



**Talking Stick Resort – Scottsdale, Arizona
February 20 – 22, 2015**

EXHIBITOR PROSPECTUS

Sleep medicine professionals from around the country will stay on trend with the latest course from the American Academy of Sleep Medicine (AASM) - Sleep Medicine Trends 2015. 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.

Looking for an opportunity to increase your brand recognition and awareness of your company's products and services? Sleep Medicine Trends 2015 will provide you an opportunity to connect with a large audience of health care professionals who are dedicated to the field of sleep medicine.

This prospectus contains information specific to exhibiting (pages 1-3) and sponsorship opportunities (pages 3-5) unique to Sleep Medicine Trends 2015, which are **exclusive to exhibitors**.

Quick Facts for Exhibitors

Location

Talking Stick Resort
9800 E. Indian Bend Rd
Scottsdale, AZ 85256

The exhibit area will be located adjacent to the Salt River meeting rooms where the sessions will occur.

Meeting and Exhibition Schedule

Friday, February 20 – Sunday, February 22, 2015

Exhibiting Hours*

| Friday | Saturday | Sunday |
|-------------------|-------------------|-------------------|
| 7:00 AM-8:00 AM | 7:00 AM-8:00 AM | 7:00 AM-8:00 AM |
| 10:00 AM-10:30 AM | 10:00 AM-10:30 AM | 10:00 AM-10:30 AM |
| 12:30 PM-1:15 PM | 12:00 PM-1:00 PM | |
| 3:15 PM-3:30 PM | 3:15 PM-3:30 PM | |

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

Exhibit Space & Availability

Space in the exhibit area is limited to twenty (20) 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 16, 2015, 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.

Exhibiting Fee

The fee to exhibit is \$2,500. This price includes the following exhibition services:

- One 6 ft. x 30 in. skirted table with two chairs and one power strip and cord.
- Morning and afternoon refreshment breaks for interaction with attendees.
- Security services will **not** be provided throughout the course.
- An attendee list will **not** be provided and lead retrieval is not available.

Meals

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

Application & Registration

To exhibit at the Sleep Medicine Trends 2015 course, please complete and return the Exhibitor Application with appropriate payment by **January 16, 2015**. 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.

Exhibiting Restrictions

All materials **MUST** be displayed on the table provided. No posters (hung or free-standing) or projections of any kind will be allowed to be displayed. *The AASM will require that any items that are not placed on the table be removed.*

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 20. 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 22 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.

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 23, 2015**, will incur a penalty equal to 20% of the total exhibit amount. Refunds will not be given for cancellations received after **January 23, 2015**. 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 2015 is not available.

Housing Information

A block of guest rooms has been reserved at the Talking Stick Resort (www.talkingstickresort.com). Space is limited, so please make reservations well in advance. The room rate at the hotel is \$209.00 per night plus taxes and fees and is only valid until **January 23, 2014**, or until the room block sells out.

Reservations must be made by individual attendees directly with the resort's reservation department via phone at (866) 877-9897. To receive the special group rate, you must identify yourself as part of the Sleep Medicine Trends 2015 Course. Check-in time at the hotel is 4:00 PM on the day of arrival and check-out time is 11:00 AM on the day of departure. You can also go to the [AASM website](#) "Upcoming Courses" section and select housing link at the bottom of the Sleep Medicine Trends 2015 listing to make a reservation.

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 16, 2015 to: Sara Rak, Meeting Coordinator, AASM, 2510 North Frontage Road, Darien IL, 60561 or via Fax to (630) 737-9790.

Increase Your Presence at Sleep Medicine Trends 2015

Sleep Medicine Trends 2015 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:

- Companies who secure one or more sponsorships by January 16, 2015 will receive additional recognition on the AASM website and signage at the course.
- **Exhibitors who secure sponsorships by January 30, 2015 will receive points towards SLEEP 2015 exhibit space booth assignments.**
- Many of the sponsorships are only available to ONE company.

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 8, 2015

Ad Materials & Payment Due: January 8, 2015

Issued: Upon registration at Sleep Medicine Trends 2015

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 16, 2015. 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 23, 2015) until March 13, 2015.

Use of the AASM/Sleep Medicine Trends 2015 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.

Hotel Keys Sponsorship Fee: \$2,500

Provide attendees with a customized room key available exclusively for Sleep Medicine Trends 2015 at Talking Stick Resort. Your corporate name/logo will appear on the front of the key alongside the Sleep Medicine Trends 2015 logo. Artwork will be coordinated between the sponsor and the hotel, along with key, printing and shipping costs (not included in the sponsorship amount).

Tote Bags 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 2015 logo. Tote bag selection and imprint color are at the discretion of the AASM.

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

Each meeting attendee receives an 8 1/2" x 11" notepad as part of their registration packet. The notepad design includes the Sleep Medicine Trends 2015 logo along with your corporate name and logo. Imprint colors and notepad selection are at the discretion of the AASM.

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

Each meeting attendee also receives a pen with the Sleep Medicine Trends 2015 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 2015. 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

This year Sleep Medicine Trends 2015 is offering exhibitors 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: \$750

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: \$500

Floor clings (36”x36”) are a great way to increase the visibility of your exhibit space. Placing a Floor Cling next to your exhibit will increase your presence at Sleep Medicine Trends 2015 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, approximately 26” x 72” 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 sponsors 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 sessions welcome slides and during session announcements.

Wi-Fi, Wireless Access Sponsorship Fee: \$3,500

Attendees will have complimentary Wi-Fi access during Sleep Medicine Trends 2015. This exclusive sponsorship provides an exhibitor with the opportunity to be recognized through mentions in the course brochure, sessions welcome slides, daily announcements, and signage.

Lanyards Sponsorship Fee: \$5,000

Each attendee receives a name badge accompanied by a highly visible lanyard adorned with your corporate name and logo alongside the Sleep Medicine Trends 2015 logo. Lanyard selection and imprint color are at the discretion of the AASM.

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 Talking Stick Resort. All flyers and novelty items must be submitted by January 16, 2015 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 – Room A: \$7,500

Sponsorship Fee – Room B: \$5,000

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 cwarling@aasmnet.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 2015. 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 2015! For more information, please contact Chris Waring at cwaring@aasmnet.org or (630) 737-9731.

Your support of Sleep Medicine Trends 2015 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 16, 2015 to: Sara Rak, Meeting Coordinator, 2510 North Frontage Road, Darien IL, 60561 or via fax to (630) 737-9790.

Additional Information

For additional information about exhibiting at the course, sponsorships and deadlines, please contact Chris Waring at cwaring@aasmnet.org or (630) 737-9731.