



Exhibitor Prospectus

MARCH 8-11, 2012
Market Place Exhibit Hall
Hyatt Regency Houston
Houston, Texas

Network with Future Physician Leaders and Make a Lasting Impression!

AMSA's 62nd Annual Convention & Exposition is the event where medical and premedical students gather together to learn, network, and gain valuable experience in enhancing their medical education. AMSA's convention attracts more than 1,000 physicians-in-training from both domestic and international universities and medical schools. They are the future of health care and represent the best of the best in AMSA leadership.

The exhibit hall features numerous events and activities that ensure qualified traffic and networking opportunities. We invite you to be a part of this opportunity to educate the AMSA premedical and medical students with your ideas, products, services, and programs.



EXHIBIT HALL SCHEDULE

Thursday, March 8

Exhibitor Set-up: 3:00pm - 7:00pm

Friday, March 9

Exhibit Hall Open: 12:00pm - 5:00pm

Lunch Served: 12:00pm - 1:30pm (unopposed time)

Snack Served: 3:20pm - 4:00pm (unopposed time)

Saturday, March 10

Exhibit Hall Open: 8:00am - 2:00pm

Breakfast Served: 8:00am - 9:30am (unopposed time)

Lunch Served: 12:30pm - 2:00pm (unopposed time)

Exhibitor Tear-down: 2:00pm - 4:00pm

Exhibit Hall will open one hour prior to scheduled exhibit time to exhibitors only in order to access their booth space.

No tear-down permitted prior to 2:00pm Saturday, March 10. Any items left after 4:00pm will be discarded by the cleaning crew. AMSA will not be responsible for items left in booth.



EXHIBIT OPPORTUNITIES

Booth Details

Inventory

- 8x20 Double Prime Booth Space: \$6300
- 8x10 Prime Booth Space: \$2950
- 8x10 Standard Booth Space \$2500
- 6' Table Space (for Non-Profit only): \$1950
- (10) Premium Package - 8x10, 1/2 page ad in program, attendee list, welcome bag insert, hologram rotation logo, signage meter boards on/around expo hall, or dining area: \$5250

Exhibitor Package Includes

- Three (3) full conference registrations
- Product/Service description in the Exhibitor Directory section of the convention program
- Listing on the AMSA convention Web page with a live listing to your website
- 8' x 10' unit
- 8' Back Drape
- 3' Side Drape
- (1) 6' skirted table
- (2) side chairs
- (1) wastebasket
- 7" x 44" custom booth sign
- (3) registrations--(3 persons/booth; \$75 each additional with a max. of 5 persons total)

EXCLUSIVE SPONSORSHIPS:

Online Registration - \$10,000 **SOLD**

Friday Exhibit Hall Lunch - \$10,000 **#EX2**

Saturday Exhibit Hall Breakfast - \$10,000 **#EX3**

Saturday Exhibit Hall Lunch - \$10,000 **#EX4**

Special Program Sponsorship - \$5,000 **#EX5**

ADDITIONAL SPONSORSHIPS:

5th Annual Women Leaders in Medicine Reception - \$5,000 **#AD1**

Community Service Project - \$5,000 **#AD2**

Keynote Sponsor (4) - \$5,000 **#AD3**

Individual Program Session Sponsor - \$1,000 **#AD4**

CO-SPONSORSHIPS:

Friday Opening Breakfast - \$10,000 **#CO1**

17th Annual AMSA Poster Session - \$10,000 **#CO2**

Onsite Registration - \$8,000 **#CO3**

Career Development Track - \$5,000 **#CO4**

Pre-Health Fair Sponsor - \$5,000 **#CO5**

Professionalism, Wellness & Society - \$5,000 **#CO6**

Residency Fair Sponsor - \$5,000 **#CO7**

Public Health Track - \$5,000 **#CO8**

Advocacy Track - \$5,000 **#CO9**

International Track - \$5,000 **#CO10**

A LA CARTE SPONSORSHIPS:

