

ACAM 2017 Annual Meeting

September 14-16, 2017

Integrative Approaches to Complex Infections

Learn New & Effective Therapies in San Juan, Puerto Rico



ACAM
AMERICAN COLLEGE FOR
ADVANCEMENT IN MEDICINE



AAPMD
AMERICAN ACADEMY OF PHYSIOLOGICAL
MEDICINE & DENTISTRY



Exhibitor PROSPECTUS



ACAM, AAPMD & YOU:

We'll bring the cutting edge education and renowned faculty; you bring the best resources: together we'll unite for collaborative healthcare while expanding into new markets!

Did you know?

- ⇒ There are an estimated 14,000 Integrative Professionals in Puerto Rico.
- ⇒ Hundreds of additional providers in the Virgin Islands hunger for integrative resources and consider San Juan to be next door.
- ⇒ Most providers purchase their products from US suppliers who will customize their orders due to their limited resources.
- ⇒ The successful involvement of AAPMD joining the Learning Floor in 2016 has encouraged this new model with more crossover opportunities planned!
- ⇒ ACAM provides great reciprocal incentives - let's get the word out to maximize our combined resources!
- ⇒ Puerto Rico welcomes & encourages integrative medicine!

ACAM Tentative Program Format

WEDNESDAY, SEPTEMBER 13:

Pre-conference workshops

Support packages available for interested exhibitors

THURSDAY, SEPTEMBER 14:

Pre-conference workshops

Support packages available for interested exhibitors

Exhibitor move in: 10:30 AM – 4:30PM

Early registration opens for attendees: 1:00PM

Opening CME lectures: 3:00PM - 7:15PM

Opening networking break on Learning Floor: 5PM - 5:15PM

Joint Welcome Reception on Learning Floor: 7:15PM - 9:15PM

FRIDAY, SEPTEMBER 15:

Breakfast with exhibitors on Learning Floor: 7AM - 8AM

Replenishment & networking break on Learning Floor: 9:30AM - 10:15AM

Replenishment & networking break on Learning Floor: 3:45PM - 4:30PM

SATURDAY, SEPTEMBER 16:

Breakfast with exhibitors on Learning Floor: 7AM - 8AM

Replenishment & networking break on Learning Floor: 9:30AM - 10:10AM

Replenishment & networking break on Learning Floor: 3:30PM - 4:15PM

Exhibitor move out after break

Joint Closing banquet event: (optional) 6:30PM - 11:00PM

Exclusive Exhibitor Services - How may we best serve you?



Jessica Ulmen

Lead Exhibitor Services
406-522-1305
jessica.ulmen@acam.org

Experience world-class, highly personalized service from ACAM. Your time is valuable: our Exhibitor Services team provides you with seamless assistance before, during and after the event. We are here as a liaison between your departments while fostering creative ideas and working collaboratively. In addition to your sales team, please encourage your key leaders or clients to attend the meeting - this allows them interaction with our leading educators and marketplace influencers. We strive to bring more relationship and less demand on the "show" as we understand the best relationships are mutual. Enjoy our expanded packages, which include several touch points with our members throughout the year. Please consider our corporate level sponsorships as we work together to reshape the experience with vision towards lasting, sustainable relationships. Our goal is to ensure a successful return on your investment as we respond to the ever-changing integrative medicine environment and explore enduring opportunities to create together.

INFORMATION WHERE YOU NEED IT, 24/7: HAVE QUESTIONS? WE HAVE ANSWERS...

The Exhibitor Registration website allows complete, seamless registration including host lodging and transportation, with the ease of edits and online access 24/7 at www.ACAM.org/2017Exhibit

- ⇒ REGISTER IN ONE EASY LOCATION: Confirm multiple booth attendees on a single invoice, seamlessly book hotel room(s) all on the same record, optional travel service with industry discounts
- ⇒ EASILY FIND: FAQs, Schedules, comprehensive hotel and destination information
- ⇒ RIGHT AT YOUR FINGERTIPS: Shipping instructions, travel directions, important contact numbers
- ⇒ GET THE SPECS: Learning floor diagram, show order forms, set up and tear down times
- ⇒ RSVP and purchase of optional education sessions and social events

IMPORTANT DATES

Dec 1

Exhibitor Registration Site Opens

March 1

Early Discount Ends

May 1

50% Booth Deposit Due

July 3

Exhibitor Contracts and Full Payment Due.

No refunds will be given after this date

August 1

Program Book Information Due

August 8

Exhibitor room block no longer available.
All exhibitors must be booked within the ACAM hotel block.

Show Information & Specifics

Exhibit & Eligibility:

Each exhibit space consists of an 8'x 10' pipe and drape booth, 6' skirted table with 2 chairs, a wastebasket, and identification signage provided by the conference. Additional items may be ordered at the cost, provided by Expo Displays Caribbean, Inc.
(Order forms available on registration site)

Qualified exhibitors are limited to firms, organizations, and agencies who promote awareness of products, technologies and services that are recognized and approved by ACAM as being supportive of the objectives of the Annual Meeting.

