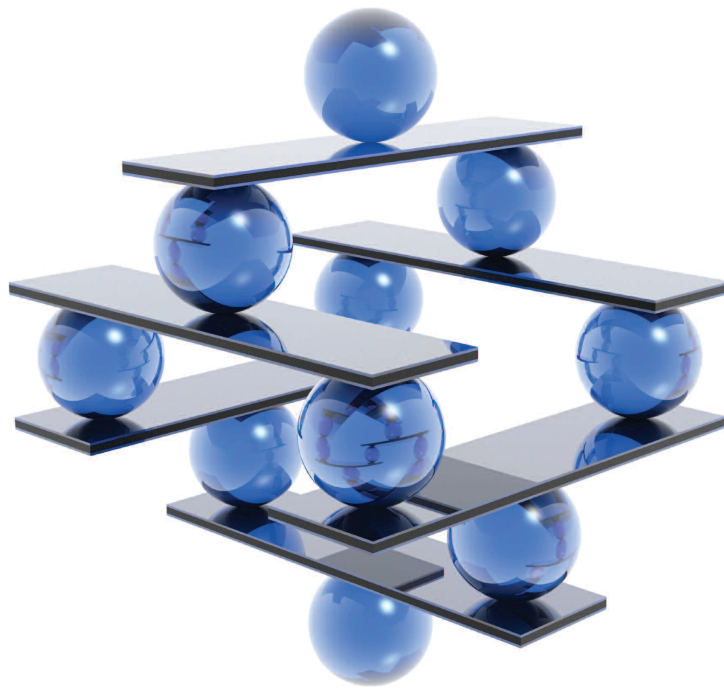




American College of Cardiovascular Administrators

2012 ACCA Annual

Cardiovascular Administrators' Leadership Conference



Finding Balance

Wednesday–Friday, March 21–23, 2012

Doubletree by Hilton Chicago–Magnificent Mile • 300 East Ohio Street • Chicago, IL

Immediately preceding the 2012 American College of Cardiology Annual Scientific Session

Co-Sponsored by:

American College of Cardiovascular Administrators (ACCA), a specialty group of the American Academy of Medical Administrators (AAMA)
American Academy of Medical Administrators Research & Educational Foundation

EXHIBIT AND SPONSORSHIP PROSPECTUS

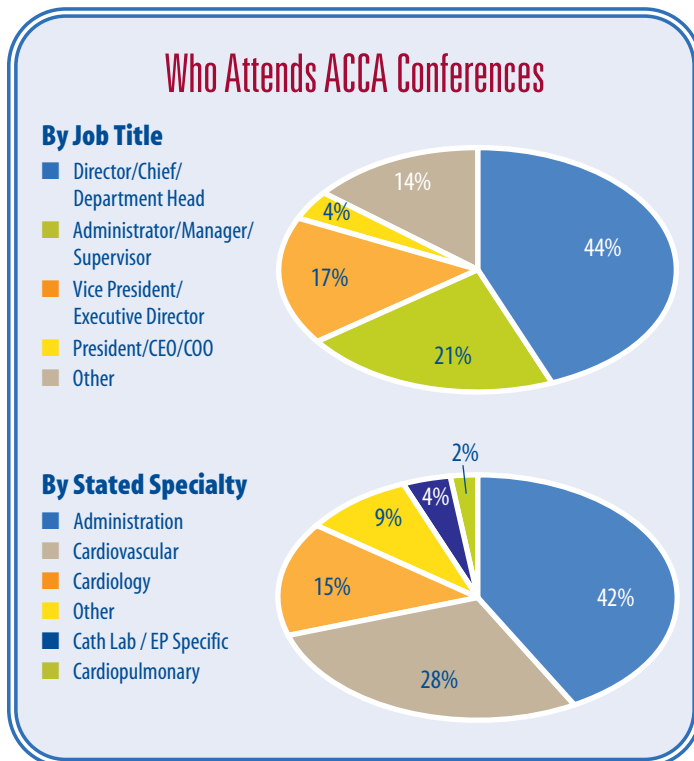
Cardiovascular Administrators' Leadership Conference

Wednesday-Friday, March 21-23, 2012

Market your products and services to nearly 300 cardiovascular leaders (and buyers) from across the United States at the 2012 Annual Cardiovascular Administrators' Leadership Conference, presented by the American College of Cardiovascular Administrators (ACCA).

