



Leading Sports Medicine into the Future

EXHIBIT PROSPECTUS

**AMSSM 19th Annual Meeting
April 17 – 21, 2010
Hilton Cancun Golf and Spa Resort
Cancun, Mexico**

EXHIBIT PROSPECTUS

GENERAL INFORMATION

Exhibiting at the AMSSM Meeting provides you with exposure to the ever-growing sports medicine market. Choose to exhibit at the AMSSM 19th Annual Meeting, to be held at the Hilton Cancun Golf and Spa Resort in Cancun, Mexico on April 17 – 21, 2010 with an estimated attendance of 700 physicians.

AMSSM Mission Statement - The American Medical Society for Sports Medicine, Inc. provides a forum to foster professional relationships among sports medicine physicians to advance the discipline of sports medicine through education, research, advocacy and excellence in patient care.

Purpose of the Annual Meeting - The Annual Meeting is designed to be a review and update covering a wide range of sports medicine topics, utilizing a multi-disciplinary approach. The purpose of the meeting is to foster a collegial relationship among dedicated, competent sports medicine physicians who are recognized as experts by their peers and to provide a quality educational experience. The exposition is designed to update the sports medicine practitioner's knowledge of products, information services, literature and equipment pertinent to the treatment of their patients. Materials exhibited must enhance the education of the attendees.

Target Audience – AMSSM members and other physicians interested in the field of sports medicine.

Exhibit Space Reservation - Space reservations will be accepted in the order of "Exhibit Space Application and Contract" forms received. Companies wishing to exhibit must submit a completed application by mail with the deposit check of \$2,000 made payable in US dollars to AMSSM. Booths will be assigned space on March 1, 2010. Exhibiting companies will receive booth number(s), emailed an Exhibit Service Kit and a receipt for the exhibit payment. AMSSM reserves the right to make changes in assignments that may be necessary for overall continuity and form in the exhibition hall.

Payment - A deposit check in the amount of \$2,000 in US dollars for each booth requested must accompany the application for space. The total booth rental rate is \$4,000 in US dollars. The balance due on the cost of space assigned must be paid on or before March 12, 2010. Failure to submit final payment by March 12, 2010 will result in cancellation of booth space and forfeiture of deposit. Advance notice will be given before booth space is canceled.

Cancellation - Cancellation of booth space must be made in writing. The policy on cancellation is as follows:

- 1) If an exhibiting company cancels its space after booth assignments are made, on or before March 1, 2010, the deposit will be forfeited.
- 2) Cancellations received March 12, 2009 or after will result in total forfeiture of the cost of booth space.

Registration - The registration desk will open in the registration area during the installation of exhibits on Saturday, April 17, 2010 and throughout the meeting. Each exhibitor is encouraged to pre-register if possible.

EXHIBIT HALL BENEFITS

By exhibiting at the Annual Meeting Exhibit Hall you are entitled to the following:

- Access to more than 700 physicians specializing in sports medicine.
- Each day continental breakfast and refreshment breaks will be held in the exhibit area providing your company with time to visit with the sports medicine audience.
- Four complimentary registrations per 10-foot **wide** by 10-foot **deep** booth.
- Complimentary 8-foot skirted table and four chairs, wastebasket, sign, one electrical outlet and one slim-line lamp for each booth.
- AMSSM offers an Exhibit Raffle drawing for two gift certificates for airline travel in the Continental USA. Attendees must ask exhibitors to initial an exhibitor card in order to participate in the drawing.

Waiting List - The AMSSM reserves the right to limit the number of companies on the waiting list once all booths are sold. Available booths will be assigned according to the date of receipt of application. If the exhibiting company is not assigned booth space by the time the course begins, all deposit money will be refunded in full after the exhibition or upon written request on company letterhead prior to exposition. Applications received after the waiting list is full will be returned and full refunds will be made.

Exhibit Schedule - Each day Continental Breakfast and Refreshment Breaks will be held in the exhibit area. Announcements will be made at the general sessions and in the official program encouraging registrants to visit the exhibit hall. A detailed exhibit schedule will be mailed with your confirmation.

Preliminary Exhibit Area Hours

PLEASE NOTE: Preliminary Exhibit Area hours are listed below but are subject to change due to unforeseen changes made to the educational program.

