

Publishers Showcase

The American Association of Medical Assistants will host over 700 medical assisting professionals from all over the United States at the Publishers Showcase 2012. The event will be held Sunday, September 9 at the Doubletree Paradise Valley Resort in Scottsdale, Ariz.

Publishers Showcase is the premier resource for the texts and information that medical assisting educators and practitioners need to stay abreast of the latest products, services, and health care information. Medical assisting educators look forward to the opportunity to take the newest technologies and reference materials with them when they return to their classrooms.

Publisher benefits

Free listing in the conference program, *Conference Daily*, and *CMA Today*

Each publisher will have a description and listing in the conference program, as well as a listing in the *Conference Daily* and in *CMA Today*, the official publication of the AAMA.

In addition, at the end of the day the Publishers Showcase will be opened up to combine with the LEAP Roundtable, providing the maximum opportunity to interact with the medical assisting educators you are trying to reach.

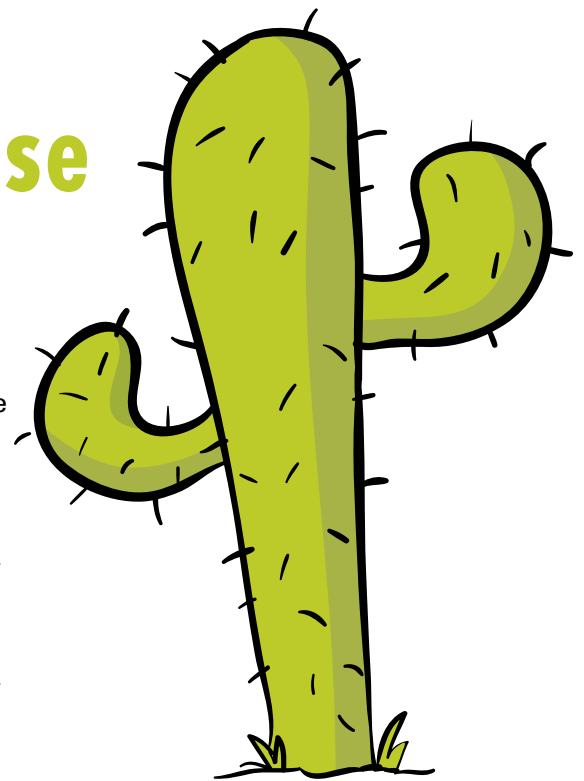


Exhibit schedule

Sunday, September 9

Setup

8–10:30 AM

Open

11 AM–4 PM

4:30–6 PM—LEAP Roundtable

Dismantling

6–7:30 PM

General information, terms, and conditions

Application for space at Publishers Showcase 2012 indicates the applicant's willingness to abide by all accompanying terms and conditions, as well as such additional rules and regulations the AAMA deems necessary to the success of the Showcase, provided these latter do not materially alter the exhibitor's contractual rights.

Prices

The fee for each table is \$250. The fee includes one table, two chairs, and one identification sign. Additional tables can be purchased for \$225.

Payment terms

Full payment must accompany the application and signed contract. Payment must be received by **June 8, 2012**.

Admission

Exhibitor admission to Publishers Showcase will be by badge and business card only, and badges must be worn at all times. Badges can be obtained at the conference registration desk. Badge swapping among personnel is prohibited. Exhibitors without tables may not sell on the floor. The AAMA shall have sole control over all admission policies at all times.

Showcase information and requirements

Location. The AAMA reserves the right to make any modifications necessary to meet the needs of the exhibitors and Publishers Showcase programs.

Assignment. Tables are assigned on a first-come, first-served basis. The AAMA will consider all table space preferences, but reserves the right to adjust space assignments should conditions necessitate such action.

Usage. Exhibitor items may not exceed tabletops. Interference with normal traffic flow or infringement on neighboring exhibitors is not allowed.

