

2012 EXHIBITOR PROSPECTUS

Thank you for your interest in sharing your organization's products/services with our learning audience. The planning committee of the 2012 First Coast Neonatal Symposium is looking forward to working with you as a supporter and exhibitor.

To ensure the success of our exhibitor hall we have created the following exhibitor prospectus. This is designed to outline the processes and guidelines for a fair and equitable layout of all exhibitors. We hope you find this information helpful as you plan your exhibit and participation in the 2012 First Coast Neonatal Symposium to be held at the Renaissance Resort at The World Golf Village, St. Augustine, FL.

To register as an exhibitor please visit: www.ahecregistration.org and select the Suwannee River region. (Registration will be open by Dec 31, 2011) There will be an option for you to register as a sponsor/vendor. Fees for exhibiting at the 2012 Symposium are outlined on page 1 of the formal prospectus.

FIRST COAST NEONATAL SYMPOSIUM 2012
Growing by Leaps and Bounds

Save the Date
April 25-27, 2012
RENAISSANCE RESORT AT
WORLD GOLF VILLAGE
ST. AUGUSTINE, FLORIDA

SPEAKERS:
Michael D. Weiss, MD
Assoc Prof of Pediatrics
University of Florida
Marc Leaderstorf, RRT
Children's Hospital of Buffalo
Jackie Wessel, MEd, RD
Neonatal Nutritionist
Cincinnati Children's Hospital

TOPICS:
• Car Seat Evaluation
• HIE and cooling
• Hypoplastic left heart syndrome
• Ventilators: Which one to use when
• Neonatal Nutrition

❖ General Information ❖

Location:

The 2012 First Coast Neonatal Symposium will be hosted on April 25 – 27, 2012 at the beautiful Renaissance Resort at World Golf Village, St. Augustine, FL.

Hotel Accommodations:

Cut off date for special room rate is March 25, 2012. Room reservations must be made directly with the Renaissance Resort at World Golf Village, St. Augustine, FL by calling 1-800-266-9432 or visiting our dedicated reservation page at:

https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=2559327. Ask for the 2012 First Coast Neonatal Symposium with a preferred group rate of \$144.00 (standard) per night single or double occupancy. After this date, reservations will be accepted on a space available basis and may not be eligible for this rate.

Exhibiting:

Every effort has been made to maximize interaction between exhibitors and meeting attendees. All food and beverage breaks will be held in the exhibit hall.

Booth Rental:

Each exhibit will be a table-top display on 6-foot tables, placed around the perimeter of the Exhibit Hall. Space may be limited, so you will want to reserve your place at the earliest possible date. Electricity will be available only if requested in advance.

Shipping:

The Resort will receive and store incoming freight/packages within 5 business days prior to April 23rd, 2012. It is your responsibility to properly package, tape and label all freight/packages to be shipped from the Resort. There is a \$10.00 charge per box received at the Hotel/Convention Center. Because there is limited storage space, boxes can be accepted no more than three (3) working days prior to your meeting. A storage fee of \$5.00 per day, per box will be applied to any materials shipped *earlier than three (3) days prior to the event*. Boxes left on the premises for longer than one week after departure without shipping instructions will be discarded. Any item over 250 pounds must be delivered to a drayage company. Your Catering Manager can assist you with these arrangements. Packages up to 45 pounds will be accepted three (3) days prior to your function date at a charge of \$10.00 per package. Freight over 45 pounds will be accepted within three (3) days of the function date at a charge of \$35.00 per package.

Out-bound freight must be pre-arranged with independent freight lines and a \$35.00 fee applies for storage and handling. Out-bound packages will be shipped for a fee of \$10.00 per package. All packages must be properly labeled and account numbers must be provided for freight charges to be billed to a third party. All freight left without billing information will be shipped C.O.D. and will incur an additional \$10.00 C.O.D. charge to cover costs.

Cancellations:

Once a formal application has been received; cancellations must be submitted in writing, no later than 30 days prior to the opening day of the exhibits. If no notification is provided, the applying company will be responsible for the entire exhibit fee. Cancellations more than two weeks from symposium date will be subject to a \$100.00 administrative fee.

❖ Support Opportunities ❖

Exhibits

• Exhibitor Standard Fee \$525

*Each additional representative will be \$150.00 if participating in meals and other symposium functions

- **New for this year**, a special exhibitor reception on Wednesday April 25th. This reception, which is included in your participation as an exhibitor, will give you even more time to highlight your organization's products and services.

Includes payment for:

- 1 Table-top display on 6 ft tables
- 1 Representative (participation in social events and meal functions for each day of the symposium) If paying for additional personnel to staff the exhibit table we ask that only two staff members be present at any given time. You may alternate staff members as needed but all potential personnel must register online: www.ahecregistration.org and select Suwannee River region. *Please register as a participant and select the registration fee option for vendors (*If the Vendor registration has already been completed by your organization).

