

## Join AAMA's Respected Corporate Community

The AAMA Exhibit Hall attracts organizations from many diverse industries and interests, presenting an opportunity for meaningful one-on-one contact with leading healthcare administrators.

Abbott Vascular – Gold Level  
"Strategic Partner"  
American College of Surgeons  
Commission on Cancer  
Amgen Oncology – Platinum Level  
"Strategic Partner"  
Biomedix  
Biosound Esaote  
Boston Scientific Corporation –  
Gold Level "Strategic Partner"  
Byrne Healthcare  
Cardiac Services, Inc.  
Cardiovascular Business Magazine  
Central Michigan University –  
Silver Level "Strategic Partner"  
Charthouse Learning  
Coding Strategies, Inc.  
Corazon, Inc.  
Force 3 – Silver Level "Strategic Partner"  
HDR Architecture, Inc.  
HFR Design, Inc. – Silver Level  
"Strategic Partner"  
Healthpac Computer Systems, Inc.  
HeartWorks, Inc. – Silver Level  
"Strategic Partner"  
Innovative Data Solutions  
Intersocietal Accreditation  
Commission  
Lantheus Medical Imaging  
MAG Mutual Healthcare  
Solutions, Inc.  
Medtronic, Inc. – Silver Level  
"Strategic Partner"  
Modular Devices, Inc.  
National Graduate School of  
Quality Management  
Noteworthy Medical Systems  
Paragon Health – Silver Level  
"Strategic Partner"  
Philips Healthcare  
Planned Systems International  
PointMed, LLC  
Professional Impact/Greenbranch  
Publishing  
ProSolv CardioVascular  
Siemens Healthcare – Gold Level  
"Strategic Partner"  
Society of Chest Pain Centers  
SpecialtyCare  
Texas Tech University Health  
Science Center  
US Navy Recruiting Command  
WaveMark, Inc.  
Zoll Medical Corporation

AMERICAN ACADEMY OF MEDICAL ADMINISTRATORS

# 2011 AAMA Annual Conference



## What Lies Ahead?

# The Future of Healthcare

November 15 - 18, 2011

(Tuesday - Friday)

Scottsdale Plaza Resort • Scottsdale, AZ

### For Leaders in Healthcare Administration, including:

Cardiovascular Administration  
Oncology Administration  
Contingency Planning

Healthcare Information Administration  
Small or Rural Healthcare Administration

**AAMA**

American Academy of Medical Administrators  
AAMA Research & Educational Foundation

EXHIBIT AND SPONSORSHIP OPPORTUNITIES

# 2011 AAMA Annual Conference

## Ten Good Reasons Why You Should Exhibit at the 2011 AAMA Annual Conference:

1. Enjoy increased visibility and access to over 400 leaders in healthcare 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 to meet your corporate needs.
8. Schedule allowing attendees and exhibitors to be home on the weekend.
9. Exhibit schedule and opportunities developed from annual Exhibitor Evaluation Meetings.
10. Exhibitor participation in all educational sessions and networking events.

## Sponsorship Options for Maximum Visibility

For over a half century, the American Academy of Medical Administrators has developed healthcare leaders, providing them solutions for certain and uncertain times. That practice continues. AAMA's corporate community has been a valuable partner in our and our members' success. Please join us to honor this beneficial collaboration—as, together, we inspire healthcare administrators to advance themselves in positions of leadership.

Join over 400 leaders in healthcare administration from across the United States at the 2011 AAMA Annual Conference, November 15 – 18, at the Scottsdale Plaza Resort in Scottsdale, AZ. Sponsored by the AAMA Research & Educational Foundation and AAMA's national specialty groups, this 3-day educational program features general sessions, targeted concurrent sessions as well as popular pre-conference seminars for both the federal and private sectors.

