

# *Exhibitor Prospectus*



**ACEP  
SPRING  
CONGRESS**

**March 5-6, 2005**

**Royal Pacific Resort at  
Universal Studios**

**Orlando, Florida**

**Presented in conjunction with  
Florida ACEP's  
ED Benchmarks Conference**



**American College of  
Emergency Physicians®**

**Join us in sunny Orlando, Florida!** Exhibit at ACEP's all new spring meeting, *ACEP Spring Congress*. Offering courses in both clinical and management topics, this conference will draw key buying influences and decision-makers within the emergency medical environment. And, because it is held in conjunction with EMLRC's Benchmarks Conference, you will also benefit from additional traffic in the Exhibit Hall. Features of this exciting new offering are a reception in the Exhibit Hall and the opportunity to participate in a Booth Visitor Card program with BIG prizes for the attendees. Don't delay, reserve your space today!

**Average ACEP Spring Meeting Attendance**

<i>Physicians</i>	324
<i>Residents</i>	18
<i>Nurses</i>	22
<i>Physician Assistants</i>	27
<i>Administrators &amp; Others</i>	6
<i>Total</i>	397



Your participation in *ACEP Spring Congress* will provide an excellent opportunity to interface with key leaders in emergency medicine.

Exhibit your products or services and reach key targets in a highly scientific, educational, relaxed, and fun environment.

# GENERAL INFORMATION

## Exhibit Dates/Hours

<b>Set-up:</b>	Friday, March 4.....1:00 pm - 5:00 pm
<b>Registration:</b>	Friday, March 4.....1:00 pm - 5:00 pm Saturday, March 5.....8:00 am - 10:00 am
<b>Show Hours:</b>	Saturday, March 5.....10:00 am– 7:00 pm Sunday, March 6.....8:00 am - 11:00 am
<b>Dismantle:</b>	Sunday, March 6 .....11:00 am - 3:00 pm

## Dedicated Exhibit Hours:

<b>Saturday, March 5</b>	10:00 am - 10:30 am.....Mid-morning coffee break 11:30 am - 1:00 pm.....Lunch 3:00 pm - 3:30 pm.....Afternoon coffee break 6:00 pm - 7:00 pm.....Welcome Reception
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<b>Sunday, March 6</b>	8:00 am - 8:30 am.....Continental breakfast 10:30 am - 11:00 am.....Mid-morning coffee break
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## Service Contractor

The official show service contractor is Freeman Decorating. On confirmation of your exhibit space, you will be provided with a service kit that will include order forms for additional booth furnishings, electrical connections, freight handling, telephones, etc.



# HOTEL & TRAVEL INFORMATION

## Royal Pacific Resort

6300 Hollywood Way

Orlando, FL 32819

407-503-3000

407-224-5311 (fax)

web site: [www.loewshotels.com](http://www.loewshotels.com)

Rates: \$185/Standard Single/Double



Located 15 minutes from Orlando International Airport the Royal Pacific Resort is Orlando's most exotic resort with all the charm and romance of a tropical South Pacific island. Guests are treated to dramatic bamboo forests and swaying palm trees to enchanting outdoor gardens and the Lotus Lagoon. At the AAA 4-Diamond Award winning Royal Pacific Resort, you will enter a paradise where island breeze dances through the palms. Where the sun melts away your tension. And before the sky slips into the night, it paints an evening portrait. This luxury resort beckons with all the charm and romance straight from a tropical island. Royal Pacific Resort is the closest you can get to experiencing the splendor of the tropics without traveling halfway around the world. Meeting attendees staying at the Royal Pacific Resort also get the following exclusive benefits to choose from...

- With **UNIVERSAL EXPRESS<sup>SM</sup>** ride access\*, on-site hotel guests can bypass the regular queues at both Universal Orlando<sup>®</sup> theme parks during their stay\*\*. Just show your room key card at the Express entrance at each attraction and bypass the regular lines! There's no additional charge!
- Courtesy water taxis and shuttle bus transportation between the resort, theme parks and CityWalk<sup>®</sup> entertainment complex.
- Priority seating at select Universal Orlando<sup>®</sup> restaurants and shows.
- Complimentary package delivery of in-park purchases to guest rooms.
- Resort ID cards allow you to charge at most merchandise, dining and entertainment outlets throughout Universal Orlando<sup>®</sup>.
- Special length-of-stay ticket available for purchase to enjoy unlimited admission to the two (2) theme parks.

