotel facilities and its employees and agents harmless against all claims, losses, and damages to person or property, governmental charges or fines, and attorneys' fees arising out of or caused by exhibitor's installation, removal, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the above. In addition, Exhibitor acknowledges that meeting partners, management, convention and hotel facilities do not maintain insurance covering exhibitor's property and that is the sole responsibility of exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor

Sign and Return with Payment

The undersigned has read the "Exhibit Rules & Regulations" of the AAP and agrees to abide by and be bound by said rules. The Exhibit and AAP Rules and Regulations are hereby incorporated by reference and made a part of the contract. Disclaimer: Any money received for this special registration/partnership is nonrefundable.

Signature of Authorized Exhibitor Agent

Date

Printed Name of Authorized Exhibitor Agent

Exhibit Rules and Regulations

Interpretation of Rules - The following Rules and Regulations and the information contained in the Exhibitor Prospectus are part of the contract between the exhibitor and the AAP. All matter not covered shall be referred to the AAP for adjudication and the decision of the AAP shall be final. The Rules and Regulations may be amended at any time by the AAP and all the amendments 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 may be verbal or in writing before or during the 2011 AAP Annual Meeting and may be given to any authorized agent or representative of the exhibitor.

Authority of the AAP Board of Trustees - The AAP shall have the power to adopt and enforce all show attendance rules and regulations with respect to the kind, nature, and eligibility of exhibitors adopted by it and set forth herein. The AAP Board of Trustees shall enforce all rules and regulations. Their decision on such matters referred to them shall be final.

Eligibility - Technical exhibits are open to exhibitors whose products and services are in interest to physicians attending the AAP Annual Meeting. The AAP reserves the right to decline applications for exhibit space from those companies whose products or services do not meet these criteria. Acceptance of an application for exhibit space does not in any way indicate the AAP's approval or endorsement of an exhibitor's product or service.

Applying for Exhibit Space - Complete and return the Application for Exhibit Space with full payment, listing requests for booth space in order of preference. The company/organization's authorized representative is required to complete the application. Mail your application form promptly as space is confirmed on a first come basis. Exhibitors are permitted up to two representatives per booth at any given time. A form to register exhibitor representatives will be sent with the confirmation letter. One copy of the Meeting Program will be provided per booth. A specially designated exhibitor line will be open at the meeting registration area Wednesday, April 13, 2011 at 12:00 pm. Any additions or changes in registration must be certified by the exhibitor's authorized representative designated on the application form. The authorized representative shall represent the exhibitor in connection with setup, operation, and dismantling of the exhibit.

Payment and Cancellation of Exhibit Space - Exposition Cancellation/Reduction in Space - Full payment must accompany all applications. Exhibitors may not occupy assigned booth space until all monies due to the AAP are paid in full. No refunds of any kind will be made after confirmation of space has been made. Upon acceptance of this application by the AAP, it shall be a legally binding contract between the exhibitor and the AAP. No transfer of monies from year to year may occur. It is mutually agreed that in the event of cancellation of exhibits due to fire, strikes, government regulation, or causes that would prevent its scheduled opening or continuance, this agreement shall be terminated and the AAP Board of Trustees shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible, after consideration of expenditures and commitments already made.

Publications Copy - A description of the company's product or services will be published in the Meeting Program for the meeting. Exhibitors may provide up to 50 words of copy to be used in the Program. The program copy should be included with the completed application and payment. Program copy received after January 15, 2011 is not guaranteed inclusion in the Program.

Space Usage and Allocation - The space applied for is to be used solely for the exhibitor whose name appears on the application, and it is agreed that the applicant will not assign, sublet or apportion the whole or any part of the space allotted. Acceptance of an application for exhibit space does not in any way indicate the AAP's approval or endorsement of an exhibitor's product and the exhibitor agrees to do nothing that would suggest or imply otherwise. A company exhibiting medical devices or pharmaceuticals at the 2011 AAP Annual Meeting or other CME event must maintain, at the exhibit, information regarding the FDA status of each device displayed. Exhibitors are reminded of the FDA policy prohibiting them from discussing intended uses not cleared by the FDA.

FDA Policy - Displays or graphical depictions of drugs or devices declared investigational or unapproved by the United States Food and Drug Administration must contain only objective statements about the products. They may not contain claims that state or imply, directly or indirectly, that the product is reliable, durable, dependable, safe, or effective and contain no claims that the product is in any way superior to any other marketed products. These drugs/devices must be displayed solely for the purpose of obtaining investigators and be accompanied by instructions for becoming an investigator or investigator responsibilities. Drugs/devices will only be permitted when accompanied by appropriate signage indicating the clearance status. Signs must be visible, near devices, and contain the following or similar statement: "Caution: Investigational Device Limited by Federal Law to Investigational Use." Clear unequivocal statements that the drug/device is under investigation and is available only for investigational use are to be made in oral presentation. Exhibitors are further advised to adhere to the FDA prohibition on the promotion of cleared drugs and devices for unapproved uses. Specifically, pharmaceutical manufacturers cannot proactively discuss off-label uses, nor may they distribute written materials that mention off-label uses. FDA defines off-label use as "use for indication, dosage form, dose regimen, population, or other use parameter not mentioned in the approved labeling."

Booth Installation - The exhibits will be located in the main exhibit hall. All booths will be 8'x10'. Placement of equipment must avoid blocking the visibility of neighboring exhibitors. All exposed parts of a display must be finished so as not to be objectionable to other exhibitors or the meeting hosts. All materials must conform to the local building and fire department codes and regulations.