ACCA, a specialty group of the American Academy of Medical Administrators (AAMA), is the organization of choice for the nation's leading cardiovascular/respiratory administrators. Its Mission is to promote excellence and integrity in cardiovascular leadership. ACCA keeps members up-to-date with significant developments in cardiovascular administration as well as the broad multidisciplinary healthcare environment. **Important to you, the exhibitor, ACCA members have buying power.**

ACCA's Cardiovascular Administrators' Leadership Conference is a 2½ day educational program featuring popular pre-conference seminars, general sessions, and targeted concurrent sessions. Informative industry displays serve the needs of both senior management and cardiovascular administration specialists. ACCA's conference offers a selection of educational sessions to help cardiovascular administrators update and strengthen their professional development and relationships.



2012 ACCA Sponsorship Opportunities

With today's economy, companies are looking for unique avenues to reach their target audience. AAMA and ACCA understand this and seek to find special opportunities for our corporate community.

Participating companies at the ACCA Cardiovascular Administrators' Leadership Conference may select a level and category of sponsorship to suit their needs and their budget. Rather than individual sponsors for each opportunity, you may also contribute, at the level you can afford, to a joint sponsorship with the AAMA Research & Educational Foundation.

ACCA sponsorship levels range from \$750 - \$5,000+. Opportunities include:

- Welcome Reception
- Networking Luncheon
- General/Keynote/Breakout Sessions/Poster Session
- Tote Bags
- Continental Breakfasts and Refreshment Breaks

If you are looking for unique opportunities to reach our ACCA attendees, you might consider one of the following:

- Industry Sponsored Symposia \$5,000+
- Attendee Focus Group \$2,500+
- Room Drops \$250 plus hotel fees
- Registration Packet Insert \$500
- Conference Advertising Prices vary; contact gen@aameda.org to discuss

If you have any questions or wish to suggest your own customized sponsorship item, please contact Gen Hedland-Hill by email at gen@aameda.org or by phone at 630/428-3230. All sponsors will be recognized in the program booklet, on signage and on general session A/V.

JOIN THIS PRESTIGIOUS GROUP OF HEALTHCARE COMPANIES – BECOME AN AAMA STRATEGIC PARTNER

Platinum Level

Amgen Oncology
Siemens Healthcare

Gold Level

Abbott Vascular
Boston Scientific

Silver Level

Corazon, Inc.
HeartWorks
HFR Design
Medtronic
Paragon Health, now a part of Navigant

Academic & Nonprofit

Central Michigan University

Interested in becoming a Strategic Partner or need additional information on other marketing opportunities with AAMA? Please contact AAMA Headquarters at 847/759-8601.

Exhibit Information

The exhibit hall is designed for the display, demonstration and promotion of equipment, supplies and services related to healthcare and cardiovascular administration. It provides a unique extension of our attendees' educational experience as they review products and services designed for the healthcare arena.

Exhibiting entitles you to many benefits and services including the opportunity to sponsor an industry symposium for ACCA attendees.

EXHIBIT FEE INCLUDES:

- 8' x 10' exhibit space
- 8' back wall drape and 3' side rail returns
- Carpeted exhibit area
- Booth identification sign
- Listing in Conference Program
- Roster of registrants' names and addresses 3 weeks prior to and 3 weeks after the conference for use in pre-conference promotion and post-conference follow up
- Complimentary full conference registration for 2 Exhibitor Representatives
- Up to five 5 Exhibitor Representatives (including the 2 complimentary full conference registrations)
- Opportunity to meet informally with conference attendees during Welcome Reception in Exhibit Hall
- Opportunity to sponsor hors d'oeuvres in your booth to attract attendees
- Dedicated exhibit times
- **Popular!** Exhibitor Evaluation Meeting provides an opportunity as an exhibitor to give personal feedback to AAMA/ACCA on your conference experience. Evaluate Exhibit Hall traffic and facilities, brainstorm improvements, offer ideas for future conferences—all in a special "exhibitors only" evaluation session.

FEES:

- 8' x 10' space \$2,500
- 8' x 10' space for Strategic Partner Comp
- Additional 8' x 10' space \$1,500
- Additional 8' x 10' space for Strategic Partner \$1,000
- Special rate for qualified non-profit organizations \$1,500

ACCA/AAMA Combo Offer:

Receive a 10% discount when you pre-pay to exhibit at both AAMA 2012 Annual Conferences: the ACCA Annual Cardiovascular Administrators' Leadership Conference and the AAMA multi-specialty Annual Conference, November 13–16, 2012, in San Antonio, TX.