In addition to the above meeting attendees staying at the Royal Pacific Resort can take advantage of additional discounts and entertainment opportunities through Destination Universal Convention Concierge Services. Visit the Spring Congress website at [www.acep.org/springcongress](http://www.acep.org/springcongress) for details.

Orlando city sales tax is applicable to all room rates and is currently 6.5% plus a 5% City Bed Tax. (subject to change without notice). **The deadline to make reservations at the discounted rate is Friday, February 11, 2005. After February 11, rooms and rates are subject to availability. Please note that ACEP has contracted for a limited number of rooms at the special conference rate. While the hotel cut-off date is February 11, ACEP's block of rooms may sell out before this date.** Should this happen, ACEP will make every effort to secure comparable housing at a nearby property. Individual attendees may make reservations at 888-331-3592 and identify yourself as an attendee of the ACEP *Spring Congress* meeting. A deposit equal to one (1) night's room and tax, or a major credit card number with expiration date, will be required to guarantee the reservations. Check-in time is 4:00 pm. Check-out time is 11:00 am. In an effort to keep meeting costs down and registration fees as low as possible, the American College of Emergency Physicians is asking that you book your hotel room at the host hotel. Staying at an alternate hotel directly impacts the cost of this educational offering.

## Weather and Dress

Early March in Orlando should be comfortable, but brisk with an average daily high temperature of 72°. Dress at the meeting is business casual.

## Air Travel

ACEP has made arrangements with Campbell Travel to handle airline ticketing for the 2005 *Spring Congress*. This travel agency offers the lowest airfares available at the time of booking. Campbell uses real-time automatic tracking systems that compare ticket prices with other available flights on an ongoing basis until the ticket is printed and mailed. It is the only agency authorized to offer ACEP national discounts on American Airlines and Delta Air Lines.

To make your reservations through Campbell Travel, call 800-875-2540 or 972-789-5611, Monday through Friday from 8:00 am - 5:30 pm CST, or email your request to [team2540@campbelltravel.com](mailto:team2540@campbelltravel.com). Be sure to mention that you are attending the ACEP 2005 *Spring Congress*.

You may be able to obtain a lower fare by asking for connecting flights, rather than direct flights. Please specify your preference when speaking with the travel agent.

## Ground Transportation

Shuttle Service is available between the airport and hotel for \$14 one way. The shuttle runs on a 24-hour basis. To schedule a pick-up please call 407-422-2222 and ask for the shuttle department. Local taxi service is available from the hotel's main entrance with the average cost being \$35.00.

