



EXHIBIT PROSPECTUS

**AMSSM 20th Annual Meeting
April 30 – May 4, 2011
The Grand America Hotel
Salt Lake City, Utah**

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 20th Annual Meeting, to be held at The Grand America Hotel in Salt Lake City, Utah on April 30 – May 4, 2011 with an estimated attendance of over 900 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, 2011. Exhibiting companies will receive booth number(s), emailed an Exhibit Service Manual 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 (US dollars) for each booth requested must accompany the application for space. **The total booth rental rate is \$3,600 (US dollars).** The balance due on the cost of space assigned must be paid on or before March 30, 2011. Failure to submit final payment by March 30, 2011 will result in cancellation of booth space and forfeiture of deposit. Advance notice will be given before booth space is cancelled.

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, 2011, the deposit will be forfeited.
- 2) Cancellations received after March 1, 2011 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 30, 2011 and throughout the meeting. Each exhibitor is encouraged to pre-register if possible.

EXHIBIT HALL BENEFITS

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

- *Access to more than 900 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 6-foot skirted table (3 sides) and two chairs, sign and wastebasket 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 area. 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 30:

8:00 a.m. - 3:00 p.m.	Exhibit Area Set-Up
7:15 p.m. - 7:45 p.m.	Refreshment Break in Exhibit Area

SUNDAY, MAY 1:

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
3:00 p.m. - 3:30 p.m.	Refreshment Break in Exhibit Area

MONDAY, MAY 2:

7:00 a.m. - 8:00 a.m.	Continental Breakfast in Exhibit Area
10:05 a.m. - 10:35 a.m.	Refreshment Break in Exhibit Area

TUESDAY, MAY 3:

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
4:30 p.m. - 8:30 p.m.	Exhibit Tear Down

In addition to the preliminary schedule above, the Exhibit Area is open during the General Session.

HOTEL ACCOMODATIONS

All of the educational sessions and exhibits will be held at The Grand America Hotel in Salt Lake City, Utah. In addition, the hotel is conveniently located just 10 minutes from the Salt Lake City International Airport.

The Grand America Hotel

555 South Main Street

Salt Lake City, UT 84111

800-437-5288 (Reservations)

PLEASE NOTE: WHEN MAKING YOUR RESERVATION, PLEASE SELECT THE RESERVATION OPTION FOR THE GRAND AMERICA HOTEL.

ROOM RESERVATION DEADLINE:

March 30, 2011 OR UNTIL THE BLOCK IS SOLD OUT

Room	Rate
Premier Room (single/double occupancy)*	\$195.00 plus taxes per night

** An additional charge of \$20.00 per night for each additional occupant.*

A block of rooms has been reserved at a single/double occupancy rate of \$195.00 per day. This does not include the applicable taxes (currently 12.72%) in effect at the time of check-out. The group rate is available 3 days pre and post event dates. All individual guest accounts are payable at check-out by cash or credit card.

All reservations must be guaranteed to a major credit card.

The Grand America Hotel accepts the following major credit cards:

- American Express
- Diners Club
- Discover Card
- MasterCard
- Visa

Room and rate availability can only be guaranteed until March 30, 2011 OR UNTIL THE BLOCK OF ROOMS IS SOLD OUT, WHICHEVER COMES FIRST.

CHECK-IN TIMES AND POLICIES

Check-in: 3:00 p.m.

Check-out: 12:00 p.m.

Cancellation Policy:

Cancellations for a hotel room or suite reservation must be received 24 hours (48 hours for Presidential Suites) prior to the expected day of arrival, and may differ by arrival date and room type. If cancellation of a guaranteed reservation is not received by the required date, the hotel will charge for one night's accommodation. For details of cancellation policies and deposit requirements, please check at time of booking.

PLEASE MAKE YOUR RESERVATIONS EARLY BY CALLING 1-800-437-5288. When making your room reservation, please select the reservation option for the Grand America Hotel. Please be sure to identify yourself as a participant in the AMSSM Annual Meeting in order to receive the special negotiated rate.

SPECIFICATIONS

Booth Construction – Each pipe and drape booth will be set eight-foot high back wall and three-foot high siderails. Booths are ten feet wide and ten feet deep. Each exhibitor will be supplied with an six-foot skirted table, two chairs, waste basket and a standard 7" X 44" sign displaying company name and booth number (one line). The floor of the exhibit area 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 3:00 p.m. on Saturday, April 30, 2011 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 decorating company is:

GES
1701 South 5350 West
Salt Lake City, UT
Tel: (801) 908-8822

Exhibit Service Manual - An Exhibit Service Manual will be emailed directly from GES. 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 manual includes information for online submission for ordering furniture, carpeting, labor and rental display units. An exhibitor service desk will also be open during scheduled installation.

Shipping – Please refer to the exhibit service manual for information regarding the shipping procedures for exhibit material.

Removal of Exhibits - Exhibitors shall start taking down displays at 4:30 p.m. on Tuesday, May 3, 2011. 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.

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 Manual. 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 GES 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.

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.

Liability - AMSSM and The Grand America Hotel in Salt Lake City, Utah 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 The Grand America Hotel in Salt Lake City, Utah and/or GES 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, The Grand America Hotel in Salt Lake City, Utah or GES to perform any of these covenants herein, expressed or implied, to be performed by diem.

Insurance - AMSSM, The Grand America Hotel and GES 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.



Leading Sports Medicine into the Future

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

- **Exhibit Prospectus**
- **Conference brochure (available late fall 2010)**
- **Online submission of application/contract**

FOR MORE INFORMATION, CONTACT:

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

AMSSM 20TH ANNUAL MEETING
APPLICATION AND CONTRACT
APRIL 30 – MAY 4, 2011
SALT LAKE CITY, UTAH

You are hereby authorized to reserve space for one use in the exhibit hall at the AMSSM 20th 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 \$3,600 (US dollars)
Booth Size: All booths are 10-feet wide by 10-feet deep

PAYMENT:

Deposit due: \$2,000 (US dollars) per booth
Final payment due MARCH 30, 2011

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 (US dollars) for each booth requested. We agree to pay the balance of the space assigned on or before MARCH 30, 2011. We understand that failure to submit final payment by MARCH 30, 2011 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 Manual 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 20th 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: \$3,600.00

Number of booths requested: Total payment enclosed: \$

Check (payable to AMSSM)

Visa

MasterCard

Discover

American Express

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 Manual:

Firm Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Country if other than U.S.A. _____



Leading Sports Medicine into the Future

FOR FURTHER INFORMATION, CONTACT:

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