



Myrtle Beach, SC
2022 AAMA Annual Conference

Exhibiting and Sponsorship Prospectus

EXHIBITORS HALL

The American Association of Medical Assistants® (AAMA) will host hundreds of medical assisting professionals from all over the United States at the 2022 AAMA Annual Conference Exhibitors Hall. The event will be held for a full day on Saturday, October 22, and a half day on Sunday, October 23, at the Marriott Myrtle Beach Resort & Spa at Grande Dunes in Myrtle Beach, South Carolina.

The Exhibitors Hall 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 can look forward to the opportunity to take the newest technologies and reference materials with them when they return to their classrooms.

EXHIBITOR BENEFITS

Complimentary listings

Each exhibitor will have a description and listing in the conference program, plus listings in a conference newsletter and *CMA Today*, the official publication of the AAMA.

EXHIBIT SCHEDULE

October 22

Setup 6:30–9 AM

Open 9 AM–4 PM

Dismantling 4–6:30 PM

October 23

Setup 5:30–8 AM

Open 8 AM–12 PM

Dismantling 12–2:30 PM



GENERAL INFORMATION, TERMS, AND CONDITIONS

Application for space at the 2022 Exhibitors Hall 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 Exhibitors Hall, provided these latter do not materially alter the exhibitor's contractual rights.

Payment Terms

Full payment must accompany the application and signed contract. Payment must be received by August 1, 2022.

Admission

Exhibitor admission to the Exhibitors Hall 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.

Exhibitors Hall Information and Requirements

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

Assignment. Tables are assigned on a first-paid, first-served basis. The AAMA will consider all table space preferences but reserves the right to adjust space assignments should conditions necessitate such action. Each exhibitor will be provided one (1) table and two (2) chairs.

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

Local regulations. All materials and equipment must conform to applicable local building, electrical, fire, and related safety regulations.

Use of the AAMA logo and name. Exhibitors and sponsors are granted no rights to use the AAMA logo, name (in both its full and abbreviated forms), trademarks, or trade names for any purpose—before,

during, and after the AAMA Annual Conference—without express written approval of the AAMA. This prohibition includes use of the AAMA logo and other AAMA-identifying words and/or symbols on products that are sold by exhibitors and sponsors before, during, and after the AAMA Annual Conference without express written approval of the AAMA. Exhibitors and sponsors may not publish or create any communications or promotional materials that reference the American Association of Medical Assistants, the AAMA, or any other AAMA-identifying words and/or symbols without express written approval of the AAMA.

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 Exhibitors Hall 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 Exhibitors Hall space(s) contracted for herein. The hotel will provide general maintenance of the aisles, hotel lighting, heating, air conditioning, and ventilation.

Prizes. Prizes are encouraged. Floor prizes may be given from private drawings at any of the Exhibitors Hall tables. The exhibitor assumes responsibility for conducting the drawing and the delivery of prizes. In addition, the AAMA will provide a prize ticket to each vendor exhibit for distribution at random to an exhibit attendee.

Food and beverage. No liquor may be served from the Exhibitors Hall 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 6:30 AM on Saturday, October 22, and 5:30 AM on Sunday, October 23. All setups must be completed 30 minutes prior to the opening of Exhibitors Hall at 9 AM Saturday and 8 AM Sunday. Dismantling of exhibits may not begin prior to 4 PM on Saturday, October 22, and must be completed by 6:30 PM on Saturday if exhibiting for only one day. If exhibitor is attending Sunday as well, then dismantling begins at 12 PM on Sunday, October 23, and must be completed by 2:30 PM.

Headquarters Hotel

The Marriott Myrtle Beach Resort & Spa at Grande Dunes is the headquarters for the AAMA 2022 Annual Conference and Exhibitors Hall. Please refer to the Annual Conference Registration Brochure for information on housing.

Contract Cancellations

Notification of cancellation of exhibit table space(s) must be submitted in writing and postmarked no later than August 15. A refund per canceled space will be issued (minus a \$40 administrative fee). No refunds will be made for cancellations postmarked after August 15.