**Further restrictions may apply; see terms and conditions.*

Exhibitors are REQUIRED to book their lodging within the designated ACAM hotel room block by August 8, 2017 or a \$350 penalty fee will be assessed to their registration, which must be paid no later than two weeks before the meeting. Your exhibitor services team can assist you with booking your room reservation or you are able to book online during the registration process. Please do not contact the hotel directly.

Space Selection Process:

ACAM will make every effort possible to provide exhibit space in high-traffic areas. Priority will be established by support level and registration date.

Terms of Payment & Registration Deadline:

Booth space will be held until May 1, 2017, at which time a 50% deposit is due. If deposit is not received by May 1, 2017 ACAM reserves the right to release the exhibit space for resale. Booth space must be paid in full by July 3, 2017. The exhibitor may cancel before July 3, 2017, and still receive 50% of their total monies paid. Failure to make payments does not release the exhibitor from any contractual financial obligation.

Cancellation Policy:

Refunds of 50% of the total monies paid will be given if cancelled on or before July 3, 2017. No refunds will be given after July 3, 2017.

Exhibitor Survey:

This is your opportunity to promote change and let your voice be heard. We email a survey after the meeting's completion. Please give us your honest feedback. What can we do better? What did you like? How can we better help you promote your product?

The Condado Plaza Hilton - San Juan



GREAT RATES at the EXCEPTIONAL HEADQUARTER HOTEL Book EARLY to Guarantee Availability & SAVE MONEY

Overlooking the Atlantic Ocean and Condado Lagoon with a direct access to the beach, there are four pools and one saltwater pool. The Condado has an underwater reef snorkeling trail. There is a stylish Moon Bar that serves cocktails in the lobby. Enjoy award-winning fine dining at Pikayo, the flagship restaurant of Chef Wilo Benet. Spend the day on Condado Lagoon, lounge at their cove-like beach or one of our four pools, or play tennis on the courts. The hotel is only 7 miles from Luis Muñoz Marín International Airport.

In San Juan, almost every day is warm and sunny. Make the most of this amazingly temperate climate with an extensive array of activities taking place both on and off the hotel property. San Juan is truly a special destination—and The Condado Plaza Hilton provides that perfect location to experience the best that San Juan, Puerto Rico has to offer.

Type	Rate	Tax	Fee	Total
Standard	\$169	\$15.21	\$0.56	\$184.77
Jr. Suite	\$219	\$19.71	\$0.56	\$239.27

EXHIBITOR HOTEL ROOM RESERVATIONS

To maintain exhibitor pricing, exhibitors are required to book their rooms with ACAM's host hotel, within ACAM's designated block at The Condado Plaza Hilton.

Exhibitor Services is happy to assist booking the rooms for your company. Companies not holding a reservation at The Condado Plaza Hilton will be automatically charged an additional fee of \$350, which must be paid no later than two weeks before the start of the meeting. Companies with local booth representatives are exempt from this policy; such exceptions must be requested in writing.

Exhibitor Benefits at a Glance

Available dependent on Exhibitor Level:

- Logo in ACAM Meeting Program Book of abstracts
- Direct link from registration website to your company website
- Advertisement in either *The Voice* or *The Link*, ACAM's newsletters
- Corporate Signage on ACAM Exhibit Learning Floor
- Complimentary ACAM Meeting Registration for your VIP Company Representative or Clients
- Official Meeting Mobile App — includes your business biography and logo with link to your site and PDF upload available for show specials or enduring brochure specific to your company. Enhancement packages available.
- Exclusive educational opportunity for Legacy and Platinum Supporters to present a lab or workshop.
- À la carte options are available to enhance your exposure
- Exclusive Exhibitor registration site — a one-stop resource for registering, booking travel and accommodations, as well as 24/7 access to FAQs, exhibitor diagram, move-in and move-out schedule, program of events, and user friendly forms to secure additional equipment at the headquarter hotel.
- Exhibitor Services Team — facilitates a seamless experience between your teams and departments, streamlines accounting and handles your registration with one professional contact.

Exhibitor Levels:

**Legacy | Platinum | Gold | Silver
Exhibit Only**

Promotion with the following acknowledgements or displays

- Logo and link to your company/organization's website on ACAM Supporters Page within registration website
- Four 4"x5" ads over the annual year in *The Voice*—ACAM's medical professionals newsletter **OR**
Four 4"x5" ads over the annual year in *The Link*—ACAM's non-professional consumer newsletter
- Four company/product spotlight articles over the annual year in *The Voice* OR *The Link*
- Searchable listing on ACAM's new Preferred Partner website tool on acam.org
- Corporate signage on the Learning Floor
- Skyscraper ad (120x600) on ACAM's Preferred Partner page for 1 year
- First consideration for new marketing strategies (workshop sponsorships, webinars, etc.)
- Ecard offer: Ability to send ACAM's attendees a special message or video, provide a coupon, and more—reach the masses!

