



AACA 33rd Annual Conference June 13- June 17, 2016

Exhibitors' Marketing Opportunities

Oakland Marriott City Center 1001 Broadway Oakland, CA 94607

The American Association of Clinical Anatomists (AACA) cordially invites you to attend and exhibit at our 33rd Annual Conference. Set-up day is Monday, June 13, 2016 with exhibits scheduled for Tuesday, June 14, Wednesday, June 15 and Thursday, June 16, 2016. Exhibitor hours are listed on the following page. Space is limited, so don't wait - reserve your spot today!

Over the years, we have consistently drawn 200 to 300+ attendees at our conference. Typical participants are teaching faculty, anatomical services personnel, postdocs, graduate and undergraduate students, as well as health professional clinical faculty and residents. These members of the Association represent a wide variety of backgrounds with experience in research, clinical practice, clinical research, teaching in accredited Colleges and Universities, administrative or other aspects of the field. The AACA advances the science of art and clinical anatomy. It encourages research and publication in the field and maintaining high standards in the teaching of anatomy. Clinical anatomy is defined as anatomy in all its aspects – gross, histological, developmental and neurologic as applied to clinical practice, the application of anatomic principles to the solution of clinical problems and/or the application of clinical observations to expand anatomic knowledge.

This is a unique opportunity for your company to present itself and interact with key players in the industry during several days of enriching programming and social activities. As a sponsor or exhibitor, you will be able to share information on your latest products, services, and resources while at the same time supporting the only professional society devoted solely to the advancement of the science and art of clinical anatomy. By being an AACA supporter, you have the unique opportunity to contribute to changing trends in anatomy.

The AACA Annual Session is a "once a year only" opportunity for you to reach key contacts in the discipline. We offer a well-planned conference that provides an excellent environment for showcasing your company as a key participant in this field of science.

Even if it is not possible for you to attend the conference, please see the enclosed information on alternative opportunities to showcase your products and services. February 16, 2016 is the due date for your payment to hold your spot. After that date – remaining spots will be first-come, first-served.

To receive full benefits for supporting AACA you must advise the Executive Director, Caitlin Hyatt, (chyatt@asginfo.net) of your advertising and sponsorship efforts.



IMPORTANT DEADLINES:

- February 1, 2016 Any exhibitor applications received after this date will be assigned space by AACA management on a first come, first served basis.
- February 16, 2016 Deadline for payment to be received to hold the exhibit space.
- April 22, 2016 Deadline to submit an ad for the booklet/conference program.
- April 26, 2016 Exhibitors cancelling on or before this date will be charged a \$100 processing fee per table/booth space. No refunds of table/booth space registration fees after this date.
- May 2, 2016 All booth personnel must be registered for the conference.
- May 13, 2016 Deadline for any request for an exhibitor sponsored event or focus group to be brought to AACA Meeting Manager's attention for approval.
- June 9, 2016 Purchased advertising materials should be sent to the hotel and received by this date.
- June 10, 2016 Exhibitor shipments (booths and related materials can be sent to the hotel)
- June 13, 2016 Tables/booth space must be installed by 5 PM on this date.
- June 16, 2016 Oakland Marriott City Center must be vacated of all exhibit material by 5 PM on this
 date.

EVENT SCHEDULE (PRELIMINARY – Subject to Change)

MONDAY, JUNE 13

8:00 AM - 5:00 PM	Exhibit Set Up
6:30 PM - 8:30 PM	Welcome Reception

TUESDAY, JUNE 14

8:00 AM – 5:00 PM 8:00 AM – 12:00 PM 12:00 PM – 1:00 PM	Registration Commercial Exhibits Lunch (on your own)
1:00 PM - 5:00 PM	Commercial Exhibits
6:30 PM - 8:00 PM	Social

WEDNESDAY, JUNE 15

0:00 AM 5:00 DM	Desistration
8:00 AM – 5:00 PM	Registration
8:00 AM – 11:45 AM	Commercial Exhibits
11:45 AM – 1:00 PM	Lunch (on your own)
1:00 PM - 5:00 PM	Commercial Exhibits

THURSDAY, JUNE 16

8:00 AM – 5:00 PM	Registration
8:00 AM - 1:00 PM	Commercial Exhibits
1:00 PM - 5:00 PM	Exhibitor Breakdown
6:00 PM - 7:00 PM	Reception
7:00 PM – 9:00 PM	Banquet

HOTEL RESERVATIONS

Make reservations for the \$189 contract rate at Oakland Marriott City Center <u>HERE</u>. If you call the hotel directly, you must identify as being with American Association of Clinical Anatomists (AACA.)