Convention Giveaway - \$5,000 **#AL1**

Hotel Key Card - \$4,000 **SOLD**

Coffee Sleeve Sponsor - \$4,000 **#AL3**

Lanyards for Nametags - \$2,000 **SOLD**

Directional Signs - \$2,000 **#AL5**

Company Logo Hologram - \$500 **#AL6**

Scavenger Hunt - \$500 + Product Donation **#AL7**

FEATURED ADD-ON [FOR SPONSORS/EXHIBITORS ONLY]

Welcome Bag Inserts - \$750 **#FE1**

Seat Drop for Keynote - \$500 **#FE2**

FOCUS GROUPS

Focus-groups rates are \$500/ each for 50 minutes with a maximum of 30 participants. Prior approval is mandatory and exhibitor must have advertised in The New Physician a minimum of three times in the past 12 months or a contract for 2012. Not advertised in program. Room set up will be theater, front table, podium, microphone, LCD, laptop.

Saturday, March 10 7:00am-7:50am

- Focus Group 1: Cottonwood Room; 3rd Level
- Focus Group 3: Dogwood Room; 3rd Level
- Focus Group 5: Arboretum 1, 2, 3; 3rd Level
- Focus Group 7: Arboretum 4, 5; 3rd Level
- Focus Group 9: Mesquite; 3rd Level

Saturday, March 10 8:00am-8:50am

- Focus Group 2: Cottonwood Room; 3rd Level
- Focus Group 4: Dogwood Room; 3rd Level
- Focus Group 6: Arboretum 1, 2, 3; 3rd Level
- Focus Group 8: Arboretum 4, 5; 3rd Level
- Focus Group 10: Mesquite; 3rd Level

Exhibitors are responsible for soliciting participants.

PRE-HEALTH PROFESSIONS FAIR / RESIDENCY & SPECIALTY SHOWCASE

Fair Schedule

Saturday afternoon, 4 hours

Fair Location

Ballroom

Residency Fair Tabling

Exhibitors \$150
Non-Exhibitors \$300

Pre-Health Fair Tabling

Exhibitors \$150
Non-Exhibitors \$300

Fair Package Includes

- 6' foot skirted table. All materials must fit within table (i.e. no large displays, blocking other tables).
- If electricity is required, exhibitor must order and arrange payment directly with Hyatt Regency Houston by February 18th, 2012.
- If internet is required, exhibitor must order and arrange payment directly with Hyatt Regency Houston.
- Individual school/residency names are not listed in program. Separate handout with directory is available to attendees at event.

FLOOR PLAN Guide



AMSA 2012
MARCH 8-11
 Hyatt Regency Houston
 Market Place Exhibit Hall
 Houston, Texas

PAST EXHIBITORS/SPONSORS:

Here are some of the organizations and companies that have benefitted from their participation in AMSA's Annual Conventions:

