



**Pointe Hilton Squaw Peak Resort - Phoenix, Arizona
February 17–19, 2017**

EXHIBITOR PROSPECTUS

Looking for an opportunity to increase your brand recognition and awareness of your company’s products and services? The American Academy of Sleep Medicine’s (AASM) Sleep Medicine Trends 2017 course will provide you with an opportunity to connect with a large audience of health care professionals who are dedicated to the field of sleep medicine. The course will welcome more than 400 sleep medicine professionals to a warm winter escape.

Sleep Medicine Trends is the leading event for sleep medicine clinicians. An expert faculty will explore state-of-the-art patient care management in the diagnosis and treatment of various disorders, the latest clinical research, and strategies to improve current business practices through a mix of session types. Discussions will focus on providing relevant updated information and new strategies that sleep clinicians can use in their practice.

NEW Educational Offering - Oral Appliance Therapy: A Model for Physician–Dentist Collaboration course. This day-and-a-half program is specifically tailored to help physicians and dentists successfully implement the AASM and AADSM oral appliance therapy clinical practice guideline recommendations.

This prospectus contains information specific to exhibiting (pages 1-3) and sponsorship opportunities (pages 3-5) unique to Sleep Medicine Trends 2017, which are **exclusive to exhibitors**.

Quick Facts for Exhibitors

Location

Pointe Hilton Squaw Peak Resort
7677 North 16th Street
Phoenix, Arizona 85020

The exhibit area will be located in the Hohokam Ballroom where breakfast, lunch and the refreshment breaks will be served. The AASM reserves the right to move the exhibit area to a comparable location.

Meeting and Exhibit Schedule

Friday, February 17 – Sunday, February 19, 2017

Exhibit Hours*

Friday	Saturday	Sunday
7:00 AM-7:50 AM	7:00 AM-8:00 AM	7:00 AM-8:00 AM
10:10 AM-10:30 AM	10:05 AM-10:25 AM	9:45 AM-10:05 AM
12:05 PM-1:05 PM	12:10 PM-1:10 PM	
2:15 PM-2:30 PM	3:20 PM-3:35 PM	
5:05 PM-6:00PM		

* Exhibit hours are subject to change based on the final course agenda.

Exhibit Space & Availability

Space in the exhibit area is limited to twenty eight (28) companies. Each company will be allowed one table. Once full capacity of the exhibit area is reached, a waiting list will be maintained. After January 20, 2017, if booth space is available, submitted applications will require review and approval prior to assignment of booth space. AASM management will monitor the status of the exhibit area to determine whether or not exhibit booth space is available.

Exhibit Fee - \$2,500

The exhibit fee includes the following:

- One 6 ft. x 30 in. skirted table with two chairs and one power strip.
- Breakfast, lunch, morning and afternoon refreshment breaks for interaction with attendees.
- One complimentary course tote bag with materials.

The exhibit fee does not include the following:

- Security services will **not** be provided throughout the course.
- An attendee list will **not** be provided and lead retrieval is not available.
- Access to sessions - Exhibitors must register and pay applicable fees separately.

Maximize Your Exposure - New Exhibitor Promotional Package - \$3,500 (a \$10,000 value)

The promotional package provides exhibitors with an opportunity to reach members of the sleep medicine community before and during the course. The promotional package includes:

NEW Promotional Package	Reach	Exposure	Value
Exhibit Space	400+	On-site	\$2,500
Attendee Handout/Insert	400+	On-site	\$500
Course Program Logo Upgrade – Exhibitor Listing	400+	On-site	\$100
Welcome Slide Recognition – Company Logo	400+	On-site	\$500
Registration and Exhibitor Signage – Company Logo	400+	On-site	\$500
Pre-meeting Email Blast – Banner Ad	9,000+	Pre-meeting	\$500
Recognition - January Issue of <i>JCSM</i> - Company Listing/Logo	9,000+	Pre-meeting	\$2,000
Recognition - AASM Membership Email Update	9,000+	Pre-meeting	\$2,000
Company Listing on Sleep Medicine Trends 2017 Webpage	9,000+	Pre-meeting	\$1,500

Meals

Exhibitors are welcome to the continental breakfast, lunch and refreshment breaks during the courses; all other meals are the responsibility of the exhibitor.