EXHIBITOR ACTIVITIES AND SPONSORSHIP

- Any exhibitor sponsored event open to conference participants should be coordinated through the
 Meeting Manager. Notice should be given at least one month before the conference to avoid scheduling
 problems and to allow for printing in the conference schedule.
- Any service, token, or activity provided by an exhibitor should be available to all registered participants at the meeting, on a first-come, first-served basis.



• Exhibitor focus groups are to be held at times **other** than those scheduled for presentations, committee meetings, receptions, etc. Focus group meeting times must be approved by the AACA Meeting Manager.

DONATE A DOOR PRIZE

Door prizes are eagerly anticipated and very much appreciated! Your company will be acknowledged as a supporter of AACA 2016 in the conference program. Don't have a product suitable for a door prize? How about providing ground transportation coupons, restaurant gift certificates, banquet tickets, airfare to, or lodging for AACA 2017.

PLACE YOUR ADVERTISING MATERIALS IN CONFERENCE BAGS

- For a fee of \$350, you may include your advertising materials in conference bags to be given out at registration. The option is included on the exhibitor application.
- Purchased advertising materials should be sent to the hotel and **received** by June 9. Materials may be in a brochure format or (no more than) 3 pages collated and stapled.
- Ship the ad material to be included in conference bags to:

Caitlin Hyatt c/o Marriott Oakland City Center 1001 Broadway Oakland, CA 94607 Event: AACA 2016 Meeting June 13 – 17

Please be sure to add an extra label on each of your boxes that says

AACA Conference – *COMPANY NAME* Registration Insert. Box 1 of ___



ADVERTISE IN THE 2016 AACA CONFERENCE BOOKLET

- Ads may be sent to Caitlin Hyatt at chyatt@asginfo.net (after checking for availability)
- Deadline to submit an ad for the booklet is April 22, 2016.

Company	
Contact Name	
E-mail	
Phone	
FAX	

Ad Specification Sheet If ordering ad space, please check with Caitlin Hyatt at chyatt@asginfo.net for ad placement availability.	Price	Please check size
Full Color		
Full page inside front cover	\$500	
Full page inside back cover	\$450	
Full page outside back cover	\$525	
Full page inside (location requests considered - not guaranteed)	\$400	
Black & White		
Full size	\$300	
½ page	\$250	
1/4 page	\$200	
Artwork enclosed please circle yes or no Artwork to follow please circle yes or no	,	

Specifications & Requirements:

Final trim size – 8 x 10.5 All text at least 1/2 inch from edge Color proof required for all color ads Standard ad space (W x H) ½ page - 3.5 x 4.5 ½ page – 7.5 x 5 Full page – 7.5 x. 10

Electronic Formats:

- .pdf high resolution
- Illustrator
- .jpeg files
- .eps files
- Photoshop
- Include all fonts and linked artwork.

If received artwork is not one of the above electronic formats, there may be additional charges. AACA reserves the right to reject any advertising considered non-conforming to AACA standards. **Terms**: No agency discounts given on quoted rates. All rates are payable at time of ad placement. **Priority Placement**: All ads will be placed on a "first come/first serve" basis. **Cancellation/ Refunds**: Orders may be cancelled and refunds will be given till the reservation date. Cancellations after that time will not be eligible for refunds.