SATURDAY, APRIL 17:

8:00 a.m. - 6:00 p.m. Exhibit Area Set-Up
7:00 p.m. - 7:30 p.m. Refreshment Break in Exhibit Area

SUNDAY, APRIL 18:

7:00 a.m. - 8:00 a.m. Continental Breakfast in Exhibit Area
9:45 a.m. - 10:15 a.m. Refreshment Break in Exhibit Area
3:45 p.m. - 4:15 p.m. Refreshment Break in Exhibit Area

MONDAY, APRIL 19:

7:00 a.m. - 8:00 a.m. Continental Breakfast in Exhibit Area
10:00 a.m. - 10:30 a.m. Refreshment Break in Exhibit Area
12:45 p.m. - 1:15 p.m. Refreshment Break in Exhibit Area

TUESDAY, APRIL 20:

7:00 a.m. - 8:00 a.m. Continental Breakfast in Exhibit Area
10:00 a.m. - 10:30 a.m. Refreshment Break in Exhibit Area
4:00 p.m. - 4:30 p.m. Refreshment Break in Exhibit Area
4:30 p.m. - 8:00 p.m. Exhibit Tear Down

In addition to the preliminary schedule above, the Exhibit Area is open during the General Session but it is optional for the exhibitor to staff their booth during the General Session each day.

Hotel Information – All the educational sessions and exhibits will be held at the Hilton Cancun Golf and Spa Resort in Cancun, Mexico.

HOTEL ACCOMMODATIONS

Hilton Cancun Golf and Spa Resort
Boulevard Kukulcan, Km. 17
Cancun, Mexico 77500
1-888-594-2483

+52-998-881-8019 (Group Reservation Coordinators)

http://www1.hilton.com/en_US/hi/hotel/CUNHRHH-Hilton-Cancun-Golf-Spa-Resort/index.do

ROOM RESERVATION DEADLINE: March 15, 2010 OR UNTIL THE BLOCK IS SOLD OUT

Please contact Group Reservation Coordinators: Martin Pech or Griselda Vasquez

Tel: +52-998-881-8019

VAT Exemption - As of January 1, 2004, the Mexican Federal Government has stipulated that all International meetings, congresses, conventions and expositions will be granted an exemption on the 11% VAT tax for accommodations and group catered events included in a group contract.

VAT Exemption Requirements - In order to qualify for the VAT exemption, the Mexican Federal Government requires the following:

- Individual guests must present their migratory documentation (PME for foreigner) and passport upon check-in. Both documents will be photocopied and attached to the room's folio.
- Every participant must sign his/her registration card upon arrival.
- The hotel will also keep a copy of the authorized payment method: foreign (non-Mexican) credit card, foreign (non-Mexican) check or wire transfer from a foreign bank.

Room Rates - A block of rooms has been reserved at the following room rates based on single or double occupancy:

If individual hotel guests do not meet the VAT Exemption Requirements upon arrival at the hotel, the following rates will apply:

PLEASE NOTE: The room rates listed below includes the 11% VAT and 3% lodging tax.

Superior Single	Superior Double	Deluxe Single	Deluxe Double	Villa Garden View Single	Villa Ocean View Single	Villa Garden View Double	Villa Ocean View Double
\$182.46	\$195.06	\$216.66	\$229.26	\$250.86	\$263.46	\$273.66	\$286.26

Room Rates after the hotel guest fulfills the VAT Exemption Requirements:

PLEASE NOTE: The room rates listed below are subject to the 11% VAT. Once the hotel guest fulfills the VAT Exemption Requirements, then the 11% VAT will be credited on their individual hotel bill

Superior Single	Superior Double	Deluxe Single	Deluxe Double	Villa Garden View Single	Villa Ocean View Single	Villa Garden View Double	Villa Ocean View Double
\$164.96	\$176.45	\$195.86	\$207.35	\$226.76	\$238.25	\$247.36	\$258.85

Reservation Deposit - The Hilton Cancun Golf and Spa Resort require a first night room deposit that includes the VAT and 3% lodging tax to hold your reservation. This advance payment may be provided by credit card.

Room and rate availability can only be guaranteed until March 15, 2010 OR UNTIL THE BLOCK OF ROOMS IS SOLD OUT, WHICHEVER COMES FIRST.

PLEASE MAKE YOUR RESERVATIONS EARLY! When making your room reservation, be sure to identify yourself as a participant in the AMSSM Annual Meeting in order to receive the special negotiated rates.