Application & Registration

To exhibit at the Sleep Medicine Trends 2017 course, please complete and return the Exhibitor Application with appropriate payment by **January 20, 2017**. Please remit your payment in full at the time of application by credit card (Visa, Master Card, or American Express) or by check made payable to the AASM. All payments must be made in U.S. dollars drawn on a U.S. bank.

Exhibiting Restrictions

All materials **MUST** be displayed on the table provided. No posters (hung) or projections of any kind will be allowed to be displayed. Free-standing or pop-up displays can be used behind or next to the exhibit table, as long as it does not interfere with another exhibitor. These displays may not exceed 8' tall or 4' wide. The AASM reserves the right to have exhibitors remove items that are not compliant with local authorities and/or the hotel.

Exhibit Space Assignments & Exhibitor Badges

Exhibit spaces will be assigned by AASM management. Exhibitor badges are required and will be available at the registration desk.

Move-in and Move-out

Exhibitors are welcome to move-in between 6:00 am and 7:00 am on Friday, February 17. Please note that exhibitors will not have access to the exhibit area before the designated move-in time and no security will be provided. Move-out will begin after the morning break at 10:30 am on Sunday, February 19 and must be completed by 1:00 pm. Move-in and move-out times may be subject to change.

Shipping Information

It is recommended that equipment for your table-top exhibit arrive at the hotel no earlier than two days prior to the start of the course. Shipping information will be sent to the email address provided four weeks ahead of the course.

The AASM will not be held liable for the shipping, receiving, or displaying of exhibitors' materials or products.

Comprehensive General Liability Insurance

The Pointe Hilton Squaw Peak Resort requires exhibitors to obtain and maintain during the use of the exhibition premises, Comprehensive General Liability Insurance, including contractual liability coverage. Such insurance shall be in the amount of not less than \$1,000,000 combined single limit for personal injury and property damage. The Pointe Hilton Squaw Peak Resort Hotel and the American Academy of Sleep Medicine (AASM) shall be named as additional insureds on such policy. The exhibitor shall supply the resort with a Certificate of Insurance at least 30 days prior to the use of the exhibition premises (**1/19/2017**). The Exhibitor understands that neither the AASM nor the resort maintains insurance covering the exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance.

Cancellation and Refunds

All notices of cancellation must be received in writing. The date of receipt of such notice will be used as the official cancellation date. Notices received prior to **January 20, 2017**, will incur a penalty equal to 20% of the total exhibit amount. Refunds will not be given for cancellations received after **January 20, 2017**. All refunds will be processed and returned following the completion of the course.

Rejection of Application

The AASM reserves the right to reject an application, refuse rental of display space, or cancel booth space after an application is approved, or curtail or close exhibits or parts of exhibits at any time prior to or during the course. The enforcement of this right is at the sole and absolute discretion of AASM management.

Affiliate Meetings

Affiliate meeting space in meeting rooms or suites during Sleep Medicine Trends 2017 is not available.

Housing Information

A block of guest rooms has been reserved at the Pointe Hilton Squaw Peak Resort (www.squawpeakhilton.com). Space is limited, so please make reservations well in advance. The room rate at the hotel is \$229.00 per night plus taxes and fees and is only valid until **January 20, 2017**, or until the room block sells out.

Additional Information

For additional information about exhibiting at the course, please contact Chris Waring, National Sales Account Manager at cwaring@aasmnet.org or (630) 737-9731.

To secure your exhibit space, submit the Exhibitor Application and Payment by **January 20, 2017** to:

Attn: Meeting Department
AASM
2510 North Frontage Road
Darien, IL 60561

or via Fax to (630) 737-9790 or email to cwaring@aasmnet.org

Increase Your Presence at Sleep Medicine Trends 2017

Sleep Medicine Trends 2017 exhibitors have the **exclusive opportunity** to expand their presence before, during, and after the meeting by securing a variety of advertising and sponsorship opportunities. There are several sponsorships that will provide organizations a new avenue to get their brand/message in front of the sleep medicine community.