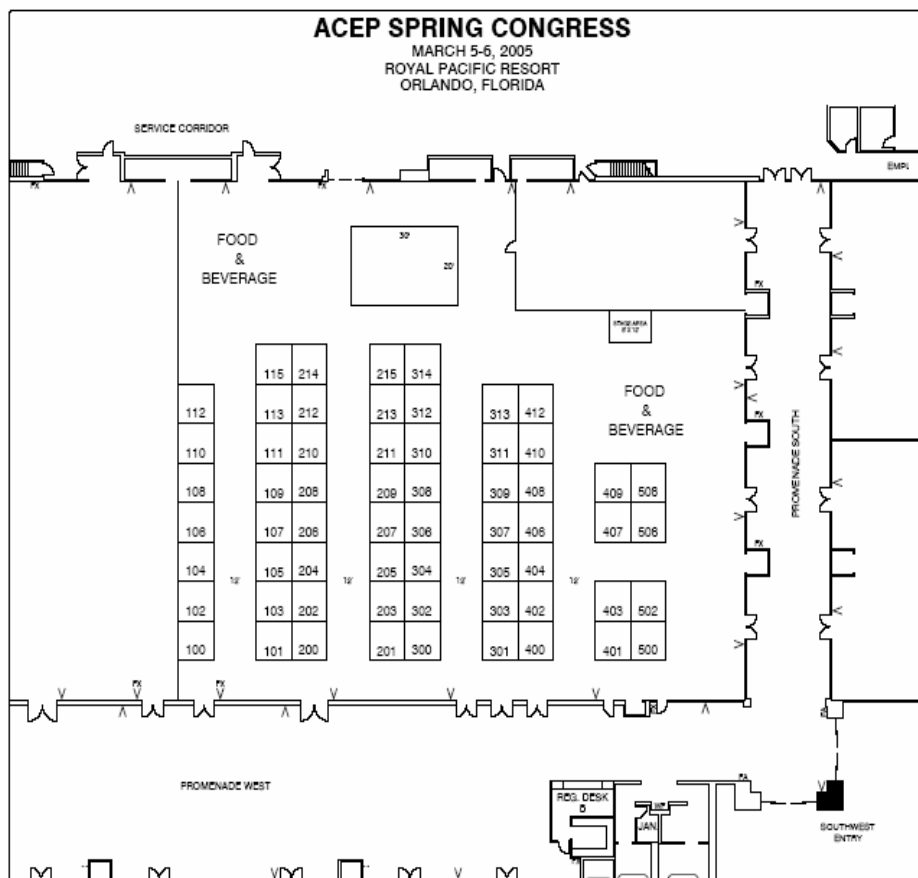
# RATES, RULES, AND REGULATIONS

## Space Rates & Benefits

10x10 In-line.....	\$850.00
10x10 Corner.....	\$950.00

These rates include the following benefits:

- ◆ Exhibit floor space
- ◆ 7" x 44" booth identification sign
- ◆ One 6' draped and skirted table
- ◆ Two side chairs
- ◆ Wastebasket
- ◆ Pipe & show color drape
- ◆ Company listing in Exhibit Guide
- ◆ Exhibitor service kit
- ◆ Complete attendee list mailed after the show
- ◆ 5 exhibitor badges per 10x10 booth space
- ◆ Exhibit floor perimeter security
- ◆ 5 ACEP exhibitor priority points



## Rules & Regulations

These policies, terms, rules, and regulations governing the exhibit are part of the application for space and consequently, constitute a part of the contract between the exhibitor and ACEP. Exhibitors agree to abide by any policies, terms, rules, or regulations that may hereafter be adopted, which shall be as much a part of the contract as though originally incorporated. All matters not specified in the prospectus shall be resolved in the sole direction of ACEP Exhibit Management.

Violation of any policies, terms, rules, and regulations by the exhibitor, employees, or agents shall annul the right to occupy space, and such exhibitor will forfeit to ACEP all money that may have been paid. ACEP Exhibit Management reserves the right to terminate the exhibit on-site and remove all persons and goods at the exhibitor's expense. Any damages incurred by ACEP Exhibit Management to the exhibit will be the responsibility of the exhibitor. The exhibitor expressly waives the service of written notice to re-enter and terminate. ACEP Exhibit Management reserves the right to refuse assignment of exhibit space at future ACEP meetings.

1. **Eligibility of Exhibitors.** In keeping with the educational purposes of *ACEP Spring Congress*, the exhibits are considered an extension and an integral part of the program. Only companies with a product or service directly related to emergency medicine will be accepted.
2. **Space Assignments.** Date of receipt and exhibitor's preference for proximity to other exhibiting companies will be taken into consideration in determining booth location. Space will be assigned on a first come, first served basis.
3. **Location of Exhibits.** Exhibits will be located in the Pacifica Ballrooms 7-10.
4. **Display Specifications.** Each space is 10' deep x 10' across and includes the items listed above under benefits.
5. **Deposit.** Applications submitted prior to December 31, 2004, must be accompanied by a 50% deposit. Applications submitted after that date, must be accompanied by full payment.
6. **Cancellation.** Notification of an exhibitor's decision to cancel or reduce exhibit space must be submitted in writing. The effective date of a space cancellation or reduction will be the date when written notice is received and date stamped by ACEP. Written notification of a space reduction or cancellation must be received on or before January 14, 2005. A 30% service charge will be assessed for the total amount of the reduced or canceled space. After January 14, 2005, the exhibiting company will remain liable for the full cost of the original exhibit space.