Exhibit Service Kits - An exhibitor service kit containing complete show information and order forms for services provided by the exhibitor services company will be sent to all exhibitors in January 2011. All forms should be completed and returned to the exhibitor services company, unless specifically stated on the form to send to the supplying vendor, to ensure adequate labor equipment for a smooth setup. Shipping instructions will be provided in the service kit. AAP Policy - The AAP reserves the right to control, prohibit, or physically remove all or any part of an exhibit which, in its opinion, is not in keeping with the policies of the Association, or which, because of noise, methods of operation, or other reasons, becomes objectionable. This policy refers to persons, as well as to products and printed matter. The AAP requires that no claims made by exhibitor shall contain misleading or fraudulent information.

Booth Conduct - An exhibitor shall not infringe upon the rights and privileges of any other exhibitor. Interviews, demonstrations, distribution of literature, and so forth, must take place inside the exhibitor's booth, unless preauthorization has been given by the AAP Meetings Manager. All exhibitor representatives should conduct themselves with professionalism and dignity. The AAP name, insignia, logo or acronym (AAP) may not be used in any signs, advertising, or promotions either inside or outside the Exhibit Hall area unless expressly permitted by the AAP. Exhibitors are responsible for complying with all FDA rules and regulations and may not exhibit, advertise, or otherwise promote unapproved devices except in accordance with FDA policy.

Exhibitors are not permitted to canvas outside the allotted booths or host events which conflict with any scientific or social functions associated with the 2011 Annual Meeting. Contest, lotteries, raffles, games of chance, or any giveaway items are only allowed if approved by the AAP prior to the meeting. Any prizes or gifts made available by exhibitors must be in compliance with the American Medical Association's recommended guidelines for gifts to physicians. Exhibitors may NOT invite meeting attendees to an event during the event dates outside of the hotel or premises without first clearance from the AAP. Audiovisual and other sound and attention-getting devices and effects will be permitted only in those locations and in such intensity that, in the opinion of the AAP, do not interfere with the activities of neighboring exhibitors. Operational equipment demonstrated may not create noise. Because the AAP does not hold required licenses, music is prohibited for the duration of the meeting. Representatives are not allowed to videotape or photograph anything in the exhibit hall without the permission of the AAP. To avoid damage to flooring during move-in or move-out, heavy equipment must be fastened to wood skids with no nails, bolts, or sharp edges protruding. No signs or other articles may be fastened to the walls, woodwork, sprinklers, or electrical fixtures. Routine cleaning of the aisle areas will be provided. Cleaning of the exhibit booth, however, is the exhibiting company's responsibility and can be arranged through the exhibitor services company. Exhibits are subject to the approval of the AAP. The AAP reserves the right to refuse applications not meeting the standards required or expected. The AAP also reserves the right to control, prohibit, or physically remove any or all parts of any exhibit which, in the AAP opinion, is not in keeping with the policies of the Association, or which, because of noise, methods of operation, or other reasons, becomes objectionable.

Sales and/or Solicitation of Orders - Sales and order taking are permitted on the exhibit floor within the exhibitor's assigned booth provided that all transactions are conducted in a manner consistent with the professional nature of exhibits. All vendors must abide by the laws and regulations of the state of Arizona.

Fire Regulations - All exhibitors must conform to the fire laws, health regulations, electrical codes, and other local, state, and federal laws and regulations and hotel policies. All materials are subject to the inspection of the Fire Department and its regulations shall govern.

Security - Exhibit hall will be secured and monitored during hours when the exhibits are closed. Reasonable precautions will be used to safeguard exhibitor's property. This security is peripheral security only and the AAP, the exhibitor services company, and the hotel will assume no liability whatsoever for loss or damage, through any cause, of goods, exhibits, and other materials owned, rented, or leased by the exhibitor.

Indemnification & Insurance - Exhibitors shall indemnify, hold harmless and defend the AAP, the Sheraton Wild Horse Pass Resort & Spa and the exhibitor company chosen by AAP, their directors, agents, and employees from any and all losses, claims, liability, damage, action, judgment covered from or asserted against them, or other expenses (including, without limitation, attorneys' fees and expenses) arising out of or relating to the exhibitor's use of the exhibit hall or from the conduct of exhibitor's business or from any activity, work, or things that may be permitted or suffered by exhibitor in or about the exhibitor and hotel or from any breach or default in the performance or any obligation on the exhibitor's part to be performed under any provision of this agreement or arising from any negligence of exhibitor or any of its agents, contractors, employees, or invitees, including by not limited to the use of patented, trademarked, or copyrighted materials, equipment, devices, processes, or dramatic rights furnished to or used by exhibitor, or other persons in connection with the exhibit and the hotel. Exhibitor hereby assumes all risk of damage or loss to it property or injury to its officers, directors, employees, agents, contractors, invitees, or any attendees at the exhibit for any cause and hereby waives all claims in respect thereof against the AAP except where such damage or loss arises out of the demonstrated sole negligence of the AAP or the hotel. Insurance protection will not be offered to the exhibitors either by the AAP or by the hotel. Exhibitors shall carry their own insurance to cover exhibit material against damage and loss, and public liability insurance of at least \$1 million per occurrence and \$1 million aggregate, against injury to the person and property of others. Policies shall name the AAP as a named additional insured. Certificates of insurance must be furnished prior to move-in at the Sheraton Wild Horse Pass Resort & Spa. Mail your proof of insurance by February 11, 2011 to AAP; Exhibits; 7250 Parkway Drive, Suite 130, Hanover, MD 21076.