**Your organization's support of the AAMA Annual Conference is important to AAMA and our members. Together, we will continue to bring education, training, products and services to this nation's healthcare leaders to meet the demands of a healthcare system perpetually in transition.**

## 2011 AAMA Sponsorship Opportunities

Companies seeking visibility with leading healthcare administrators turn to the AAMA Annual Conference to reach their target audience. Contribute at the level you can afford for a sole sponsorship or partner with the AAMA Research & Educational Foundation for a joint sponsorship. If you have any questions or wish to use your own customized sponsorship item, please contact Gen Hedland-Hill by email at [gen@aameda.org](mailto:gen@aameda.org) or by phone at 630/323-1079. **All sponsors will be recognized in the program booklet, on signage and on general session A-V.**

### Tiers of Sponsorship:

Tier I	\$4,000+
Tier II	\$3,000+
Tier III	\$2,000+
Tier IV	\$1000+
Tier V	\$750+



**Use your own branded products. Call the AAMA Exhibit Office at 630/323-1079 to discuss custom sponsorship opportunities.**

SPONSORSHIP CATEGORIES	SPONSORSHIP LEVEL
<b>Welcome Reception:</b> Official Conference kick-off, held in the Exhibit Area.	All Tier levels
<b>Networking or Recognition Luncheon</b>	All Tier levels
<b>General/Keynote Sessions</b>	All Tier Levels
<b>Tote Bags</b> – sponsor's logo will be displayed on the tote bag	Tier I – single sponsor only
<b>Continental Breakfasts</b> in Exhibit Area	Tier I, Tier II or Tier III
<b>Refreshment Breaks</b> in Exhibit Area	Tier I, Tier II or Tier III
<b>Concurrent Sessions</b> – also includes opportunity for special signage outside of room and distribution of promotional handouts.	Tier I, Tier II or Tier III – single sponsor only
<b>Conference Program Booklet</b> – includes ¼ page four-color ad on the back of the booklet.	Tier II – single sponsor only
<b>Web-based Conference Handouts</b> – sponsor will have the opportunity to place an ad on the handout web page.	Tier IV – single sponsor only
<b>Job Board/Message Board</b> <b>RESERVED</b>	Tier V – single sponsor only
ADDITIONAL OPPORTUNITIES	PRICE
<b>Industry-Sponsored Symposia:</b> Provide a continuing education program in conjunction with the conference but outside the official schedule.	\$5000+
<b>Attendee Focus Group:</b> Gain valuable feedback about your organization's products and services from targeted healthcare leaders in a formalized marketing research setting.	\$2500+
<b>Room Drops:</b> Arrange for delivery of your information and invitation to stop at your booth, direct to each attendee's hotel room door.	\$250 + hotel fees
<b>Attendee Registration Insert</b> – promotion piece will be distributed to all conference attendees.	\$500
<b>Conference Program Booklet Advertising</b> – contact the AAMA Exhibit Office for more information.	

## Exhibit Information

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

### 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 and with online conference materials.
- 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 (Does NOT include Pre- and Post-Conference sessions)
- Up to 5 Exhibitor Representatives (including the 2 complimentary full conference registrations)
- Opportunity to meet informally with conference attendees during Welcome Reception in Exhibit Area
- Opportunity to sponsor hors d'oeuvres or dessert in your booth to attract attendees
- Dedicated exhibit times, requested by our exhibitors
- **POPULAR!** Exhibitor Evaluation Meeting provides an opportunity for exhibitors to give personal feedback to AAMA on their 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
Special rate for qualified non-profit organizations	\$1,500
ACCA/AAMA Combo Offer:	<del>\$5,000</del>
Receive a 10% discount when you pre-pay to exhibit at both the 2011 AAMA Annual Conference and the 2012 ACCA Cardiovascular Administrators' Leadership Conference in Chicago, IL	\$4,500

### Exhibit Hall Raffle

*Raise your company profile!* Donate a prize to the AAMA Exhibit Hall Raffle! Participate in the AAMA Exhibit Hall Raffle and drive traffic to each exhibit. The more exhibitors attendees visit, the more chances they have to win. Donate a raffle prize to increase your company's profile on the exhibit floor.