SPECIFICATIONS

Booth Construction – Each booth will be set 8' high. Booths are ten feet wide and ten feet deep. Booth walls are built with OCTANORM system natural aluminum structure and white PVC panels, 3 mm thickness. Each booth has in the front a white fascia board for the exhibitor's name (12' height). Each exhibitor will be supplied with an 8-foot skirted table, four chairs, waste basket, one electrical outlet (11-volts, 600 watt) and one slim-line lamp (2 X 39 watts). The floor of the Exhibit Hall is already carpeted. All aisles will be cleaned nightly at no cost to the exhibiting company. After the exposition, it is the responsibility of each exhibiting company to return its space to the condition in which it was assigned. Any damage to that space will be the responsibility of the exhibitor. It must be restored to its original condition at the exhibitor's expense.

Installation – An exhibit service contractor will be available on the set up day in accordance with advance orders. Exhibitors are urged to order all services in advance. A complete set of service forms will be forwarded to each exhibiting company. All exhibit material must be unpacked by 6:00 p.m. on Saturday, April 17, 2010, to facilitate removal of empty crates and cartons from the exhibit area. Any exhibit not unpacked by this time will be placed in storage and can be returned only after exhibits close on the first day, or set up may be ordered by the Exhibits Manager and the cost charged to the exhibitor. Children under the age of 18 are not allowed in the exhibit area during set-up and tear-down.

The official freight/customs and decorating company is:

Lion Exhibition Freight, Inc.
Main Office: 124 Park 42 Drive, Suite B
Locust Grove, GA 30248
Tel: (404) 305-1183
Fax: (404) 305-1185
Website: www.lionexhibition.com

Exhibit Service Kit - An Exhibit Service Kit will be emailed directly from Lion Exhibition Freight, Inc. Contractors not appointed by show management may be used for other services and must submit the necessary certificates of insurance in advance in order to operate each exhibiting company after booth space is assigned in March. This kit includes information on ordering furniture, carpeting, labor and rental display units. An exhibitor service desk will also be open during scheduled installation.

Shipping – Please refer to the International Shipping Information booklet prepared by Lion Exhibition Freight, Inc. for information regarding the shipping procedures for exhibit material. Lion Exhibition Freight, Inc. will provide air freight to Cancun, customs clearance, delivery of exhibit materials, on-site drayage service, on-site labor and handling of empties.

The International Shipping Information booklet describes detailed steps that need to be taken by exhibitors who will be forwarding cargo to Cancun for a trade show. There are many different local customs procedures in Mexico which make it time-consuming and difficult to enter freight into Cancun. Lion Freight, Inc. advises clients to ship early and prepare accurate, detailed documentation.

Step 1: Fax Information Sheet	ASAP
Step 2: Prepare your Air Freight	By March 26, 2010
Step 3: Label your Freight	When Cargo is ready
Step 4: Prepare your Customs Paperwork	By March 19, 2010
Step 5: Send documents to Atlanta	When Cargo is ready
Step 6: Ship Air Cargo to Atlanta	Arrive to Lion Freight by April 2, 2010
Step 7: Lion Freight delivers your Cargo	On Time

Removal of Exhibits - Exhibitors shall start taking down displays at 4:30 p.m. on Tuesday, April 20, 2010. No packing of equipment, literature, etc., or dismantling of exhibits will be permitted until the official closing time. Exhibitor cooperation is appreciated. Violators will not be invited to exhibit at future meetings.

Policies and Regulations

THE FOLLOWING PRACTICES ARE EXPRESSLY PROHIBITED:

- Canvassing or distribution of any materials outside the exhibitors assigned space (includes hotel rooms or meeting space)
- The use of billboard advertisements and/or display of signs outside the exhibit hall.
- Publicizing and/or maintaining any extracurricular activities, inducements, demonstrations or displays, away from the exhibit hall during hours of the scientific program or exposition.
- Entry into another exhibitor's booth without permission.
- Photographing or examining another exhibitor's equipment without permission.
- Use of television equipment without permission from show management.
- The playing of radios and/or music during show hours at a volume level distracting to neighboring exhibitors.
- Videotaping without permission from show management.
- Subletting of space to another business, firm or organization; parent or subsidiary companies accepted.
- The use of the insignia (seal) of the sponsoring organization by exhibitors in any form is forbidden.
- Hookup of X-ray machines to full current use, as for radiographic purposes.
- Demonstrations of extremely noisy or distracting apparatus.
- Demonstrations and/or entertainment in hospitality suites during the hours of the educational sessions.
- Dismantling of display prior to the exhibition's close.
- Defacing any part of the exhibit building, booth equipment, show equipment or show décor.
- Smoking in the Exhibit Hall.
- Any other behavior deemed inappropriate or detrimental to AMSSM or other exhibitors.