Sponsorships/Educational Grants

For funding opportunities additional to the exhibitor fees please contact: Susie (Lloyd) Green, Suwannee River AHEC sloyd@srahec.org or 352-493-5305

Tentative 2012 First Coast Neonatal Symposium Exhibit Schedule:

- **Tuesday, April 24, 2012**
3:00 p.m. – 10:00 p.m. — Exhibitors Set up
- **Wednesday, April 25, 2012**
7:30 a.m. – 8:30 a.m. — Breakfast with Exhibitors
10:00 a.m. – 10:30 a.m. — AM Break with Exhibitors
12:30 p.m. – 1:30 p.m. — Lunch with Exhibitors
4:00 p.m. – 5:30 p.m. — Reception with Exhibitors
- **Thursday, April 26, 2012**
7:30 a.m. – 8:30 a.m. — Breakfast with Exhibitors
10:00 a.m. – 10:30 a.m. — AM Break with Exhibitors
12:30 p.m. – 1:30 p.m. — Lunch with Exhibitors
- **Friday, April 27, 2012**
7:30 a.m. – 8:30 a.m. — Breakfast with Exhibitors
10:00 a.m. – 10:30 a.m. — AM Break with Exhibitors

Exhibition Sales Policy - Exhibitors may not accept payments in cash or checks or deliver merchandise in the exhibit hall.

❖Responsibility Agreement❖

❖Rules & Regulations❖

Booths will be provided as indicated in this prospectus and any fees paid will not be refunded. Exhibits must be installed so that they do not project beyond the space allotted. No interference with the light or space of other exhibitors will be permitted. Exhibitor is responsible for damage to property (see: Responsibility Agreement). No signs or other articles shall be posted, nailed or otherwise attached to any of the pillars, walls, doors, etc., in such manner as to deface or destroy them. No attachments shall be made to the floors by nails, screws or any other device. All space is leased subject to these restrictions.

Display Requirements and Restrictions - The Conference Manager on behalf of the First Coast Neonatal Symposium retains the right to deny the exhibition of inappropriate items and products. Please contact the Exhibit Manager with any questions.

Irregular Canvassing and Distribution of Advertising Matter - Solicitation of business or conferences in the interest of business except by exhibiting firms is prohibited. Exhibitors are urged to report to the Conference Manager any violations of this rule. Canvassing by exhibitors outside of their booths is also forbidden. Circulars or advertising matter of any description shall not be distributed except from the exhibitor's booth.

Exhibits of Electrical and Radiographic Equipment - Machines and apparatus operated by electricity must be shown as "still" exhibits. Practical demonstrations of x-ray apparatus and accessories or any noisy apparatus of any kind will not be permitted. No objection will be made to the utilization of electricity for illuminating purposes or for operating smaller diagnostic instruments and electrotherapeutic apparatus that do not distract or annoy other exhibitors.

Subletting of Space - No subletting of space will be permitted. Each firm represented in the Technical Exhibit must sign the regular Exhibit Application and Agreement. Any person or firm subletting space, as well as the one purchasing space, will be subject to eviction. No refund will be made for space reserved.

Uncontrolled Eventualities - The "insert name" will take all reasonable precautions against damage or loss by fire, water, storm, theft, strike or any other emergencies of that character but does not guarantee or insure the exhibitor against loss by reason thereof (see "Responsibility Agreement").

PLEASE READ THE FOLLOWING STATEMENTS THOROUGHLY AND SIGN BELOW. SPACE CANNOT BE ASSIGNED UNLESS THIS FORM CONTAINS AN AUTHORIZED SIGNATURE.

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and defend the First Coast Neonatal Symposium and the Renaissance Resort at World Golf Village, St. Augustine, FL the affiliates, officers, directors, agents, employees, and partners of each ("Indemnified Parties") harmless against all claims, losses and damages, including negligence, to persons or property, governmental charges or fines and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibit premises or a part thereof.

In addition, Exhibitor acknowledges that the Indemnified Parties do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption, property damage and comprehensive general liability insurance.

We/I have read and agree to abide by all requirements, restrictions and obligations set forth in the 2012 Exhibitor Prospectus, the policies governing exhibitors, those on this application and those which may be set forth in the future in connection with the First Coast Neonatal Symposium. We/I further acknowledge that 2012 First Coast Neonatal Symposium reserves the right to reject, at its discretion, any application to exhibit.

All Exhibitor registrations must be made online at: www.ahecregistration.org Please select Suwannee River region. After you have selected the appropriate training event, you will choose to register as a Vendor/Sponsor. Please email or mail this signed agreement, to:

Susie (Lloyd) Green
slloyd@srahec.org
Suwannee River AHEC
14646 NW 151st Blvd
Alachua, FL 32615

Signed by

Company/Organization

Date

Printed name