- American Academy of Child & Adolescent Psychiatry
- American Academy of Family Physicians
- AAMC American Academy of Pediatrics
- American College for Advancement in Medicine
- American College of Obstetricians And Gynecologists
- American College of Occupational & Environmental Medicine
- American Congress of OB-GYN
- American Medical Association
- AMA Insurance Agency
- American Medical Informatics Association
- American Society for Nutrition
- Assn of Accredited Naturopathic Medical Colleges
- Axonano Corp.
- Bank of America
- Beth Healthcare, LLC
- Bio-Oil
- Calmoseptine, Inc.
- CDC Student Programs
- Centers for Medicare & Medicaid Services (CMS)
- Child Family Health International
- ComBank
- Committee of Interns and Residents
- Consumer Reports Health - Best Buy Drugs
- Consumer Union Health
- D'Adamo Personalized Nutrition
- DoctorsInTraining.com
- Doximity
- Elective Africa
- Elsevier
- Emergency Medicine Residents' Association
- Epocrates
- Falcon Physician Reviews
- Food and Drug Administration
- GEICO
- The Health Professions Education Foundation
- Howard Hughes Medical Institute
- Intact America
- International Service Learning
- Kaiser Permanente
- Kaplan Medical
- Kaplan Test Prep
- Keck Graduate Institute of Applied Life Sciences
- Lexi-Comp, Inc.
- LA County Sheriff's Dept.
- Lippincott Williams & Wilkins
- McGraw-Hill
- McKinsey & Company
- Medelita
- Medical Protective
- Medical Student Research Journal
- MEDSCAPE
- Merck Publishing
- Modality, Inc.
- National Abortion Federation
- National Assn of Community Health Centers
- National Board of Medical Examiners
- National Health Service Corps
- National Institutes of Health
- National Institute on Drug Abuse (NIDA)
- NIH/NCCAM
- NIH/OCRTME
- National Youth Leadership Forum
- NerdCore Learning
- New England Journal of Medicine
- North Shore—LIJ Health System
- Northwestern Medical Review
- Oshawa Physician Recruitment Committee
- PACEMD/MedSpanish
- PASS Program
- Physicians Committee for Responsible Medicine
- Primal Pictures Ltd
- The Princeton Review
- RWJF Clinical Scholars - National Program Office
- St. Mary's Family Medicine Residency
- Schools of Public Health Application Service
- Skyscape, Inc.
- Southern CA University of Health Sciences
- Spectrum Publishers
- Student Academy of the AAPA
- Texas Tech University Health Sciences Center
- Thieme Publishing
- UnitedHealthcare Student Resources
- Universidad Autonoma de Guadalajara
- USPHS Commissioned Corps
- UPMC Medical Education
- University of Pittsburgh School of Medicine
- USMLERx
- Welch Allyn
- White Memorial Medical Center
- Yakult USA, Inc.

2012 AMSA Official Conference Program

WANT TO MAXIMIZE YOUR EXPOSURE AT THE AMSA CONVENTION & EXPO?

Place an ad in the Official Convention Program.

This program will be used by all attendees as they navigate the show floor.

CONVENTION PROGRAM SPECS

Space	Rate	Size
Cover 4 (4-Color Only)*	\$2500	8 ½ x 11
Cover 3 (4-Color Only)*	\$2000	8 ½ x 11
Cover 2 (4-Color Only)*	\$2000	8 ½ x 11
Full-Page (4-Color, no bleed)	\$1,500	7 ½ x 10
Half-Page (4-Color)**	\$1,175	7 ½ x 5
Full-Page (b&w, no bleed)	\$950	7 ½ x 10
Half-Page (b&w)**	\$625	7 ½ x 5

*Trim size noted; allow .25" for each bleed

**Partial ads must be contained with a box

DEADLINES

Reserve Space	January 4, 2012
Submit Materials	January 14, 2012



2012 AMSA CONVENTION & EXPO
Houston, TX ☆ March 8th-11th

Agreement Terms:

All Terms on pages 1 and 2 are non-cancelable. All terms and conditions of AMSA Convention & Expo are agreed upon and enforced by my company signature. We agree to pay for the assigned exhibit space in accordance with the guidelines contained in the AMSA Exhibit Contract Terms. We agree to abide by all provisions set forth in these terms as a part of this contract between the American Medical Student Association, Network Media Partners, Inc., and the exhibitor.

Terms are enforced regardless if sponsor/exhibitor does not attend, fails or elects not to participate in conference, or if exhibit space is resold due to notification of absence. No refunds. Should the agreement be referred to a collection agency/attorney for any reason, the client and/or representing agency of said client is responsible to pay a 25% attorney fee plus all costs associated with any and all collection efforts.

Exhibitor Package Includes:

- Three (3) full conference registrations
- Product/Service description in the Exhibitor Directory section of the convention program
- Listing on the AMSA convention Web page with a live listing to your website
- 8' x 10' unit
- 8' Back Drapes
- 3' Side Drapes
- (1) 6' skirted table
- (2) side chairs
- (1) wastebasket
- 7" x 44" custom booth sign
- (3) registrations--(3 persons/booth; \$75 each additional with a max. of 5 persons total)

Products and Services to be featured online and in program

E-mail the following to Aubrey Meusel at ameusel@networkmediapartners.com:

- Company Name
- Company Address
- Phone, Fax
- Website, Email
- 100 word company description
- Two (2) vector .eps logo files are required—one in full-color, and one that is black and white.