The aforementioned regulations have been formulated in the best interests of the exhibitor and their cooperation is therefore requested. These regulations are a part of the agreement between the exhibitor and the American Medical Society for Sports Medicine. Any matters not specifically covered in this prospectus are subject to decision by the American Medical Society for Sports Medicine. We reserve the right to make such changes, amendments and additions to these rules as it considers advisable for the proper conduct of the exhibit, with the provision that all exhibitors will be advised of any such changes.

AMSSM reserves the right to reject any application for exhibit space or restrict any exhibit considered undesirable. This restriction includes articles, conduct, printed matter or anything objectionable to the exhibits as a whole. Statements made in booth display and literature for distribution is subject to evaluation for scientific accuracy

Booth Staffing - As a courtesy to all participants and exhibitors, the sponsoring organizations request full cooperation in exhibits being opened on time each morning and being staffed during scheduled times through closing. Exhibitors should not leave booths unattended during exhibit hours. Aisles must be kept clear and exhibits arranged so that exhibit personnel are inside the space rented. Exhibit personnel are expected to dress in attire consistent with the decorum of the meeting and be knowledgeable in products and policies of the represented company.

Badges - Each person working in or visiting the exhibits will be required to register and wear an identification badge provided by show management. This includes set-up times. An exhibitor will be permitted to register four members for each single booth space reserved. Any company requiring badges in excess of the stated allotment, may write to the AMSSM Exhibits Manager stating the reason for additional badges and the amount required. Each representative must wear the official badge at all times while in the exhibit area. Supplementing this identification with buttons, business cards, ribbons or company badges is not permitted. Exhibitor badges may be made out only in the name of the company shown on the application for space.

Inspection of Booths - The sponsoring organization reserves the right to reject any application for exhibit space or restrict any exhibit considered undesirable. This restriction includes articles, conduct, printed matter or anything objectionable to the exhibits as a whole. Statements made in booth display or literature for distribution is subject to evaluation for scientific accuracy.

Fire Regulations - Materials used in all parts of exhibit construction, together with all curtains, draperies, and other decorative material must be flameproof. The fire marshal reserves the right to examine all exhibits and test construction and decorative material prior to the opening of the exhibit. No combustible materials, such as crepe paper, tissue paper, cardboard, corrugated board or paper, or inflammable fluids shall be used in the construction of any exhibit. All packing containers, excelsior and wrapping paper must be removed from the floor and not be stored under or behind displays.

Electricity - An electrical order form will be included in the Exhibitor Service Kit. Exhibitors are urged to order electrical requirements in advance to avoid higher late order rates. All electrical work and wiring must be approved and installed in accordance with regulations established by the local authority.

Labor - Labor will be available based on advanced orders from exhibitors. If rental equipment is needed from the decorator, exhibitors will be required to hire one of their personnel to use the equipment. Exhibitors choosing to bring in their own material must carry sufficient liability and workman's compensation insurance. All exhibitors must use the official contractor for furniture rentals, material handling, electrical services and custom cleaning. Contractors not appointed by show management may be used for other services and must submit the necessary certificates of insurance in advance in order to operate.

Security - Although hotel security will be on duty during non-exhibit hours, it is expressly agreed that the AMSSM and Lion Exhibition Freight Inc. shall not be liable for any loss of, or damage to, goods or property of any exhibitor on consignment, or otherwise, prior to, during or subsequent to the time of the exhibition. Exhibitors are responsible for their property.

Property Damage - The exhibitor is responsible for all damage to property. No signs or other articles may be affixed, nailed or otherwise attached to walls, doors, etc., in such a manner as to deface or destroy them. Likewise, no attachments may be made to the floors by nails, screws, or any other devices that would cause damage. Any exhibitor planning to dispense liquids of any kind must take whatever precautions are necessary to protect the floor/carpeting in the exhibit hall. All space is leased subject to these restrictions.

Liability - AMSSM and the Hilton Cancun Golf and Spa Resort in Cancun, Mexico will take all reasonable precautions against damage or loss by fire, water, storm, strikes and other emergencies, but do not guarantee or insure the exhibitors against loss by reasons thereof., In the event of cancellation of the exhibition due to any of these circumstances or other causes beyond the sponsoring organizations control, the sponsoring organizations will not be held liable for failure to hold the Annual Meeting as scheduled.