2016 AACA Sponsorship Opportunities

EVENTS AVAILABLE FOR SPONSORSHIP FOR THE CONFERENCE

*All sponsorships/advertising must be approved by the AACA Meeting manager (chyatt@asginfo.net)



Level	Platmum	Gold	Silver	Bronze
Amount	\$7,000	\$5,000	\$2,000	\$1,000
Registration	For 3 \$1,350 value	For 2 \$900 value	For 1 \$450 value	
Opening reception	For 3 \$225 value	For 2 \$150 value	For 1 \$75 value	
Onsite printed banner	\$300 value	√ \$300 value		
Printed program	Full page \$500 value	Half page \$250 value	Quarter page \$200 value	Eighth page \$100 value
Podium Signage	1 day \$50 value			
Promotional video during opening remarks	30 seconds			
Recognition during opening remarks	Full slide	Shared slide	Shared slide	Shared slide
Recognition during closing remarks	Full slide	Shared slide	Shared slide	Shared slide
Corporate logo on website	Full-size Logo Link to company website	Full-size logo	Half size-logo	Quarter-size logo
Promotional material in conference bag	2 pages Double sided \$350 value	1 page Double sided \$250 value	1 page Single sided \$200 value	Half page \$150 value

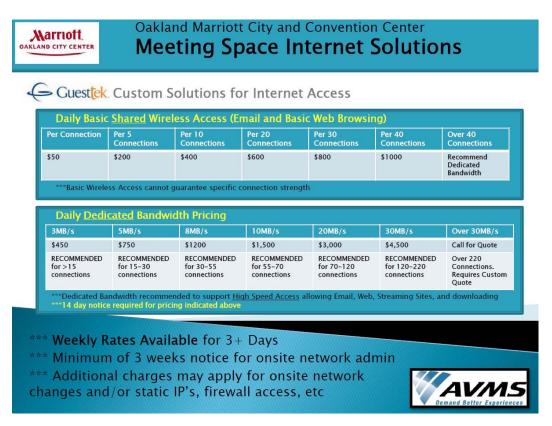


2016 AACA Exhibitor General Terms and Conditions

Exhibitor 8x10 Booth Purchase......\$1350
Each additional 8x10 Booth.....\$2600 (includes registration for two additional staff members)

Table purchase includes one exhibit table, registration for **two staff members**, recognition in the conference program, and signage. This includes admission to the welcome reception, all educational sessions, lunches, refreshment breaks, and the Banquet. To register additional exhibitor representation, it requires an additional fee (**\$425** per company.)

NOTE: Internet is not included in the purchase of your booth. Here are the current rates you can expect to pay:



SPACE ASSIGNMENT

Tables/bulk space will be assigned by AACA in the following order:

- 1. Previous exhibitors at AACA Annual Conferences receive 1 point for each year exhibiting $-\frac{1}{2}$ point for each year sponsoring.
- 2. Exhibitor applications received after Feb. 1, 2016 will be assigned space by AACA management on a first come, first serve basis.

SPACE RENTAL INCLUDES

Standard tables are 6 feet long with 2 chairs and a waste basket. Tables/Booths are 8' wide and 10' deep. Each table space will include an exhibitor name sign.



EXHIBIT RENTAL DOES NOT INCLUDE:

- Installation of electrical power lines and individual exhibit outlets
- Storage and placement of display equipment
- · Decoration and related services
- Security services
- Labor requirements to install, erect, drape, or decorate exhibits or the exhibit area, and to move exhibit materials in and out of the exhibit premises or hotel.
- Cleaning of interior booth space
- Gas or water supply
- "Pre and post" exhibit storage
- Receiving
- Packaging and shipping
- Pipe and draping

PAYMENTS

Full payment received by February 16, 2016, to guarantee space. No applications will be processed without proper payment.

No company with an outstanding balance will be allowed to set up for the conference. Outstanding balances will be charged to credit card per authorization form. Payment must be made in U.S. dollars, by check made payable to AACA, or by VISA, MasterCard, American Express, & Discover. AACA cannot accept checks drawn on banks outside of the United States – credit cards must be used.

CANCELLATIONS OR REDUCTIONS

Full table/booth space payment must be received no later than February 16, 2016. An exhibitor not making payments in accordance with specified instructions forfeits all rights, claims, and reservations to table/bulk space requested and assigned. Exhibitors canceling on or before April 26, 2016 will be charged a \$100 processing fee per table/booth space. All cancellation requests must be received in writing. There will be no refunds of table/booth space registration fees after April 26, 2016.