Meeting Mobile App

- Logo with link to organization website at bottom of all screens
- Enhanced exhibitor listing (company profile, logo, downloadable collateral, more)
- 4 onsite notifications “pushed” to all attendees via app
- Promotion within app (marketing campaign flier, coupon, etc.) “pushed” to all attendees

WITH YOUR
EXHIBITING, YOU'LL
BECOME A
PREFERRED PARTNER
See page 9 for details!

Print Advertising

- One full-page (10"x7.5") advertisement in the ACAM program book
- 300 word company biography in exhibitor directory with logo
- Acknowledgement via show slides in non-CME areas throughout the ACAM Meeting and Functions
- Logoed syllabus flash drive - the longest lasting brand recognition to send home with each attendee

Meeting Logistics

- Preferential placement of a 16'x20' booth on Learning Floor and complimentary Learning Floor registration for up to three **booth representatives***
- Complimentary ACAM Meeting registration for up to four **company representatives*** with name badges identifying delegates as supporters. Registration is non-CME; CME credits are an additional \$150. *Note: representative may also be a client.*
- Dedicated workshop/lab - Sunrise or Sunset session promoted on published materials.
- Delegate list provided in advance for appointment scheduling
- Access to exclusive exhibitor site: your one-stop resource for exhibitors contains FAQs, forms, schedules and more
- Up to three guest passes for Learning Floor

*Booth representative = person staffing the exhibitor area, not attending any meeting sessions

*Company representative = person affiliated with exhibiting company/organization and will attend meeting sessions



PLATINUM Supporter

\$10,000

2 available

Promotion with the following acknowledgement or displays:

- Logo and link to your company/organization's website on ACAM Supporters Page within registration website
- Meeting badge sponsorship: your logo on each attendee's name badge!
- Three 4"x5" ads over the annual year in *The Voice*—ACAM's member newsletter OR Three 4"x5" ads over the annual year in *The Link*—ACAM's non-professional consumer newsletter
- Three company/product spotlight articles over the annual year in *The Voice* OR *The Link*
- Corporate signage on the Learning Floor
- Searchable listing on ACAM's new Preferred Partner website tool on acam.org
- Tile ad (75x75) on ACAM's Preferred Partner page for 1 year
- Ecard offer: Ability to send ACAM's attendees a special message or video, provide a coupon, and more—reach the masses!

Meeting Mobile App

- Logo with link to organization website at bottom of all screens
- Enhanced exhibitor listing (company profile, logo, downloadable collateral, more)
- 3 onsite notifications "pushed" to all attendees via app
- Promotion within app (marketing campaign flier, coupon, etc.) "pushed" to all attendees

Print Advertising

- One full-page (10"x7.5") advertisement in the ACAM program book
- 200 word company biography in exhibitor directory with logo
- Acknowledgement via show slides in non-CME areas throughout the meeting and networking functions

Meeting Logistics

- Preferential placement of 16'x 20' booth on Learning Floor (after Legacy supporter) and complimentary Learning Floor registration for up to three **booth representatives***
- Complimentary ACAM Meeting registration for up to three **company representatives*** with name badges identifying delegates as supporters. Registration is non-CME; CME credits are an additional \$150. *Note: representative may also be a client.*
- Delegate list provided in advance for appointment scheduling
- Access to exclusive exhibitor site: your one-stop resource for exhibitors contains FAQs, forms, schedules and more
- Dedicated workshop/lab —Sunrise or Sunset session promoted on published materials.
- Up to three guest passes for Learning Floor

*Booth representative = person staffing the exhibitor area, not attending any meeting sessions

*Company representative = person affiliated with exhibiting company/organization and will attend meeting sessions



GOLD Supporter

\$5,000

8 available

Promotion with the following acknowledgement or displays:

- Logo and link to your company/organization's website on ACAM Supporters Page within registration website
- Two 4"x5" ads over the annual year in *The Voice*—ACAM's member newsletter **OR**
Two 4"x5" ad over the annual year in *The Link*—ACAM's non-professional consumer newsletter
- Two company/product spotlight article over the annual year in *The Voice* OR *The Link*
- Searchable listing on ACAM's new Preferred Partner website tool
- Tile ad (75x75) on ACAM's Preferred Partner page for 6 months
- Corporate signage on the Learning Floor

Meeting Mobile App

- Enhanced exhibitor listing (company profile, logo, and downloadable collateral)
- 2 onsite notification "pushed" to all attendees via app
- Promotion within app (marketing campaign flier, coupon, etc.) "pushed" to all attendees

Print Advertising

- One half-page (5"x7.5") advertisement in the ACAM program book
- 200 word company biography in exhibitor directory

Meeting Logistics

- Complimentary 8'x10' pipe and drape booth on the Learning Floor and complimentary Learning Floor registration for up to three **booth representatives***
- Complimentary ACAM Meeting registration for one **company representative*** with name badges identifying delegates as supporter. Registration is non-CME; CME credits are an additional \$150.
- Up to two guest passes for Learning Floor
- Access to exclusive exhibitor site: your one-stop resource for exhibitors contains FAQs, forms, schedules and more

*Booth representative = person staffing the exhibitor area, not attending any meeting sessions

*Company representative = person affiliated with exhibiting company/organization and will attend meeting sessions

WANT MORE
EXPOSURE?