Payment Terms

Payment is due upon receipt of invoice from Network Media Partners, Inc., or upon signature of this agreement (in case of credit charge). Booth assignment is contingent upon receipt of payment in full, terms are non-cancellable.

Terms are Non-Cancelable

Please make all checks payable to Network Media Partners, Inc.

NETWORK MEDIA PARTNERS

Keith Price
Executive Plaza I, Suite 900
11350 McCormick Road
Hunt Valley, MD 21031
Phone: (410) 584-1964
Fax: (410) 584-8484
kprice@networkmediapartners.com

Exhibit Space Application and Contract

2012 AMSA Convention & Expo

Houston, TX ☆ March 8th-11th

EXHIBIT BOOTH RATES

ITEM #	Sponsorship	\$	\$
(choices on page 3)			
① 8' x 20'	Double Prime Booth Space	\$6,300	\$ _____
② 8' x 10'	Prime Booth Space	\$2,950	\$ _____
③ 8' x 10'	Standard Booth Space	\$2,500	\$ _____
④ 6'	Table Space (for Non-Profit Only)	\$1,950	\$ _____
	UPGRADE: Premium Package -	\$5250	\$ _____
	8x10, 1/2 page ad in program, attendee list, welcome bag insert, hologram rotation logo, signage meter boards on/around expo hall, steps or dining area		
		TOTAL \$	\$ _____

BOOTH LOCATION

(Booth locations are reserved on a first-come first-serve basis, please reserve your space early to better ensure your desired location—Booth locations listed on page 4.)

1st Preferred: _____ **2nd Choice:** _____ **3rd Choice:** _____

REGISTRATION INFORMATION (*required)

Company Name* _____

Company Address* _____

City/State/Zip* _____

Phone/Fax* _____ Web Address _____

Contact Person* _____ E-mail Address* _____

Alternate Contact Person _____ Alternate E-mail Address _____

X Signature/Title* _____ Date* _____

I hereby acknowledge that I am authorized on behalf of the Sponsor/Exhibitor to enter this Agreement. I have read, understand and agree to all the terms and conditions of this agreement, including the Contract Terms on page 2.

METHOD OF PAYMENT (must choose one option: invoice or credit card)

Invoice my company at the above address. I understand the payment terms above.