## Questions?

Contact the AAMA Exhibit Office at 630/323-1079

## Preliminary Exhibit Hall Schedule

### Installation

Wednesday, November 16, 2011

Noon – 4:30 pm

### Exhibit Hours

Wednesday, November 16, 2011

Welcome Reception in Exhibit Hall

5:30 pm – 7:00 pm

Thursday, November 17, 2011

Networking Break in Exhibit Hall

9:15 am – 3:00 pm

Luncheon

9:15 am – 9:45 am

Noon - 1:00 pm

*Exhibit Hall closed from Noon to 12:45 pm for lunch. Exhibitors will receive two lunch tickets per booth for personnel to attend the luncheon with attendees.*

Dessert in Exhibit Hall

1:00 pm – 1:30 pm

Beverage Break in Exhibit Hall

2:30 pm – 3:00 pm

Exhibitors Evaluation Meeting

3:00 pm – 4:00 pm

Friday, November 18, 2011

Continental Breakfast in Exhibit Hall

7:00 am – 9:45 am

Networking Break in Exhibit Hall

7:00 am – 7:45 am

9:15 am – 9:45 am

### Dismantle

Friday, November 18, 2011

9:45 am – 3:00 pm

## Installation of Exhibits

All exhibits must be completely set up by 4:00 pm on Wednesday, November 16, 2011, 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 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*

Priority Exhibit Space Deadline	August 5, 2011
Exhibit Space Application Deadline	October 14, 2011
Hotel Reservation Deadline	October 14, 2011

## Conference Site & Accommodations

### The Scottsdale Plaza Resort

7200 North Scottsdale Road  
Scottsdale, AZ 85253

**General Phone:** 480/948-5000

**Reservation Phone:** 800/832-2025

**Website:** Go to [www.aameda.org](http://www.aameda.org) for the link to The Scottsdale Plaza Resort reservations

**Room rate:** **\$169** Single/Double, plus applicable taxes and fees. Prevailing government rate available with identification.

**Group Code:** AAMA or American Academy of Medical Administrators

**Hotel reservations must be made by Friday, October 14, 2011, to guarantee these room rates and availability.** After that date, availability is on a first come, first served, and rate available basis.

**Exhibitors may reserve hotel rooms by calling The Scottsdale Plaza Resort directly at 800/832-2025.** Please indicate you are with AAMA or the American Academy of Medical Administrators to be sure you receive the AAMA Conference room rate. A non-refundable, first night's deposit is required.

### 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 AAMA Avis Worldwide Discount Number (AWD) A822799 for the best conference rates. To reserve a Hertz rental car, call 800/654-2000 or make reservations at [www.hertz.com](http://www.hertz.com). Use CPD#438323 and promotional code #103972.



**For further information, contact AAMA Exhibit Office**  
475 S. Frontage Road,  
Suite 101  
Burr Ridge, IL 60527  
Ph: 630/323-1079  
Fax: 630/323-6989  
Email:  
[gen@aameda.org](mailto:gen@aameda.org)

# 2011 AAMA Annual Conference

## AAMA Annual Conference Exhibitor Rules & Regulations

1. **Payment for Exhibit Space:** Full payment must accompany this contract to reserve space.
2. **Booth Construction:** 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. Placement of equipment must be done to avoid blocking the visibility of neighboring exhibitors.
3. **Cancellation of Exhibit Space:** Exhibitors canceling exhibit space on or before October 7, 2011, will be eligible for a refund of 50 percent of the total booth fee. After October 7, 2011, no refunds will be given for any cancellation.
4. **Character of Exhibits:** AAMA reserves the right to decline or prohibit any exhibit or part of an exhibit or exhibit booth activity that, 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 on-site by the close of the meeting, and it is the responsibility of the exhibitor to forward the prize to the winner. AAMA 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, the exhibitor is liable to The Scottsdale Plaza Resort.
8. **Liability:** AAMA, AAMA Research & Educational Foundation, their employees or agents, and The Scottsdale Plaza Resort 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 hold AAMA Research & Educational Foundation, AAMA, and its Colleges, 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 Scottsdale Plaza Resort, 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:** The Exhibitor assumes all responsibility for any and all loss, theft or damage to Exhibitor's displays, equipment and other property while on The Scottsdale Plaza Resort premises, and hereby waives any claim or demand it may have against the The Scottsdale Plaza Resort 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, AAMA Research & Educational Foundation and The Scottsdale Plaza Resort 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