EXHIBITOR PERSONNEL

Complimentary registrations are provided for each table/booth space. The first table/booth space includes 2 passes for exhibitor staff. Each additional table includes 2 additional staff people. This includes admission to the welcome reception, all update sessions, lunches, refreshment breaks, conference activities and the banquet. To register additional exhibitor representation, it requires an additional fee (\$425 per company.)

All table personnel must register in order to participate in the 33rd Annual Conference. A badge request form is included in this packet on page 13. Please send to Caitlin Hyatt (chyatt@asginfo.net) by May 2, 2016.

SET UP

Tables/booth space may be installed on Monday, June 13, from 8 a.m. to 5 p.m. Tables/booth space not set up by 5 p.m., Monday, June 13, will be considered vacant and space may be assigned to waiting list companies (unless prior arrangements are made with the AACA Meeting Manager.)

AUDIO VISUAL ARRANGEMENTS

Information will be emailed to you after your application is accepted.

TEAR DOWN

All exhibit material must stay in place until 1:00 p.m. Thursday, June 16, 2016. No table/booth space materials will leave premises prior to tear down. Any exhibitor tearing down prior to 1:00 p.m. on Thursday may be



excluded from participating in future conferences. Oakland Marriott City Center must be vacated of all exhibit material by 5 PM, Thursday, June 16, 2016.

SELLING

Retail selling from table/booth space by exhibitors is prohibited. Solicitation by non-exhibitors is prohibited. Any person, representing a non-exhibitor, identified soliciting in common areas of the convention center, will be asked to vacate the premises.

EXHIBIT RESTRICTIONS

AACA reserves the right to refuse rental of display space to any company whose display of goods or services is not likely to be, in the opinion of AACA, compatible with the general character and objectives of the exposition. The conference is a "closed trade show" designed to provide a showcase for equipment, goods, and services used by the participants of the American Association of Clinical Anatomists. AACA will refund the deposit of any prospective exhibitor whose Exhibitor Application is not accepted by AACA.

AACA reserves the right to restrict exhibits which, because of noise, method of operations, or any other reason are deemed objectionable, and may also prohibit or evict any exhibit which, in the opinion of the Executive Committee of AACA, may detract from the general character of the show. In the event of such restrictions or eviction, the AACA is not liable for any refunds, rentals or other exhibit expenses.

USE OF SPACE

No exhibitor may assign, sublet, or apportion the whole or any part thereof, of space allotted nor exhibit therein any goods other than those manufactured or handled by the exhibitor in the regular course of his/her business, nor permit any representative of any other firm to solicit business, take orders, or sublet in his/her space.

FIRE CODES

Fire regulations will be in accordance with the City of Oakland, California.

SIZE LIMITATIONS FOR TABLES

The standard table size is 6 foot in length.

SIZE LIMITATIONS FOR BULK SPACE

Built-up exhibits or other construction cannot exceed 8 feet on (2.4 meters) background wall height without prior approval of Caitlin Hyatt, the AACA Executive Director. If your display or equipment will not fit within the space you purchased, you will need to purchase an additional table or booth, or you will be asked to modify the exhibit. To create an island, exhibitor must purchase a minimum space of 20'x 20'. Exhibits will not be permitted to protrude into the aisles or significantly impede the visibility of neighboring exhibitors. (The AACA Main Office will email room diagram and layout several weeks previous to the event). Services, such as electricity, internet access, or audio visual needs are available through Oakland Marriott.

THE GENERAL RULE OF THE CONFERENCE: "BE A GOOD NEIGHBOR"

No exhibits will be permitted which interferes with other exhibits, impedes access to them, or impedes free use of the aisle. Booth personnel, including demonstrators, receptionists, and models are required to confine their activities within the exhibitor's table/booth space. Apart from the specific display space for which an exhibiting company has contracted with AACA, no part of Oakland Marriott or its grounds may be used by any organization other than AACA for display purposes regarding the anatomy field.