This section of the exhibitor prospectus provides an overview of these sponsorship opportunities. Securing your sponsorship early provides the following advantages:

- **Exhibitors who secure sponsorships by January 20, 2017 will receive points towards SLEEP 2017 exhibit space booth assignments.**
- Many of the sponsorships are exclusive - only available to ONE exhibitor.

Sponsorship Opportunities

Course Program

The course program is distributed on site to all meeting attendees and contains complete details about the meeting as well as the local area. Place your advertisements in the hands of hundreds of attendees, one of the largest regional meetings of sleep specialists in the nation! Advertising space is reserved exclusively for exhibitors.

Run-of-Book:

Full-Page, Color	\$1,000
½ Page, Color	\$500

Ad Space Closing: January 20, 2017

Ad Materials & Payment Due: January 20, 2017

Issued: Upon registration at Sleep Medicine Trends 2017

Pre-meeting Mailing List Sponsorship Fee: \$300

Post-meeting Mailing List Sponsorship Fee: \$300

Exhibiting companies may purchase one pre- and/or post-meeting mailing list. Mailing lists are provided in label format or in an electronic format to an established bonded third-party mail house. A rental agreement form will be available upon request, contact Chris Waring at cwaring@aasmnet.org or (630) 737-9731.

To rent the pre-meeting mailing list, submit the mailing list request form along with a proof of the mailing piece to the AASM national office by **January 20, 2017**. Upon approval the AASM will disseminate the labels or electronic mailing list. Please allow one week for processing.

Post-meeting mailing lists are available for rent after the meeting: February 27 until March 27, 2017.

Use of the AASM/Sleep Medicine Trends 2017 logos is prohibited, unless prior authorization has been received.

Pre-meeting Email Blasts Sponsorship Fee: \$500

Post-meeting Email Blasts Sponsorship Fee: \$500

Advertise your products to attendees prior to the meeting and follow-up with them after the meeting. Exhibitors will have the opportunity to reach out to meeting attendees and AASM members in the Pre- and Post-meeting Email Blasts. The Pre-meeting message will be sent one to two weeks prior to the meeting and the Post-meeting message will be sent one to two weeks after the meeting. The Email Blast will contain a brief message from AASM and banner-like ads from sponsoring exhibitors. Each sponsor will be able to provide their company logo (with hyperlink), product image and a brief message (100 words or less). Order of the banner ads and availability is based on a first-come, first-served basis.

Lanyards Sponsorship Fee: \$2,500

Each attendee receives a name badge accompanied by a highly visible lanyard adorned with your corporate name and logo alongside the Sleep Medicine Trends 2017 logo. Lanyard selection and imprint color are at the discretion of the AASM.

Tote Bags (Single Sponsorship) Sponsorship Fee: \$2,500

Provide attendees with a customized tote bag branded with your company's logo that is handed out to each attendee at the registration desk. Your corporate name/logo will appear on the front of the tote bag alongside the Sleep Medicine Trends 2017 logo. Tote bag selection and imprint color are at the discretion of the AASM.

Notepads (Single Sponsorship) Sponsorship Fee: \$2,500

Each meeting attendee receives an 8 ½" x 11" notepad as part of their registration packet. The notepad design includes the Sleep Medicine Trends 2017 logo along with your corporate name and logo. Imprint colors and notepad selection are at the discretion of the AASM.

Pens (Single Sponsorship) Sponsorship Fee: \$2,500

Each meeting attendee also receives a pen with the Sleep Medicine Trends 2017 logo and the sponsoring company logo in their registration packet. The imprint colors and pen selection are at the discretion of the AASM.

Notepads and Pens Sponsorship Fee: \$4,000 (save 20%)

Daily Refreshment Breaks Friday & Saturday Sponsorship Fee: \$5,000

Sunday Sponsorship Fee: \$2,500

Over 400 attendees are expected at Sleep Medicine Trends 2017. Exhibitors have the exclusive opportunity to sponsor one or all of these daily breaks on Friday, Saturday and Sunday. Coffee and cold beverages will be served during the breaks. Cups with your company's logo may also be included with the sponsorship for an additional fee. By sponsoring one or more of the daily refreshment breaks your corporate name and logo will be included on signage near the beverage service area and signage will be placed in your booth space. In addition, there will be recognition in the course program, on the sessions welcome slides and during session announcements.