7. **Promotional Activities and Giveaways.** Distribution of promotional items must be approved by ACEP Exhibit Management in writing no later than Friday, February 11, 2005. Unapproved contests and giveaways are strictly prohibited.
8. **Sales.** The purpose of the technical/commercial exhibits is to further the education of meeting attendees through product and service displays/demonstrations. Direct selling is not allowed—this includes credit card sales. Order taking is permitted within the confines of the exhibit booth, provided that business is conducted in a manner consistent with the professional nature of the exhibits. Processing of order payments onsite is prohibited and any orders taken must be shipped to the customer at a later date.
9. **Course Attendance.** Exhibit representatives may attend the *ACEP Spring Congress* for a discounted registration fee of \$300. To register for the conference, please visit the *ACEP Spring Congress* Web site at [www.acep.org/springcongress](http://www.acep.org/springcongress).
10. **Security.** A security guard will be stationed in the exhibit area when not in use; however, ACEP, EMLRC, Freeman Decorating, and the Royal Pacific Resort & Hotel are not responsible for loss or damage to exhibitor property.
11. **Liability.** Each party involved in the exposition agrees to be responsible for any claims arising out of its own negligence or that of its employee or agents. All parties have a responsibility, and are required to maintain adequate insurance coverage against injuries to persons, damage to or loss of property, and any inability to meet their obligations as set forth in this prospectus.

ACEP will bear no liability for personal injuries, whether suffered by an exhibitor, its employees, its contractors, agents, or business invitees. ACEP will also assume no liability for loss or damage to the property of an exhibitor, its employees, its contractors, agents, or business invitees, regardless of the cause, unless such injury or damage results from, or is caused by, the negligence or wrongful acts of ACEP.

Each exhibitor, in making application for space, agrees to protect, indemnify, and hold harmless ACEP from any and all claims, liability, damages, or expenses (including attorney's fees) asserted against them or incurred by them as a result of, or in connection with, any loss of or damage to property, or injury to persons resulting from, arising out of, or in any way connected with the negligence or wrongful acts of the exhibitor or its agents, servants, or employees.

ACEP shall in no event be liable to an exhibitor for any lost business opportunities or for any other type of direct or consequential damages alleged to be due from a breach of contract. It is understood and agreed that the sole liability of ACEP to the exhibitor for any breach of this contract shall be for the refund of all amounts paid by the exhibitor pursuant to this contract, as an exclusive remedy.

# APPLICATION & CONTRACT FOR EXHIBIT SPACE

## ACEP SPRING CONGRESS / MARCH 5-6, 2005

Complete and send this application with your payment to:  
Stephanie Batson, Promotions & Exhibits Coordinator  
American College of Emergency Physicians  
P.O. Box 619911; Irving, TX 75261-9911  
Fax: 972-580-2816; Online: www.acep.org/springcongress

### To be printed in the On-site Program:

Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, ZIP \_\_\_\_\_  
Telephone \_\_\_\_\_ Toll-Free \_\_\_\_\_ Fax \_\_\_\_\_  
Web site Address \_\_\_\_\_

### Space confirmation and other information should be mailed to (if different from above):

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, ZIP \_\_\_\_\_  
Telephone \_\_\_\_\_ Toll-Free \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail Address \_\_\_\_\_

**Choice of Booth Location:** 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ 4th \_\_\_\_\_

If the above spaces are not available at the time your space is assigned, show management will attempt to contact you. If you are unavailable or fail to respond within 24 hours of contact, ACEP Show Management will assign the best location available.

Organizations not desired in close proximity\* \_\_\_\_\_  
\*Every effort will be made to avoid the companies listed, however, no guarantee can be made.

### Payment:

- My check for \$ \_\_\_\_\_ is enclosed (*payable to ACEP in US funds only*)  
 Please charge \$ \_\_\_\_\_ to my:  VISA  MasterCard  American Express

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_ Billing ZIP Code \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Signature \_\_\_\_\_

### Agreement

A signature on this application indicates understanding and agreement to comply with all policies, rules, regulations, terms, and conditions in the Prospectus, and any other issued by ACEP regarding the *ACEP Spring Congress*; willingness to abide by the payment policy; acknowledgment of having read the rules and regulations; and agreement that the rules and regulations are an integral and binding part of this contract.

Signature of Authorizing Officer \_\_\_\_\_ Date \_\_\_\_\_

Name of Authorizing Officer (please print) \_\_\_\_\_ Title \_\_\_\_\_