Promote the Meeting!
See page 9 for details!



SILVER Supporter

\$3,250

12 available

Promotion with the following logo displays

- Logo and link to your company/organization's website on ACAM Supporters Page within registration website
- Searchable listing on ACAM's new Preferred Partner website tool on acam.org
- Corporate signage on the Learning Floor
- One 4"x5" ads over the annual year in *The Voice*—ACAM's member newsletter OR
One 4"x5" ad over the annual year in *The Link*—ACAM's non-professional consumer newsletter
- One company/product spotlight article over the annual year in *The Voice* OR *The Link*

Meeting Mobile App

- Basic exhibitor listing in Exhibitor Profiles section with link to your website
- 1 onsite notification "pushed" to all attendees via app

Print Advertising

- One quarter-page (5"x3.25") advertisement in the ACAM program book
- 200 word company biography in exhibitor directory



Meeting Logistics

- Complimentary 8'x 10' pipe and drape booth on the Learning Floor and complimentary Learning Floor registration for up to two **booth representatives***
- Complimentary ACAM Meeting registration for up to one **company representative*** with name badges identifying delegates as supporters. Registration is non-CME; CME credits are an additional \$150.
- Access to exclusive exhibitor site: your one-stop resource for exhibitors contains FAQs, forms, schedules and more
- One guest pass for Learning Floor

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EXHIBIT ONLY

\$2,500

25 available

Promotion with the following logo displays

- Searchable listing on ACAM's new Preferred Partner website tool on acam.org

Meeting Mobile App

- Basic exhibitor listing in Exhibitor Profiles section with link to your website

Print Advertising

- Company/Organization contact information listed in exhibitor directory

Meeting Logistics

- Complimentary 8'x10' pipe and drape booth on the Learning Floor; free registration for up to two **booth representatives***
- Access to exclusive exhibitor site: your one-stop resource for exhibitors contains FAQs, forms, schedules and more

*Booth representative = person staffing the exhibitor area, not attending any meeting sessions

*Company representative = person affiliated with exhibiting company/organization and will attend meeting sessions



ACAM
AMERICAN COLLEGE FOR
ADVANCEMENT IN MEDICAL

NEW IN 2017!

welcome Preferred Partner

We're Dedicated to Our Preferred Partners - Let's Grow Together!

GET FOUND ON OUR SEARCH ENGINE!

Provided only to our annual meeting exhibitors - our Preferred Partners - this search engine functions much like our Physician+Link search except it caters to you! See it now at www.acam.org/SearchPP

ACAM members can easily search the Preferred Partner search to find companies that specialize in exactly what they're looking for. If you sell to the public you'll enjoy added exposure - users will be able to search for supplement providers, publicly sold equipment & more.

Exhibit in Puerto Rico and you'll be placed on the Preferred Partner site the minute we receive your contract and remain until July of the next year! Preferred Partners discounted rates in ACAM's newsletters, blog space and more!

RECIPROCOL RELATIONSHIPS!

Help us promote the annual meeting via your email lists and, as a Preferred Partner, you'll receive even more benefits! Can you include annual meeting fliers in your mailed shipments? Send out an email blast for us? Let us know and we'll provide you with additional advertising opportunities available only to our Preferred Partners!

TREAT CLIENTS TO DINNER

Put your best foot forward and invite potential clients to a cultural dining delight in Old San Juan. A Dine-Around tour will be offered for Friday evening - make arrangements with Exhibitor Services to secure you and your clients spots on this evening out in the old city.



À LA CARTE OPTIONS

(or upgrades with support package)

WI-FI LOUNGE SPONSOR

\$5,000.00

Keep everyone connected—provide a Wi-Fi lounge centrally located near the Learning Floor throughout the meeting. Package includes 1 double-sided floor sign (approx. 3'x8'), small table for promotional materials, and sponsorship mentioned in program book and in non-CME lecture slides. Make appointments with potential clients in your personal lounge at your convenience. **1 available**

CONFERENCE BAG SPONSOR

\$5,000.00

Your Company/Organization logo front and center of all meeting bags, which each registered attendee is given at check-in. **1 available**

COFFEE BREAK SPONSOR

\$2,500.00

Rescue the day—provide the caffeine! Coffee and tea breaks are key networking times—make yourself known with your logo prominent on signage and cocktail napkins. **2 available**

CONFERENCE PEN SPONSOR

\$1,800.00

While they're jotting notes, they'll be continuously seeing your logo on the conference pen! A great way to reach out to all attendees, these pens are supplied in conference bags and upon request at the registration desk. **1 available**

ADD ADDITIONAL BOOTH REPRESENTATIVE TO CONTRACT

\$250.00

Want more coverage at the Annual Meeting? Bring an additional representative!