Local regulations. All materials and equipment must conform

to applicable local building, electrical, fire, and related safety regulations.

Use of AAMA logo. Use of the AAMA name (in both its full and abbreviated forms), its logo, and the Publishers Showcase logo by exhibitors is strictly prohibited.

Subletting space. Exhibitors may not assign, sublet, or apportion the whole or any part of the space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the regular course of their business.

Supervision of space. The exhibitor shall provide staffing of Publishers Showcase space(s) throughout the exhibit dates and hours, at no time during those dates and hours leaving the space unattended.

Care of space. Exhibitors must, at their expense, keep neat and in good order Publishers Showcase space(s) contracted for herein.

Prizes. Prizes are encouraged. Floor prizes may be given from private drawings at any of the Publishers Showcase tables. The exhibitor assumes responsibility for conducting the drawing and the delivery of prizes.

Food and beverage. No liquor may be served from the Publishers Showcase tables.

Sound devices. Operation of sound devices that do not project sound beyond the exhibitor's space is allowed.

Shipping and storage

Each exhibitor must assume responsibility for shipping and storage of materials for their tabletops.

No crates will be accepted by the hotel.

Installation and removal

Setup of exhibits may begin at 8 AM on Sunday, September 9. All setups must be completed 30 minutes prior to the opening of Publishers Showcase at 11 AM. Dismantling of exhibits may not

begin prior to 6 PM on Sunday, September 9, and must be completed by 7:30 PM.

Headquarters hotel

The Doubletree Paradise Valley Resort is the headquarters for the AAMA 2012 Annual Conference and Publishers Showcase. Special hotel room rates of \$139 (single or double), \$149 (triple), or \$159 (quad), are available to exhibitors. Reservations must be made directly with the hotel by August 13, 2012. Contact them at **800/222-8733**.

Contract cancellations

Notification for cancellation of exhibit table space(s) must be submitted in writing and postmarked no later than August 10, 2012. A refund per cancelled space will be issued (minus a \$15 administrative fee). No refunds will be made for cancellations postmarked after August 10, 2012.

Failure to occupy space

Any exhibit space not occupied by noon, September 9, may be canceled or reassigned without any obligation on the part of the AAMA for any refund.

Use of music

No exhibitor may use music, whether live or recorded, at its table without the prior written approval of the AAMA, which will require the exhibitor to have appropriate music licensing agreements for the public performance of any copyrighted music used by the exhibitor.

Liability

The AAMA, the meeting coordinator, the conference hotel, and the employees or representatives thereof, are not responsible for injury, loss, or damage that may occur to the exhibit or employees of the exhibit or the exhibitor's property from any cause whatsoever before, during, or after the period covered by the Publishers Showcase contract.

The exhibitor agrees to indemnify those listed above against any claims for such loss,

damage or injury. Upon signing the contract, the exhibitor expressly releases the foregoing institutions, individuals, and committees from any and all claims for loss, damage, or injury. This also includes the period of shipping and storage prior to and following the conference.

In addition, the exhibitor agrees to hold harmless and indemnify the AAMA, its officers, directors, employees, and agents from any and all claims, demands, or actions arising out of or as a result of any act or omission on the part of the exhibitor, its officers, directors, employees, agents, or invitees, as a result of its exhibit or otherwise related to the conference.

Small or easily portable articles of value should be properly secured or removed for safekeeping during the hours the exhibits are closed.

Should a situation beyond the control of the AAMA arise to prevent the opening of the conference or exhibits, the AAMA may not be held liable for any expenses incurred except for rental cost of the assigned exhibit space.

Canvassing by nonexhibitors

The use of Publishers Showcase space to demonstrate products, solicit orders, or distribute advertising matter is limited to individuals, business firms, manufacturers, and dealers who have contracted and paid for space assignments. No other AAMA meeting space may be used for these purposes and no other persons or concerns are permitted to demonstrate their products, solicit orders, or distribute advertising matter at Publishers Showcase. Any violation of this rule will be followed by ejection from Publishers Showcase of the offending person(s).