~~\$5,000~~ \$4,500

For additional information, contact:

ACCA/AAMA Exhibit Office

1240 Iroquois Avenue, Ste. 106

Naperville, IL 60563

Ph: 630/428-3230; Fax: 630/428-7700

Email: gen@aameda.org

Preliminary Exhibit Hall Schedule

Installation—Wednesday, March 21, 2012

12:00 – 4:00 pm

EXHIBIT HOURS

Wednesday, March 21, 2012

- Welcome Reception in Exhibit Hall 5:30 – 7:00 pm

Thursday, March 22, 2012

7:00 am – 3:00 pm

- Continental Breakfast in Exhibit Hall 7:00 – 8:00 am
- Beverage Break in Exhibit Hall 9:15 – 9:45 am
- Luncheon and Exhibits 12:00 – 1:15 pm
- The exhibit hall will be closed from 12:00 – 1:00 PM during lunch.*
- Beverage Break in Exhibit Hall 2:15 – 2:50 pm
- Exhibitor Evaluation Meeting 3:00 – 4:00 pm

Friday, March 23, 2012

7:30 – 10:00 am

- Continental Breakfast in Exhibit Hall 7:00 – 8:00 am
- Networking Break in Exhibit Hall 9:30 – 10:00 am

Dismantle—Friday, April 15, 2011

10:00 am – 2:00 pm

INSTALLATION OF EXHIBITS

All exhibits must be completely set up by 4:00 pm on Wednesday, March 21, 2012, so the exhibit area can be prepared to host the Welcome Reception beginning at 5:30 pm.

BOOTH ASSIGNMENTS

Sign up early! All applications are assigned according to 1) Strategic Partner level and 2) date and time received at ACCA/AAMA Exhibit Office. Space will be assigned for Strategic Partners first, based on date and time received.

IMPORTANT DATES AND DEADLINES

Full payment due upon submission of application.

Strategic Partner Exhibit Space Deadline

January 13, 2012

Exhibit Space Application Deadline

February 20, 2012

Hotel Reservation Deadline

February 20, 2012

Conference Site & Accommodations

Doubletree by Hilton Chicago-Magnificent Mile

300 East Ohio Street • Chicago, IL 60611

General Phone: 312/787-6100

Reservation Phone: 312/787-6100

Website: Go to www.aameda.org to link to the room reservations web page

Room rate: \$139 Single/Double

Group Code: ACCA or American College of Cardiovascular Administrators



Hotel reservations must be made before Friday, February 20, 2012. Availability is on a first come, first served, and rate available basis. Early hotel registration is recommended, as occasionally the hotel sells out before the cut-off date. A one-night deposit is required to hold the reservation.

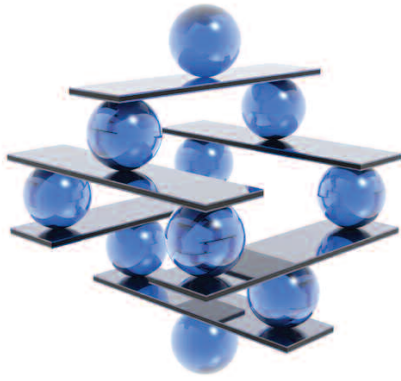
Exhibitors may reserve hotel rooms by calling the Doubletree by Hilton Chicago—Magnificent Mile directly at 312/787-6100. **If you call, please indicate you are with the ACCA or the American College of Cardiovascular Administrators** to be sure you receive the ACCA Conference room rate. The room rate is applicable for three (3) days before and three (3) days after the ACCA Leadership Conference, as available.

Travel Information

Discounted rates are available to conference exhibitors and attendees for Avis and Hertz Rental Cars.

- To reserve an Avis rental car for this conference, call 800/331-1600. Be sure to provide the ACCA/AAMA Avis Worldwide Discount Number (AWD) A822799 for the best conference rates.
- To reserve a Hertz rental car, call 800/654-2200 or make reservations at www.hertz.com. Use CPD#438323 and promotional code #103972.