BENEFITS at a GLANCE

ITEM	LEGACY	PLATINUM	GOLD	SILVER
EDUCATIONAL OPPORTUNITY				
Dedicated Workshop/Lab	X	X		
LOGO DISPLAY				
Meeting Registration Webpage (Logo and Link)	X	X	X	X
Show Slide on Screen (non-CME Functions)	X	X	X	X
E-Card Offer	X	X		
Supporter Acknowledgement (non-CME Functions)	X	X		
Logoed Syllabus USB Drive	X			
MEETING PROGRAM BOOK PRINT				
Company Biography and Logo (in words)	300	200	200	200
Page Size	Full	Full	Half	Quarter
Supporter Acknowledgement	X	X	X	X
SIGNAGE				
Premium on Learning Floor	X	X	X	X
EXHIBITION				
Pipe and Drape Size	16'x20'	16'x20'	8'x10'	8'x10'
Preferred Placement	1	2	3	4
REGISTRATION				
Complimentary Learning Floor Registration - Booth Rep	4	3	3	2
Complimentary Meeting Registration - Company Rep	4	3	1	1
Complimentary Learning Floor - Guest Pass	3	3	2	1
MEETING MOBILE APP				
Onsite "Push" Notifications (number)	4	3	2	1
Promotion with in app "Pushed" (Flier, Coupon, etc.)	X	X	X	
Enhanced Exhibitor Listing (Company Profile, Bio, Logo, etc.)	X	X	X	
Logo with Link to Company Website (Bottom of Screens)	X	X		
PREFERRED PARTNER SEARCHABLE LISTING - ACAM.ORG				
Searchable Listing	X	X	X	X
Ad placement for 1 year (size type)	Skyscraper	Tile	Tile	
ACAM NEWSLETTERS - THE VOICE OR THE LINK				
4"x5" Ad in Either Newsletter	4	3	2	1
Company/Product Spotlight in Either Newsletter	4	3	2	0
DELEGATE LIST				
Advanced Meeting	X	X		

2017 ACAM Annual Meeting Support Contract

Company name: _____

Booth Rep: _____ Title of Booth Rep: _____

Billing Address: _____ City: _____

State/Prov: _____ ZIP/Postal Code: _____ Phone: _____ Fax: _____

E-mail Address: _____

What social media does your company use? _____ Facebook _____ Twitter _____ YouTube _____ LinkedIn _____ Other _____

Support Package Option	Price Each	Quantity	Subtotal
Legacy Supporter	\$20,000	X _____ =	_____
Platinum Supporter	\$10,000	X _____ =	_____
Gold Supporter	\$5,000	X _____ =	_____
Silver Supporter	\$3,250	X _____ =	_____
Exhibit Only	\$2,500	X _____ =	_____
Add:			
Wi-Fi Lounge Sponsor (1 available)	\$5,000	X _____ =	_____
Conference Bag Sponsor (1 available)	\$5,000	X _____ =	_____
Coffee Break (2 available)	\$2,500	X _____ =	_____
Conference Pen Sponsor (1 available)	\$1,800	X _____ =	_____
Additional Booth Representative Pass	\$250	X _____ =	_____
Total Support Amount:			\$ _____
Total Due:			\$ _____

Payment Information

_____ Check (payable in U.S. Funds to: American College for Advancement in Medicine) _____ VISA _____ MasterCard _____ AMEX

Credit Card Number: _____ Exp. Date: _____ CVS: _____

Print Name on Card: _____ Signature: _____

I hereby contract with the American College for Advancement in Medicine to support the 2017 Annual Meeting as outlined above. I understand that booth space will be held until May 1, 2017 at which time a 50% deposit is due to ACAM HQ. I understand that my balance due is to be paid in full to ACAM headquarters no later than July 3, 2017. I agree to provide ACAM with an electronic copy of my corporate logo and authorize use of this logo as noted for the sole purpose of sponsor identification. I understand that this contract may not be changed or cancelled after the closing deadline of July 3, 2017.

By signing this contract I fully acknowledge and agree to the Exhibitor Terms and conditions as defined in Appendix A.

Authorized Signature _____ Date _____

Please send completed agreement with payment to:

Jessica Ulmen via mail at 380 Ice Center Lane, Suite C, Bozeman, MT 59718,
fax to (406) 587-2451, or email to jessica.ulmen@acam.org.

Immediate questions? Contact Jessica Ulmen at (406) 522-1305

EXHIBIT CONTRACT AND POLICIES

The policies stated here and in the Rules & Regulations in the Exhibitor Prospectus constitute a bona fide part of the contract for exhibit space. ACAM reserves the right to render all interpretations and decisions, should any questions arise, and to establish further regulations as may be deemed necessary to the general success and wellbeing of the Exhibition. All matters and questions not covered in these policies are subject to the final judgment and decision of ACAM. Companies are responsible for ensuring the furnishings they order and booth provisions they bring will reasonably fit in their space. ACAM does not provide any guarantee that additional accommodations will be made on-site should the materials brought be outside of the parameters of the purchased space. Additional fees will be incurred by the exhibiting company if alternative arrangements are made.