MUSIC AND AMPLIFICATION

Due to ASCAP and BMI licensing requirements and U.S. copyright laws, no copyrighted music, live or recorded, will be permitted in the exhibit hall unless the exhibitor using the material has purchased the appropriate license.



Exhibitor agrees to indemnify, defend, and hold harmless AACA from any liability arising due to use of copyrighted music by exhibitor. This rule includes background music and audiovisual presentations. The use of amplification, recordings, videos, slides, or other audiovisual devices is permissible; however, the sound volume of any such device must not exceed that of normal conversation voice level or be objectionable to neighboring exhibitors.

SELL OUT/WAITING LIST

Upon the show becoming a sell-out, AACA will establish a waiting list for table/booth space on a first come, first serve basis. Companies on the official waiting list will be considered as an "exhibitor" for purposes of preference in assignment of 2016 booth space and will have all the rights and privileges to reserve 2016 booth space as other exhibitors who have booths at the Conference provided all applications and deposits are received when due. In the event of a "no show" by a registered exhibitor by 5:00 p.m., on June 13, 2016 (unless other arrangements are verified,) the waiting list will be used to give companies the opportunity to utilize the empty space. Set up for waiting list companies will occur between 5:00 p.m. and 9 p.m. on Monday, June 13, 2016.

SHIPPING INFORMATION

NOTE: Do not have your boxes arrive any earlier than 3 days prior to Monday, July 13.

All materials must have the name of your on-site event contact, your company or event name and date(s) of your event clearly marked on the exterior of the packages. Please number the boxes 1 of ___.

Oakland Marriott City Center 1001 Broadway Oakland, CA 94607 510-451-4000 AACA Mtg June 13 – 17, 2016

EXHIBITOR FUNCTIONS

Exhibitors wishing to schedule public or private functions designed to draw attendance from an official AACA scheduled function must get prior approval from Caitlin Hyatt. Exhibitors scheduling functions in conflict with AACA events may be denied future exhibit space for up to two years. Prior approval from AACA is required for any such event at <u>least 1 month</u> prior to the event opening on Monday, June 13, 2016.

EXHIBITOR APPOINTED CONTRACTOR (EAC)

An Exhibitor using an Exhibitor Appointed Contractor (EAC) agrees to notify AACA of such appointment and agrees to indemnify and hold harmless AACA, Oakland Marriott and their respective officers, directors, staff, employees, and agents from any and all liability or losses for any act, complaint, damage or loss to the any other exhibitor, the exhibit facility, the property of any contractor or any consequential damages arising out of any such act or loss from the time the independent EAC first arrives at the facility until the final move-out is complete.

The exhibitor further agrees that AACA may prohibit the EAC from working in the facility if they do not fully comply with all rules and regulations set forth for them at this event. Any Exhibitor using an EAC agrees to advise its EAC of all terms and conditions. (In short – if you have someone set up your booth – they have to abide by the rules.)

CANCELLATION OR POSTPONEMENT OF THE CONFERENCE

In the event that the Conference is postponed due to any occurrence not occasioned by the conduct of AACA or Exhibitor, whether such occurrence be an Act of God or the common enemy or the result of war, riot, civil commotion, sovereign conduct, or the act or conduct of any person or persons not party or privy to this Lease,



then the performance of the parties under this Agreement shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof, and in any event for the duration of such postponement. In the event that such occurrence results in cancellation of the Exposition, the obligations of the parties under this Agreement shall be automatically terminated and all payments made under this contract shall be refunded to Exhibitor, less a pro rata share of expenses actually incurred by AACA in connection with the Conference. No monies will be returned should the dates or location of the show be changed by AACA, but exhibitor will be assigned space that the exhibitor agrees to use under these same Terms and Conditions. AACA shall not be financially liable in the event the show is interrupted, cancelled, moved, or dates changed except as provided herein.

LIABILITY

It is expressly understood and agreed between exhibitors and the AACA shall be under no liability for loss of, or damage to goods or property of exhibitors, or personal injury to the exhibitor or exhibitor's employees. Exhibitor hereby agrees to protect, defend, indemnify and save AACA, its officers, directors, employees, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by the exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of AACA and its employees and agents.