Failure to Occupy Space

Any exhibit space not occupied by noon on October 22 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 Exhibitors Hall 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 Non-exhibitors

The use of Exhibitors Hall 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 the Exhibitors Hall. Any violation of this rule will be followed by ejection from the Exhibitors Hall 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 EXHIBITORS HALL SPACE

All provisions of the "General Information, Terms, and Conditions" page are incorporated into this contract. By signing below, the exhibitor agrees to all provisions of this page and the "General Information, Terms, and Conditions" page.

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the hotel premises and will indemnify, defend, and hold harmless the hotel, its agents, servants, and employees from any and all such losses, damages, and claims.

The hotel will not be responsible or liable for any loss, damage, or claims arising out of exhibitor's activities on the hotel premises except for any claims, loss, or damages arising directly from its negligence.

Agreed to and accepted by

Company : _____

Representative (Printed): _____

Signature: _____

Date: _____

EXHIBITING AND SPONSORSHIPS ORDER FORM

Exhibitor Opportunities

Fees per table (nonprofits call the AAMA).

- General \$400
- Silver Package \$450
- Gold Package \$600
- Local Small Business Discount* \$250

*Any exhibitor with North or South Carolina addresses

Total number of tables requested: _____

Total cost for requested tables: _____

Sponsorship Opportunities*

- Breakfast Sponsor \$300
- Charging Station Sponsor \$300
- Scavenger Hunt Sponsor \$200
- Photo Booth Sponsor* \$200

*Sponsorship opportunities are not exclusive to a single purchaser.

Table space is assigned on a first-paid basis.

Full payment for each table space reserved must accompany this application and be received by August 1, 2022.

Checks should be made payable to the AAMA. Please provide the information requested on this form with your exhibit fee and send to the AAMA by mail or fax:

Mail: AAMA Conference Exhibitors
20 N. Wacker Dr., Ste. 1575
Chicago, IL 60606
Fax: 312/899-1259

For questions, call 800/228-2262 or email Conference@aama-ntl.org

Conference Program Information

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

Mailing and Contact Information (Please type or print all information.)

Name/Credentials: _____ Title: _____

Company Name: _____ For profit Nonprofit

Street Address: _____

City/State/ZIP: _____

Telephone: _____ / _____ Email: _____ Fax: _____ / _____

Names of reps who will be at the Exhibitors Hall: _____

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

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: _____

To pay over the phone, please email SPirani@aama-ntl.org to schedule a call.

For AAMA Office Use Only

CK#: _____

Total Payment Submitted: _____

Approved by: _____

Date Accepted: _____

AAMA ANNUAL CONFERENCE PROGRAM ADVERTISING INSERTION ORDER



Print 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"

Special Placement

Only full-page ads are accepted for cover positions.

Design

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

Select submission method:

- Ad enclosed or emailed separately.
- Ad will follow (deadline: July 1, 2022).

Select intention of ad:

- In support of a candidate for office.
Candidate's Name: _____
- In thanks to a leader for their service.
Leader's Name: _____
- As an AAMA Annual Conference exhibitor or sponsor
URL: _____
- Other (e.g., to promote an upcoming conference)

The AAMA will use the photo/state logo on file, if not included, and send a copy of the ad for review. Provide contact info below:

Name: _____
 Title: _____
 State/Chapter or Company: _____
 Street Address: _____
 City/State/ZIP: _____
 Daytime Phone: _____
 Email: _____

Deadline

August 1, 2022

Submission instructions

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

AAMA MarCom Department
 20 N. Wacker Dr., Ste. 1575
 Chicago, IL 60606

Fax: 312/899-1259
 Email: MarCom@aama-ntl.org

Have questions? Call 800/228-2262 or email MarCom@aama-ntl.org.



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 of Print Ad

- Full Page (\$500) \$ _____
- 1/2 Page Horizontal (\$400) _____
- 1/2 Page Vertical (\$400) _____
- 1/4 Page (\$325) _____

Special Placement of Print Ad

- 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: _____