BOOTH INCLUSIONS

Each 8x10 or 16x20 space is granted two to four booth representatives at a complimentary rate, depending on exhibitor level. Additional booth personnel are welcome to attend and participate for \$250 each. Booth registrations also include electronic version of syllabi for future reference. Booth representatives are invited to sit in on ACAM education as a guest on days their company is exhibiting as space permits. If a representative needs to claim CME credits, he or she must register for the conference at the posted attendee pricing. **Arrangements can be made for a reduced CME attendee fee with corporate package; ask your sales concierge if interested.**

BOOTH FURNISHINGS

Included in each booth are 8' high backdrops and 3' high side dividers; a sign for company name and booth number. ACAM affords aisle cleaning. A six foot table, 2 chairs and a waste basket are also included.

HOTEL ROOM RESERVATIONS

To maintain exhibitor pricing, exhibitors are REQUIRED to book their rooms with ACAM's host hotel, The Condado Plaza Hilton. Companies not holding or booking with Concierge to make a reservation at the The Condado Plaza Hilton will forfeit their \$350 deposit. Companies with local booth representatives are exempt from this policy. Such exceptions must be made in writing. An exclusive exhibitor's website will be available January 4, 2017, allows you to book your hotel directly in the site as well as registering your additional booth attendees, access the conference schedule, and review FAQ.

HOTEL INDEMNIFICATION

Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Resort, its owners or managers, which result from any act or omission of exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, the Resort, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees which arise from or out of the exhibitor's occupancy and use of the exhibition premises, the Resort or any part thereof."

BOOTH ASSIGNMENT

ACAM Legacy, Platinum and Gold Partners are offered first choice of exhibit space. The remaining spaces are assigned at the discretion of ACAM based on registration date, years of support, and event sponsorship support. Booth assignment confirmation is provided an average of two weeks before travel.

DEPOSIT AND PAYMENTS

This deposit is due upon signing and will be retained for any of the following circumstances 1) company disregards exhibitor regulations including failing to follow setup and breakdown times or make arrangements with ACAM; 2) company fails to meet hotel room requirements; 3) blatant disregard of other exhibitor terms and conditions including but not limited to items related to rooming, canvassing, and out-boarding. 4) Company brings additional booth representatives. 5) A 50% deposit of your total agreement is due by May 1, 2017; final payments are due no later than July 3, 2017.

CANCELLATION BY EXHIBITOR

All cancellations must be in writing, return receipt requested and shall become effective when received by ACAM. Both the Exhibitor and ACAM acknowledge that ACAM will sustain substantial losses if the Exhibitor cancels its Application and Contract. Even though ACAM will exercise its best efforts to mitigate the damages associated with the Exhibitor cancellation, the parties agree that Producer will nevertheless incur substantial losses that cannot be precisely determined. Due to the difficulty of determining and providing said losses, the Exhibitor agrees to pay the following as liquidated damages if the Exhibitor cancels its exhibit space on or within the time periods specified.

50% refunded of total paid contracted agreement if request is made prior to July 3, 2017. Cancellation requests made after July 3, 2017 are not eligible for

reimbursement or credit under this policy.

ATTIRE OF BOOTH REPRESENTATIVES

Attire of exhibitor staff and demonstrators on the exhibit floor can significantly affect a meeting. Attire should be consistent with a professional atmosphere.

A/V EQUIPMENT

If closed sound systems cannot be arranged and/or open sound systems are permitted, restrictions or regulations should indicate that sound leakage should not interfere with any other exhibitor. ACAM will require compliance and reserves the right to take necessary corrective action.

GIVEAWAYS & SALES

Exhibitor has sole legal and financial responsibility regarding any and all giveaways and/or sales in connection with or related to the conference. Notwithstanding, ACAM reserves the right to disapprove any giveaways if deemed inappropriate at the sole discretion of ACAM. Display of Investigational Products also is the sole responsibility of exhibitor, though any such display shall be within the expectations and limitations of the Food and Drug Administration's Guidelines on Notices of Availability, and ACAM recommends that any investigational product that is graphically depicted on a commercial exhibit should contain only objective statements about the product, contain no claims of safety, effectiveness or reliability, contain no other claims to other marketed products, advise the offering exists solely for the purpose of obtaining investigators, and contain a statement: "Caution-Investigational Device- Limited to Investigational Use" (or similar) in a prominent size and placement.

EXHIBIT STAFF CONDUCT

All exhibits must be properly staffed at all times. Those leaving booths un-staffed for long periods of time or those who vacate the booth prior to the official closing time may be excluded from future meetings or penalized. Offensive promotions from exhibit personnel will not be tolerated. Any exhibitor's staff member(s) who demonstrate inappropriate or unsuitable conduct during the exhibition may be removed from the premises and may be subject to penalty (i.e. loss of points) including forfeiture of exhibit fees paid. ACAM determination of such conduct shall be final.