INSURANCE

Exhibitor shall obtain and keep in force, during the term of the installation and use of exhibit premises, policies of Comprehensive General Liability Insurance insuring the liability set forth in this Exhibitor Contract, in an amount not less than \$1,000,000 combined single limit for personal and property damage. Exhibitor acknowledges that AACA does not maintain insurance covering exhibitor's property and that is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance insuring any losses by Exhibitor.

THESE REGULATIONS are incorporated by reference to the Exhibitor Contract. All points not covered are subject to the decision of the AACA and/or the Annual Conference Committee, in its sole discretion, which reserves the right to amend these regulations as necessary.

CONTACT INFO

For sponsor and exhibit hall questions, contact Caitlin Hyatt, AACA Executive Director, at chyatt@asginfo.net at 706-298-0287. Or you may also contact Sarah Ann Keeter at skeeter@asginfo.net or 706-298-0287.

To find workshop proposal forms, hotel info or additional details about the conference, please check for links to the annual conference page at www.clinical-anatomy.org



2016 AACA Annual Conference

Exhibitor/Sponsor Application & Contract
Sponsored by: American Association of Clinical Anatomists
Oakland Marriott City Center, Oakland, California June 13 – 17th, 2016

Contact Person
Company Name
Address
City, State/Province
Zip, Country
Email
Phone
FAX
Website
Description of product or service
Is this your first year exhibiting with AACA?

Exhibitor/Sponsor Fees & Payment

Quantity	Description	Cost	Total Amount
	1 -8 x 10 Table/Booth	\$1350	Amount
	2 nd -8 x 10 Table/Booth	\$2600	
	Additional 6 ft table	\$55 each	
	Comp Table (earned if sponsoring an event and first table is purchased.)	Comped	
	Additional Representative Registration fee: \$425 per company to attend or present (for two exhibitors)	\$425	
	e advertising ur materials in conference bag)	\$350	
Advertising	in conference program	Please refer to page 4 for	
(check with	skeeter@asginfo.net for availability)	fee structure	
Sponsor ar	n event	Please refer to page 5 for	
(check with	skeeter@asginfo.net for availability)	fee structure	
Door prize	donation	Please describe:	
TOTAL DUE		ı	\$



2016 AACA Annual Conference Exhibitor Application & Contract Page 2

Applications may be faxed (706-883-8215) sent as an email attachment to chyatt@asginfo.net **If paying by check**, please mail application and check to the address below.

AACA 251 S. L. White Blvd. P. O. Box 2945 LaGrange, GA 30241

This information will only be used for the American Association of Clinical Anatomists. For your convenience; we will use this authorization to charge your credit card account (if not paying by check.) We will advise you, prior to charging card, of any unpaid balances at the conference or any additional amounts incurred at the show-site by your representative(s). Information is completely confidential.

Check type of credit card:	MasterCard	Visa	_ American Express
Account Number			
Expiration Date			
Company Name			
Cardholder's Name			
Cardholder's Billing Address			
City, State/Province			
Zip/Country			
Signature			
			2016 American Association of Clinical Anatomists ched to this Contract and hereby incorporated by
Signed:			Date:

For any questions on registration, please contact Caitlin Hyatt at chyatt@asginfo.net or 706-298-0287



2016 AACA Annual Conference Exhibitor Personnel Registration

Sponsored by: American Association of Clinical Anatomists Oakland Marriott City Center, Oakland, California June 13 -17, 2016

Use this form to send exhibitor name badge information. Exhibitors are allowed to attend the Banquet at no additional charge. Personnel nametag forms may be faxed (706-883-8215) sent as an email attachment to chyatt@asginfo.net or postal mailed to:

AACA 251 S. L. White Blvd. P. O. Box 2945 LaGrange, GA 30241

Name of Exhibitor	Title	Address	Email Address	
	Banquet: Ye	es or No		
	Banquet: Ye	es or No		
	Banquet: Ye	es or No		
	•			
Banquet: Yes or No				