Payments by Credit Card

Credit Card: VISA MasterCard American Express Discover

Amount to be charged \$ _____ Expiration Date _____

Charge Card # _____ Security Code _____

Name of Cardholder _____

Address of Card _____

Signature of Cardholder _____

FAX TO: (410) 584-8484

Terms and Conditions



1. Exhibit space will be allocated on a first-paid, first served basis. Priority will be determined by date of receipt of application for space accompanied by required payment.
2. Application for space must be accompanied by the full fee in order to guarantee reservation. Booths for which payment has not been received in full will not be set up by the service contractor. All payments must be received by 1/31/2012. Reservations made after 2/1/2012, must be followed by payment within 2 working days. Unpaid booth reservations will be released for general sale. Client will remain responsible for payment of space. Terms are enforced regardless if sponsor/exhibitor does not attend, fails or elects not to participate in conference, or if exhibit space is resold due to notification of absence. No refunds. Should the agreement be referred to a collection agency/attorney for any reason, the client and or representing agency of said client is responsible to pay a 25% attorney fee plus all costs associated with any and all collection efforts.
3. The standard booth size is 8' wide by 10' deep unless stated or marked otherwise on the floor plan or in the exhibitor prospectus. The standard tabletop display is a 6 foot table. All exhibits/tabletops must fit within the confines of their assigned space so as not to impede traffic flow, infringe on the space of other exhibitors, or violate the emergency exit routes set forth by the fire marshal.
4. Exhibitors agree to abide by the installation and dismantling times set by AMSA and to have at least one person staffing their booths during published exhibition hours. Exhibitors who vacate their booths prior to the published dismantle time without permission of the show manager will be assessed a fine equal to one half the booth fees and will not receive priority status at future events.
5. No exhibitor shall assign, sublet, or share the whole or any part of the space contracted to them. Exhibitors agree to limit the service and/or materials displayed in their exhibit area to those purveyed by the exhibitor, with the exception that other proprietary equipment may be used solely for the purpose of demonstrating the materials or services of the exhibitor.
6. Exhibition fees cover a company ID sign, which must read as it is stated on the exhibitor contract. Any other booth furnishings and equipment must be contracted through the official exhibition service contractor or the Hyatt Regency Houston/convention center, as indicated in the exhibitor's service kit.
7. AMSA reserves the right to impose limitation on noise levels and any other method of operation which becomes objectionable. Any distribution of literature or samples shall be limited to the exhibitor's booth. Exhibitors may not interfere with collateral that is not produced by said exhibitor. Violation of this will result in cancellation of exhibit space during show without refund.
8. AMSA reserves the right to rearrange the final floorplan based on unsold or unoccupied exhibit space. In said event all exhibitors will be notified.
9. In the event that no representative of an exhibiting organization has claimed its space by 6PM, the day prior to opening, AMSA has the right to relocate the exhibit space. If exhibitor has not claimed space by 6pm the day prior to opening, AMSA has authority to allow site decorator to assemble booth space. The Exhibitor agrees to pay for assembly charge in said event, and will be invoiced accordingly. Exhibitors not planning on exhibit move-in must contract for booth installation, or face incurred assembly charge.
10. If AMSA should be prevented from holding the exhibition for any reason beyond AMSA's control (such as, but not limited to, damage to the building, riots, strikes, acts of government, or acts of God) or if an exhibitor cannot occupy the assigned exhibit space due to reasons beyond AMSA's control, then AMSA has the right to cancel the exhibition or any part thereof, with no further liability to the exhibitor other than a refund of exhibit space fee, less a proportionate share of the exposition cost incurred.
11. Neither the management of the Hyatt Regency Houston, Network Media Partners, Inc. nor AMSA shall be liable for the damage, loss, or destruction to the exhibits by reason of fire, theft, accident, or other destructive causes. Exhibitor shall lease booth(s) at his/her sole risk. Neither the management of the Hyatt Regency Houston, AMSA, Network Media Partners, Inc., nor any of their agents, servants, or employees will be accountable or liable for accidents to exhibitors, their agents, or employees.
12. The exhibitor shall be liable to the Hyatt Regency Houston and/or AMSA for any damage to the building and/or the furniture and fixtures contained therein, which shall occur through acts or omissions of the exhibitor.
13. Exhibitor assumes the entire responsibility and hereby agrees to protect, indemnify, defend, and hold harmless AMSA, the Hyatt Regency Houston, Network Media Partners, Inc., their officers, employees, and agents against all claims, losses, and damages to persons and property, governmental charges or fines, and attorney's fees arising out of or caused by exhibitors installation, removal, maintenance, occupancy, or use of the exhibition premises and hotel or any part thereof, including any outside exhibit areas.
14. Exhibitor acknowledges that AMSA does not maintain and is not responsible for obtaining insurance covering exhibitor's property. Exhibitors are advised to obtain business interruption and property damage and loss insurance to cover such occurrences.
15. AMSA has official photographers and videographers for this meeting. Photos and videos taken may be used in future marketing and training activities for AMSA. By registering, you agree to allow AMSA to use photos and videos, which may include exhibit staff in all media formats worldwide.
16. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hyatt Regency Houston premises and will indemnify, defend, and hold harmless the Hyatt Regency Houston, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

CONTACT:

Keith Price

Phone: (410) 584-1964

Fax: (410) 584-8484

kprice@networkmediapartners.com