CONTRACT ACCEPTANCE

ACAM reserves the right to exercise its sole discretion in acceptance or refusal of applications. If an application is not accepted by the Association, all money paid will be returned to the applicant.

BOOTH CONSTRUCTION AND ARRANGEMENT

ACAM will provide and arrange for construction of necessary draped backgrounds of uniform style. Drapery is flame-proofed fabric. Unfinished or unsightly ends of exhibits must be draped by the service contractor at the expense of the exhibitor. All exhibits must be confined to the limits of their respective booths as indicated on the floor plan. Back wall of booth is 8 feet with the exception of island or perimeter spaces where height limitation is 16 feet unless otherwise noted due to center restrictions, however, cubic content of those booths must be approved in advance by Exhibition Management. Materials up to 8 feet in height may be placed within 5 feet from the back wall. Exhibit material must not be set up so as to interfere with the view into adjoining booths. All material must conform to local building, electrical and fire department codes and regulations.

PROGRAM ADVERTISING AND OUTBOARDING

Regardless of the level of participation a company has invested in the event, holding an exhibit, demonstration, or display in ACAM's host city during the show will directly affect the company's ability to participate in future ACAM events. Only participating exhibitors may solicit to attendees and direct selling is to be restricted to the company's exhibit space. Out of respect to ACAM's corporate supporters, companies who are not paid exhibitors for ACAM's shows will be asked to leave and their companies may be unable to participate in future events if they use ACAM's events as an opportunity to sell or promote their products and/or service.

CANVASSING AND OTHER ACTIVITIES

No person, firm or organization not having contracted with ACAM for the occupancy of space in the Exhibition will be permitted to display or demonstrate its products, processes or services, or distribute promotional materials in the Exhibit Hall, convention halls or corridors or in hospitality suites. Any infringements of this rule will result in the prompt removal of the offending persons from the Hall, and exhibitors waive any and all rights from claims against the ACAM arising out of the enforcement of this rule. Circulars or other promotional material may be distributed only from the exhibitor's booth space. ACAM reserves the right to reject, cancel, remove or restrict exhibitors who, because of noise or any other reason shall interfere with the best interests of the Exhibition as a whole.

NO ORAL MODIFICATION CLAUSE

This Application and Contract may not be orally modified. Only modification in writing signed by an authorized representative of ACAM will be considered enforceable.

ASCAP/BMI

It is the sole responsibility of the exhibiting company to pay all ASCAP (American Society of Composing Authors and Publishers) and/or BMI (Broadcast Music Incorporated) fees and expenses if music is played (either taped or live) in the exhibit booth or at any exhibitor-sponsored function.

SECURITY

Security will be provided by ACAM throughout the entire Exhibit, including set-up and tear-down days at the entrances to the Exhibit Hall and Freight Doors. Any theft is to be reported to show management immediately and a theft report must be completed. Security also will be available in aisles during clean-up each day. Exhibitors must provide adequate insurance in their own insurance policies for theft. Individual booth security is available at an additional fee to exhibitors.

EXHIBITOR RESPONSIBILITY CLAUSE

To the fullest extent permitted by law, the person/legal entity described as "exhibitor" in this clause and in this exhibitor contract (regardless whether such person/legal entity is also described as "Exhibitor" in this contract) hereby assumes full responsibility and agrees to indemnify, defend and hold harmless **The Condado Plaza Hilton** ("Hotel"), Hotel's owner (**Posadas de Puerto Rico Associates, LLC**), Hilton Worldwide, Inc., and each of their respective owners, managers, subsidiaries, affiliates, employees and agents (collectively, "Hotel Parties"), as well as **American College for Advancement in Medicine** ("Group"), from and against any and all claims or expenses arising out of Exhibitor's use of the Hotel's exhibition premises. Exhibitor agrees to obtain and maintain during the use of the exhibition premises, Comprehensive General Liability Insurance, including contractual liability covering the Exhibitor's indemnity obligations in this clause. Such insurance shall be in the amount of not less than \$1,000,000 combined single limit for personal injury and property damage. The Hotel Parties and Group shall be named as additional insureds on such policy, and Exhibitor shall supply the Hotel with a Certificate of Insurance at least 30 days prior to the use of the exhibition premises. The Exhibitor understands that neither the Group nor the Hotel Parties maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