The exhibitor will indemnify and hold harmless AMSSM and/or Hilton Cancun Golf and Spa Resort in Cancun, Mexico and/or Lion Exhibition Freight, Inc. from any and all damage and liability for anything whatsoever arising from or out of the occupancy of space by the exhibitor, or the exhibitor's agents or servants, and from any loss or damage arising from any fault or negligence by the exhibitor, or any failure on the exhibitor's part to comply with any of the covenants, terms and conditions herein contained, or otherwise whether or not it be caused by, due to, the failure of AMSSM, Hilton Cancun Golf and Spa Resort in Cancun, Mexico or Lion Exhibition Freight, Inc. to perform any of these covenants herein, expressed or implied, to be performed by diem.

Insurance - AMSSM, the Hilton Cancun Golf and Spa Resort and Lion Exhibition Freight, Inc. do not maintain insurance covering the exhibitor's property. It is the sole responsibility of the exhibitor to obtain the appropriate amount and type of insurance to cover their property, agents, or employees, from theft, damage by fire, accident or any other cause. A certificate of insurance naming AMSSM as additional insured must be provided to show management prior to the exhibition.

Cooperation of Exhibitors - The aforementioned regulations have been formulated in the best interests of the exhibitor and their cooperation is therefore requested. These regulations are a part of the agreement between the exhibitor and the sponsoring organizations. Any matters not specifically covered in this prospectus are subject to decision by the sponsoring organizations. We reserve the right to make such changes, amendments and additions to these rules as it considers advisable for the proper conduct of the exhibit, with the provision that all exhibitors will be advised of any such changes.



Visit www.amssm.org under “Conferences” for:

- Exhibit Prospectus
- Conference brochure (available late 2009)
- Online submission of application/contract

FOR MORE INFORMATION, CONTACT:

**American Medical Society for Sports Medicine
11639 Earnshaw
Overland Park, KS 66210
(913) 327-1415 (Phone)
(913) 327-1491 (Fax)
www.amssm.org
office@amssm.org**

AMSSM 19TH ANNUAL MEETING
APPLICATION AND CONTRACT
APRIL 17 – 21, 2010
CANCUN, MEXICO

You are hereby authorized to reserve space for one use in the exhibit hall at the AMSSM 19th Annual Meeting. This application is made with the understanding that the applicant agrees to abide by all regulations outlined in the exhibit prospectus which becomes part of the accepted contract along with the other rules and directives which may be used by the sponsoring organizations in connection with these scientific sessions.

AMSSM strives to offer exhibitors the most advantageous location for conduct of business. Please list exhibitors we should avoid placing adjacent or opposite your display.

As an added benefit, we will list your company name, address, telephone, and a brief description of products or services in the Course Syllabus. **Please provide, in 40 words or less, a description of your products or services.** Please explain how your product or service is relevant to the professional needs of the attendees.

RENTAL RATES:

A standard booth is \$4,000 US dollars
Booth Size: All booths are 10-feet wide by 10-feet deep

PAYMENT:

Deposit due: \$2,000 in US dollars per booth
Final payment due MARCH 12, 2010

Please complete the entire application/contract. Incomplete applications will be returned and will delay the processing of the application. We are enclosing with this application a deposit of \$2,000 in US dollars for each booth requested. We agree to pay the balance of the space assigned on or before MARCH 12, 2010. We understand that failure to submit final payment by MARCH 12, 2010 will result in cancellation of booth space and forfeiture of deposit. Advance notice will be given before booth space is cancelled.

Please type your company name and address as you wish it to appear in the Course Syllabus.

Please indicate if Exhibit Service Kit should be sent to a different address

Firm Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone Number: _____ Fax Number: _____

Company E-Mail: _____

Company website address: _____

Name of contact person: _____

(person to whom all correspondence and exhibit service kit should be sent)

Contact person's telephone number: _____

Contact person's e-mail address: _____

Signature of Authorizing Officer: _____

PLEASE NOTE: Your signature notes that you are authorized to reserve space at the AMSSM 19th Annual Meeting, you have agreed to pay for your booth space(s) with this application and that you have read the rules and regulations.

Payment Information: 10' X 10' Exhibit Booth: \$4,000.00

Number of booths requested: Total payment enclosed: \$

Check (payable to AMSSM)

Visa

MasterCard

Discover

Account Number: _____

Expiration Date: Security Code: (THE LAST THREE DIGITS ON THE BACK OF YOUR CARD IN THE SIGNATURE STRIP)

Name Imprinted on Card: _____

Cardholder's Signature: _____

Alternate Address to Send Exhibit Service Kit:

Firm Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Country if other than U.S.A. _____



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FOR FURTHER INFORMATION, CONTACT:

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