2011 ACOA Oncology Update  
Wednesday through Friday,  
June 22 - 24, 2011

American College of Surgeons  
Headquarters  
Chicago, IL

### ACCA

2012 ACCA Cardiovascular  
Administrators' Leadership  
Conference

Wednesday through Friday,  
March 21 - 23, 2012

Doubletree Hotel—  
Magnificent Mile™  
Chicago, IL

### AAMA

2012 AAMA Annual Conference  
Tuesday through Friday,  
November 13 - 16, 2012

Hyatt Regency San Antonio  
San Antonio, TX

# 2011 AAMA Annual Conference

## Sponsor/ Exhibitor Agreement

### 2011 AAMA Annual Conference

November 15 – 18, 2011

Wednesday - Friday

Scottsdale Plaza Resort • Scottsdale, AZ



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 Scottsdale Plaza Resort 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 and Logo** - Email ([gen@aameda.org](mailto:gen@aameda.org)) in Microsoft Word format a brief description of your company and the products or services you will display at the AAMA Annual Conference (150 word maximum). Company profile **MUST ACCOMPANY SPACE APPLICATION** for insertion in the Conference Program. **Logo should be sent in a jpg format.**

#### EXHIBIT FEES (check choices)

- 8'x10' space \$2,500
- Additional 8'x10' space \$1,500
- 8'x10' space for AAMA Strategic Partner Comp
- 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 the 2011 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:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



**Return completed contract to:**  
**AAMA Exhibit Office**  
 475 South Frontage Road, Ste. 101  
 Burr Ridge, IL 60527-6282  
 Phone: 630/323-1079 Fax: 630/323-6989  
 Questions? Email Gen at [gen@aameda.org](mailto:gen@aameda.org)

#### SPONSORSHIP OPPORTUNITIES (check all that apply)

##### Tiers of Sponsorship (select one):

Tier I	\$4,000+ _____	Tier IV	\$1,000+ _____
Tier II	\$3,000+ _____	Tier V	\$750+ _____
Tier III	\$2,000+ _____	Other Amount:	_____

##### Sponsorship Categories (select one or more):

Welcoming Reception	Tiers I thru V	_____
Recognition Luncheon	Tiers I thru V	_____
General/Keynote Sessions	Tiers I thru V	_____
Tote Bags	Tier I	_____
Continental Breakfasts	Tier I, II, or III	_____
Refreshment Breaks	Tier I, II, or III	_____
Concurrent Sessions	Tier I, II, or III	_____
Conference Program Booklet	Tier II	_____
Web-based Conference Handouts	Tier IV	_____
Job Board/Message Board	Tier V	_____

##### 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		_____

**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 \_\_\_\_\_



AAMA Exhibit Office  
475 S. Frontage Road, Suite 101  
Burr Ridge, IL 60527-6282

Return Service Requested

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

**For Leaders in Healthcare Administration, including:**

- Cardiovascular Administration
- Oncology Administration
- Contingency Planning
- Healthcare Information Administration
- Small or Rural Healthcare Administration

**Important Dates and Deadlines**

Strategic Partner Exhibit Space Deadline	August 5, 2011
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**AMERICAN ACADEMY OF MEDICAL ADMINISTRATORS**

2011 AAMA Annual Conference

**The Future of Healthcare**

November 15-18, 2011  
(Tuesday - Friday)

Scottsdale Plaza Resort • Scottsdale, AZ



**AAMA's Annual Conference gives key providers of products and services to the healthcare community access to healthcare administration leaders, senior management and program specialists, including**

- CEOs, CIOs and COOs
- VPs and executive directors
- Directors, chiefs and department heads
- Administrators and managers
- Senior Medical Service Corps officers in all branches of the uniformed services
- Up-and-coming leaders in healthcare administration

Their titles show they hold management and administrative positions in their healthcare organizations, come from all 50 states and around the world, and are decision-makers or influence the decision-making process in their organizations.

**Questions? Contact the AAMA Exhibit Office at 630/323-1079**