LIABILITY

It is agreed that the exhibitor shall make no claim of any kind against ACAM, The Condado Plaza Hilton, its agents or employees, or against any of ACAM's agents or employees for any loss, damage, theft or destruction of goods; nor for any injury that may occur to itself or its employees while in the Exhibit Hall or on conference premises; nor for any damage of any nature or character whatsoever, and without limiting the forgoing, including any damage to its business by reason of the failure to provide space for an exhibit or removal of the exhibit, or for any action of ACAM or its participants, agents or employees in relation to the exhibit or exhibitor, and the exhibitor shall be solely responsible to its own agents and employees and to all third persons, including invitees and the public for all claims, liabilities, actions, costs, damages and expenses arising out of or relating to the custody, possession, operation, maintenance or control of the leased space or exhibit, for negligence or otherwise relating thereto. Notwithstanding, any claim by exhibitor, if brought against ACAM or its agents or employees, or those of The Condado Plaza Hilton shall be brought within one year exhibitor know or should have known of the claim or potential claim; and, any recovery for such claim shall be limited to the amount of monies paid by exhibitor to ACAM for the conference, and shall not include any recovery for special damages, lost revenues, lost profits, or lost business opportunities of any kind or nature.

INSURANCE

Exhibitor must carry all the following insurances without exception: Workers' Compensation, fire, theft insurance, and a comprehensive general liability with minimum coverage of one million dollars (\$1 million) per occurrence and two million dollars (\$2 million) aggregate, including, product liability coverage (for any products provided as giveaways, samples or sales), completed operations, independent contractors coverage, and slip-and-fall and any other personal injury liability coverage. Proof of full compliance satisfactory to ACAM shall be provided to ACAM in writing within 30-days of the conference and prior to exhibitor's exhibit, products or materials entering the Exhibit Hall or conference premises. These coverages shall be evidenced by a Certificate of Insurance with a 30-day notice or cancellation provision to the holder, naming ACAM as an "Additional Insured", and a copy shall be placed at the exhibit booth at all times during show hours and presented to ACAM upon demand. While the Exhibition provides security guards, any and all security is an accommodation to exhibitors, and ACAM assumes no responsibility for any loss, damage or injury to any property of the exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, theft or any other cause whatsoever.

STRICT CONFIDENTIALITY & NON-DISPARAGEMENT

As a material term and condition of this Agreement, Exhibitor agrees not to disclose, disseminate, publicize or allow or cause to be disclosed, disseminated or publicized, any of the terms and conditions of this Agreement and/or the acts or omissions arising from the events concerning this Agreement or Exhibitor's participation or involvement at the conference, except to the extent compelled by law or as authorized by ACAM in writing. Exhibitor will act professionally and in good faith at all times and will not disparage ACAM or The Condado Plaza Hilton, or any of their employees, agents, or representatives, or any of the conference speakers or exhibitors, either directly or indirectly orally or in writing by making disparaging comments or remarks himself/herself or through a third party, including, but not limited to, any disparaging or negative comments online or in any social media such as Facebook, LinkedIn or Twitter. For any violation of this section, Exhibitor shall immediately, and in no event more than three (3) calendar days, remove that negative remark and provided a complete where necessary in ACAM's opinion, with evidence of such removal and retraction concurrently provided to ACAM in writing. Any critical feedback by Exhibitor shall be restricted to correspondence with and surveys received from ACAM or The Condado Plaza Hilton which correspondence and surveys shall be provided only to those entities.

MISCELLANEOUS

It is further agreed that all current and subsequent ACAM conditions and regulations and conditions and regulations of The Condado Plaza Hilton and any other facilities used by ACAM are made a part hereof as though fully incorporated herein. ACAM shall have full and exclusive power in the matter of interpretation, amendment and enforcement of all said conditions and regulations, and any such amendments when made and brought to the notice of said Exhibitor shall be as though duly incorporated herein and subject to the terms and conditions herein set forth. If a dispute or disagreement shall arise between the parties concerning the allotment of or permitted use of exhibition space or concerning interpretation or any of the regulations which are part hereof the decision and interpretation of ACAM shall be final and the Exhibitor hereby agrees to abide by said interpretation which, if requested, shall be in writing. Exhibitors seeking to install their own booth/display must comply with all state and federal laws and/or regulations and must comply with any/all laws, rules, or regulations related to booth installation/dismantling. It is further agreed that in case said premises shall be destroyed by fire or the elements, or by any other cause, or in case government intervention or regulation, military activity, strikes or any other circumstances that make it impossible or inadvisable for ACAM to hold the Show or portion thereof at the time and place herein provided then and there upon this agreement shall terminate and the said Exhibitor shall and does hereby waive any claim for property or other damages or compensation except the pro rata return on the amount paid after deduction of actual expenses. The parties shall act in good faith to resolve any dispute arising from this agreement prior to the commencement of any formal legal action. In the event of any dispute arising under this agreement, the prevailing party shall be entitled to recover their reasonable attorney's fees and costs, including any such fees and costs incurred in pre-litigation resolution efforts. Any lawsuit or claim brought related to this agreement shall be brought in Bozeman, Montana, with the laws of the State of Montana governing such action. This agreement may be executed in counterparts, and copies of the signed agreement shall be as valid and enforceable as the original. The parties agree that the fact one party drafted this agreement shall not be held against that party in any interpretation of this agreement by any court or trier of fact.

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