2012 Annual ACCA Cardiovascular Administrators' Leadership Conference



Finding Balance

Exhibitor Rules & Regulations

1. **Payment for Exhibit Space:** Full payment must accompany this contract to reserve space.
2. **Booth Construction:** A standard booth includes an 8' high back wall drape, 3' side rail returns, carpeted area, and a company sign. Each exhibit must be confined to the spatial limits of its respective booth space and not exceed 8' in height. Equipment must be placed to avoid blocking the visibility of neighboring exhibitors.
3. **Cancellation of Exhibit Space:** Exhibitors canceling exhibit space before February 20, 2012, will be eligible for a refund of 50 percent of the total booth fee. After February 20, 2012, no refunds will be given for any cancellation.
4. **Character of Exhibits:** ACCA reserves the right to decline or prohibit any exhibit or part of an exhibit or exhibit booth activity which, in its opinion, is unsuitable.
5. **Special Visual and Sound Effects:** Audio-visual, other sound and attention-getting devices and effects or operational equipment must not interfere with the activities of neighboring exhibitors.
6. **Other Activities:** All marketing and/or sales activities must be confined to the Exhibitor's space except for entertainment and social functions. Demonstrations in booths must be designed to keep the audience within the existing booth space to allow free access in aisles. All giveaway items with the exception of small items such as pins, pens, note pads, hard candies, etc., must be submitted for approval at least three weeks prior to the opening of the exhibition. Noisemakers of any kind will not be permitted. Prizes, awards, drawings, raffles, lotteries or contests will be allowed; however, winners must be posted onsite by the close of the meeting, and it is the responsibility of the Exhibitor to forward the prize to the winner. ACCA reserves the right to sponsor an exhibit hall raffle and may solicit Exhibitor participation.
7. **Care of Building and Equipment:** Exhibitors and their agents shall not injure or deface the walls, floors, carpeting or ceiling of the building or equipment provided by the hotel. When any damage appears, Exhibitor is liable to the Doubletree by Hilton Chicago-Magnificent Mile.
8. **Liability:** ACCA, AAMA, AAMA Research & Educational Foundation, their employees or agents, and the Doubletree by Hilton Chicago-Magnificent Mile will not be responsible for the safety of exhibits from theft, fire damage or any other causes. The Exhibitor hereby assumes responsibility for injury or damage to persons or property resulting from any event originating from or occurring within the exhibit space assigned to the Exhibitor. The Exhibitor shall have insurance coverage for the public liability.
9. **Nature of Contractual Agreement:** The provisions set forth in this Exhibitor Agreement shall be binding upon the Exhibitors who return the application/fee and are assigned space. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save ACCA, AAMA Research & Educational Foundation, AAMA and its Colleges, their employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorneys' fees arising out of or caused by Exhibitor installation, removal, maintenance, occupancy or use of the premises or part thereof, excluding any such liability caused by the sole negligence of the Doubletree by Hilton Chicago-Magnificent Mile, its employees and agents. In addition, Exhibitor acknowledges that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering property losses.
10. **Hotel Release of Liability:** Exhibitor assumes all responsibility for any and all loss, theft or damage to Exhibitor's displays, equipment and other property while on Doubletree by Hilton Chicago-Magnificent Mile premises, and hereby waives any claim or demand it may have against Doubletree by Hilton Chicago-Magnificent Mile or its affiliates arising from such loss, theft or damage. In addition, the Exhibitor agrees to defend (if requested), indemnify and hold harmless the American Academy of Medical Administrators Research & Educational Foundation, AAMA, ACCA and the Doubletree by Hilton Chicago-Magnificent Mile and their respective parent, subsidiary and other related or affiliated companies from and against any liabilities, obligations, claims, damages, suits, costs and expenses, including, without limitation, attorneys' fees and costs, arising from or in connection with the Exhibitor's occupancy and use of the exhibition premises or any part thereof or any negligent act, error or omission of the Exhibitor or its employees, subcontractors or agents.

Save
These
Dates

ACOA

2012 ACOA Oncology Update
June 20 - 22, 2012
American College of Surgeons
Conference Center
Chicago, IL

AAMA

2012 AAMA Annual Conference
November 13 - 16, 2012
Hyatt Regency San Antonio
San Antonio, TX

ACCA

**2013 ACCA Annual
Cardiovascular Administrators'
Leadership Conference**
March 6-8, 2013
San Francisco, CA

Sponsor/Exhibitor Agreement American College of Cardiovascular Administrators

2012 ACCA Annual Cardiovascular Administrators' Leadership Conference • March 21-23, 2012

Doubletree by Hilton Chicago-Magnificent Mile • Chicago, IL

Applications are considered binding and eligible only after both the application/contract and payment are received. By signing this application, Exhibitor agrees to abide by the rules and regulations for exhibiting as set forth in this prospectus and any conditions set forth by the Doubletree by Hilton Chicago—Magnificent Mile as they relate to exhibiting.