Eligible exhibits

The AAMA reserves the right to refuse rental of display space to any entity, for any reason, at the sole discretion of the association.

Contract for Publishers Showcase space

Table space is assigned on a first-paid basis.

Full payment for each table space reserved must accompany this application and be received by June 8, 2012.

Checks should be made payable to AAMA. Please provide the information requested on this form and return with your exhibit fee to:

AAMA Publishers Showcase; 20 N. Wacker Dr., Ste. 1575; Chicago, IL 60606
Fax: 312/899-1259. For questions, call: 800/228-2262 or e-mail: conference@aama-ntl.org

Mailing and contact information (Please type or print all information.)

Name/credentials: _____ Title: _____

Firm name: _____ For profit Nonprofit

Address: _____

City/state/ZIP: _____

Telephone: _____ / _____ E-mail: _____ Fax: _____ / _____

Names of reps who will be at Publishers Showcase: _____

(If names are not provided with application, badges must be picked up at the registration desk. Exhibitor admission to Marketplace is by badge and business card only.)

Exhibitors

Fees per table (nonprofits call AAMA).

- One table \$ 250
- Each additional 225

Total number of tables requested: _____

Total cost for requested tables: _____

Conference program information

You must provide a product description to receive a listing. Write the description below or you may attach a separate sheet with your description written in 25 words or less. Contracts for space without descriptions will not be processed.

Payment method

My check is enclosed, made payable to the AAMA in the amount of \$ _____

Charge my: American Express Discover MasterCard Visa

Card#: _____ Expiration date: _____

Name on card: _____

Signature: _____

For AAMA Office Use Only

CK#: _____

Total payment submitted: _____

Approved by: _____

Date accepted: _____

AAMA Annual Conference program advertising insertion order



| Ad size | Rate | Specs |
|----------------|--------|-----------------|
| Full page | \$ 500 | 7-1/2" x 10" |
| 1/2 horizontal | 400 | 7-1/2" x 4-3/4" |
| 1/2 vertical | 400 | 3-5/8" x 10" |
| 1/4 vertical | 325 | 3-5/8" x 4-3/4" |

Trim size
8-1/2" x 11"

Special placement

Only full-page ads are accepted for cover positions. Ad rates for inside-front and inside-back covers are \$550; back cover is \$600.

Design

The AAMA production staff will design ad copy *free of charge* for AAMA state societies only.

Deadline

July 1, 2012

Mailing instructions

Send completed insertion order, ad materials, and payment to:

AAMA Communications Department
20 N. Wacker Dr., Ste. 1575
Chicago, Illinois 60606
Phone: 800/228-2262
Fax: 312/899-1259
E-mail: Communications@aama-ntl.org

Please select one:

- Ad enclosed or e-mailed separately.
- Ad will follow (deadline: July 1, 2012).
- Rough copy enclosed or e-mailed separately:
AAMA design required. *(Remember to enclose photos and/or logos.)*

Name: _____

Title: _____

State/chapter or company: _____

Address: _____

City/state/ZIP: _____

Daytime phone: _____

E-mail: _____

With the understanding that preferred positions are allocated on a first-call basis, and are otherwise placed at the discretion of the AAMA, we submit the following order:

Size

- Full page (\$500) \$ _____
- 1/2 page horizontal (\$400) _____
- 1/2 page vertical (\$400) _____
- 1/4 page (\$325) _____

Special placement

- Inside-front cover (\$550) _____
- Inside-back cover (\$550) _____
- Back cover (\$600) _____

TOTAL: \$ _____

Enclosed is a check or money order # _____, made payable to the AAMA in the amount of \$ _____

Charge my: AmEx Visa MC Discover in the amount of \$ _____

Card #: _____ Expiration date: _____

Name on card: _____

Signature: _____