Hanging banners Sponsorship Fee: \$500 each

Exhibitors have the opportunity to secure one or all four of the hanging banners in the exhibit space area. This is a great opportunity for exhibitors to get in front of attendees. Each banner will include your company name, logo and booth number on each side. The banner is approximately 24"(H) x 36"(W) per banner.

Footprints Sponsorship Fee: \$1,000

Footprints provide a great way to increase traffic to your booth. 18" footprints with your logo/message on them are placed on the floor (approx. five feet apart) leading to your exhibit space. You design the footprints and we produce and install them. This sponsorship is limited to one (1) exhibitor.

Floor Clings Sponsorship Fee: \$750

Floor clings (36"x36") are a great way to increase the visibility of your exhibit space. Placing a Floor Cling next to your exhibit space will increase your presence at Sleep Medicine Trends 2017 and impact attendees. You design the floor cling and we produce and install it near your booth space.

Charging Station Sponsorship Fee: \$2,000

This self-standing table will offer power and charging cords. There will be plenty of space where mobile devices can be placed while charging. Three table top signs with the sponsor's company name and logo will be placed on the charging station, which will be conveniently located outside of the session rooms. In addition, there will be recognition in the course program, on the session's welcome slides and during session announcements.

Wi-Fi, Wireless Access Sponsorship Fee: \$5,000

Attendees will have complimentary Wi-Fi access during Sleep Medicine Trends 2017. This exclusive sponsorship provides an exhibitor with the opportunity to be recognized through mentions in the course brochure, session's welcome slides, daily announcements, and signage.

Hotel Keys Sponsorship Fee: \$2,500

Provide attendees with a customized room key available exclusively for Sleep Medicine Trends 2017 at Pointe Hilton Squaw Peak Resort. Your corporate name/logo will appear on the front of the key alongside the Sleep Medicine Trends 2017 logo. Artwork will be coordinated between the sponsor and the hotel, along with key, printing and shipping costs (not included in the sponsorship amount).

**Hotel Door Drops Thursday Night Sponsorship Fee: \$500
Friday Night Sponsorship Fee: \$500
Saturday Night Sponsorship Fee: \$500**

Door drops are an excellent way to communicate company news or introduce new products to attendees while they relax in their hotel rooms. Sponsors will be allowed to distribute a 1-page, double-sided flyer, no larger than 8 ½" x 11" or a single novelty item at the Pointe Hilton Squaw Peak Resort. All flyers and novelty items must be submitted by **January 20, 2017** for approval by AASM management. Sponsors are responsible for coordinating the distribution of their approved item with the resort and all costs, including but not limited to printing and distribution. This opportunity is limited to four companies per night.

**Industry Supported Event (ISE) Sponsorship Fee – Friday: \$7,500
Sponsorship Fee – Saturday: \$7,500**

Provide meeting attendees with an informative, one-and-a-half to three hour satellite symposium, coordinated by your company. To participate, an Industry Supported Event proposal must be submitted for acceptance. Exhibition at the meeting is required in order to host an Industry Supported Event. For additional information on hosting an ISE contact Chris Waring, National Sales Account Manager, at cwaring@asmnet.org or (630) 737-9731.

Customized Sponsorship Opportunities

Are you interested in customizing a particular sponsorship or developing a sponsorship package tailored to your market? The AASM is interested in working with you to maximize your return on investment at Sleep Medicine Trends 2017. The sponsorship opportunities listed within this document are not meant to be an exhaustive list. We are open to all sponsorship ideas. Does your company have a sponsorship opportunity that you use at other meetings or conventions? Perhaps it will work for Sleep Medicine Trends 2017! Contact Chris Waring at cwaring@asmnet.org or (630) 737-9731 to discuss customized sponsorship options.

Your support of Sleep Medicine Trends 2017 will not only increase your visibility and provide you with a platform to showcase your brand and message, but it also will allow us to provide a more rewarding experience for attendees.

Advertising and sponsorship opportunities are reserved on a first-come, first-served basis, so don't delay. To secure your sponsorship simply submit the Sponsorship Application and payment by **January 20, 2017** to:

Attn: Meeting Department
AASM
2510 North Frontage Road
Darien, IL 60561

or via fax to (630) 737-9790 or email to cwaring@asmnet.org

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