Please type or clearly print your company's information below:

Exhibitor Information as it should appear in printed program

Company _____

Address _____

City, State, Zip _____

Phone _____

Fax _____

Email _____

Website _____

Contact Person _____

Title _____

Contact Signature _____

Date _____

*Exhibitor Contact Information (if different)**

Company _____

Address _____

City, State, Zip _____

Phone _____

Fax _____

Contact Person _____

Title _____

Email _____

*Exhibitor information will be sent to this address.

Company Profile - Fax (630/428-7700) or email (gen@aameda.org) in Microsoft Word format a brief description of your company and the products or services you will display at the ACCA Conference (150 word maximum). Company profile MUST ACCOMPANY SPACE APPLICATION for insertion in the Conference Program.

Exhibit Fees (check choices)

- | | |
|---|--------------------------------|
| <input type="checkbox"/> 8'x10' space | \$2,500 |
| <input type="checkbox"/> Additional 8'x10' space | \$1,500 |
| <input type="checkbox"/> 8'x10' space for AAMA Strategic Partner | Comp |
| <input type="checkbox"/> Additional 8'x10' space for AAMA Strategic Partner | \$1,000 |
| <input type="checkbox"/> Special rate for qualified non-profit organizations | \$1,500 |
| <input type="checkbox"/> ACCA/AAMA Combo Offer: Receive a 10% discount when you pre-pay to exhibit at both 2012 AAMA Annual Conference and the 2012 ACCA Cardiovascular Administrators' Leadership Conference | -\$5,000
\$4,500 |

We do not wish to exhibit next to the following companies:

Sponsorship Opportunities (check all that apply)

Please indicate sponsorship dollar amount \$ _____

We would like to sponsor _____

Additional Opportunities (select one):

Industry-Sponsored Symposia \$5,000+ _____

Attendee Focus Group \$2,500+ _____

Hotel Room Drops \$250 + hotel fees _____

Attendee Registration Insert \$500 _____

Program Booklet Advertising – Contact AAMA Exhibit Office

Other _____

Amount Enclosed \$ _____

Make checks payable to: American Academy of Medical Administrators

Credit Card Payments (check one)

Visa MasterCard American Express Discover

Card Number _____

Exp. Date _____

Name of Cardholder _____

Signature _____

Return completed contract to:

ACCA/AAMA Exhibit Office

1240 Iroquois Avenue, Ste. 106

Naperville, IL 60563

Phone: 630/428-3230; Fax: 630/428-7700

Questions? Email Gen at gen@aameda.org

ACCA
American College of
Cardiovascular Administrators



First Class
U.S. Postage
PAID
Des Plaines, IL
Permit No. 49

ACCA/AAMA Exhibit Office
1240 Iroquois Avenue, Ste. 106
Naperville, IL 60563

Return Service Requested

IMPORTANT DATES AND DEADLINES for ACCA Cardiovascular Administrators' Leadership Conference:

Full payment due upon submission of application

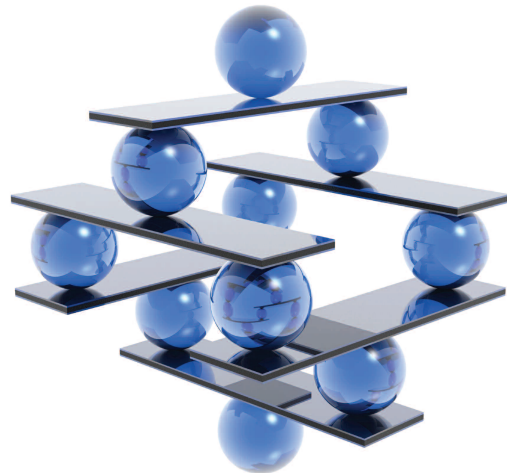
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TEN Good
Reasons Why You
Should Exhibit
at ACCA



- 1 Enjoy increased visibility and access to nearly 300 leaders in cardiovascular administration.
- 2 Exhibit hours designed to provide maximum exposure.
- 3 Exhibitors and corporate sponsors prominently identified in conference materials.
- 4 Complete roster of registrants' names and addresses provided for pre- and post-conference contact to reinforce your marketing message.
- 5 Complimentary registration for two company representatives to all educational sessions and meals.
- 6 Prominent signage and podium announcements identify your sponsorship of social events, food functions, educational tracks or symposia.
- 7 Customized sponsorship opportunities available to meet your corporate needs.
- 8 Wednesday to Friday dates so you can be home on the weekend or move on to the ACC.12 trade show.
- 9 Exhibitor participation in all educational sessions and networking events.
- 10 Central U.S. location with two airports for easy in and out.