

MEET THE SPECIALISTS
IN AVIATION, SPACE AND
ENVIRONMENTAL MEDICINE



81st Annual Scientific Meeting

AEROSPACE MEDICAL ASSOCIATION

**THE INTERNATIONAL LEADER FOR EXCELLENCE
IN AEROSPACE MEDICINE**

**THE SHERATON PHOENIX DOWNTOWN HOTEL
PHOENIX, ARIZONA**

EXHIBIT DATES:

MONDAY, MAY 10 AND TUESDAY, MAY 11, 2010

MEETING DATES:

MAY 9-13, 2010

INFORMATION FOR EXHIBITORS

2010 Annual Scientific Meeting

AEROSPACE MEDICAL ASSOCIATION

We want you to join us next May at the 81st Annual Scientific Meeting of the Aerospace Medical Association. At the 2009 meeting in Los Angeles, CA, the number of attendees was **1,469**. We have a unique membership that no other professional medical organization can equal. Our members include Aerospace Medicine and Clinical Physicians, Aerospace Nurses, Physiologists, Public Health and Environmental Medicine Personnel, and a host of scientists engaged in aviation, space medicine, and research. You will have the opportunity to meet leaders, practitioners, and scientists from the FAA, NASA, the aerospace industry, the airlines, the Military Services, and consultants in the private sector. There will also be in attendance senior government, military, and airline medical personnel from over 70 countries. Approximately 25% of our members are from overseas. No matter where we come from or what we do, we are bound together by a common interest in the health and safety of all those who fly in air and space, crews and passengers, and of those who support aerospace organizations on the ground. Our Association has approximately 3,100 members providing an excellent target market for the purchase of equipment, supplies, pharmaceuticals and ancillary products. Listed below is a breakdown of the attendees at the 2009 Annual Meeting:

Aerospace Human Factors.....	95	Nursing/Patient Transport	14
Aerospace Medicine	657	Ophthalmology	21
Aerospace Physiology	99	Research	44
Biomedical Engineering.....	11	Surgery	8
ENT.....	10	Other	216
Family Practice.....	34	AsMA Staff	5
Internal Medicine	26	Guests	6
Military Command	18	Exhibitors	210
		Total Registration	1,469

Phoenix promises to be a unique venue. Besides the regular attendees, invitations will be extended to medical schools in the state.


The attendees at our Annual Meetings have a reputation of visiting the exhibit area in force each day. Listed below is a synopsis of typical exhibitor comments from the 2009 meeting. The results are nothing unusual as our companies traditionally rate the AsMA meeting very high in terms of registrants' interest, quality, and expectations met.

Registrants Interest in Products/Services- 85% stated Excellent or Good. Quality of Registrant Inquiries-70% stated Excellent or Good. We will exhibit in Phoenix - 85% stated Yes, with an additional 15% in the decision making process.

AsMA leadership always encourages the registrants to visit the exhibits often. We have always considered the exhibit area an integral part of our scientific program in that there is much to be learned by talking to the company representatives and examining their products.

- * All coffee breaks will be held in the exhibit area during dedicated program intermissions when no sessions are in progress, guaranteeing excellent traffic flow.
- * Set-up is on Sunday, affording exhibitors savings on air fares if they arrive Saturday night.
- * Exhibiting companies products, addresses, and phone numbers are listed in the program giving registrants year round accessibility to exhibitors.
- * Poster sessions will be held adjacent to the exhibit area.
- * All exhibitors will be listed on the AsMA web site as they register.
- * An exhibitor's lounge will be located in the exhibit area with free coffee service where exhibitors can take breaks, or chat informally with customers.

Please join us in Phoenix. You will certainly find it worthwhile because of the large attendance, the people you meet from the entire aerospace medicine community, the superb scientific sessions, and the attractions of the area itself. We will personally visit each exhibit throughout the week.

Sincerely,

 Russell B. Rayman, M.D.
 Executive Director


 Kristofer S. Herlitz
 Exhibits Manager

GUIDELINES FOR EXHIBITING

SPACE ASSIGNMENT

Priority in space assignment is earned on the basis of previous participation as an exhibitor since 1959; the number of advertising pages used in the Association's official journal, Aviation, Space, and Environmental Medicine, in the previous year; Corporate and Sustaining Membership; General and Award Sponsorship; and active participation in the Association's activities.

PRESENTATION OF PRODUCTS OR SERVICES

The purpose of AsMA's exhibit program is to further the education of the registrants. The exhibits must be of an educational character, and emphasize instruments, pharmaceuticals, books, products or services for use in the registrants' medical practice, teaching, or research. Sales are prohibited on the exhibit floor and other related convention areas during the meeting.

INSTALLATION OF EXHIBITS

Sunday, May 9 8:00 a.m.-5:00 p.m.
 A labor crew will be available for the set-up and dismantling of exhibits 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 4:00 p.m. Any material not unpacked by this time will be ordered set up by Exhibit Management, with the cost charged to the Exhibitor, or will be placed in storage until the exhibits close on Monday, May 10.

PLEASE NOTE: Do not store anything of value in crates destined for storage.

CRATE STORAGE

Empty boxes, cartons, crates, etc. destined for storage must be removed from the exhibit area by 6:00 p.m. Empty stickers, which must be placed on all items destined for storage, will be available at the service desk. Containers not having empty stickers will be disposed of.

EXHIBIT HOURS AND DATES

Monday, May 10 9:30 a.m.-4:30 p.m.
Tuesday, May 11 9:30 a.m.-4:30 p.m.

As a courtesy to the registrants and your fellow exhibitors, AsMA requires strict adherence to the opening and closing hours. 24 hour security is provided, so exhibitors may feel free to take breaks as they see fit. Deliveries and removal of supplies and equipment must be made before or after exhibit hours. A pass must be

*2010 Annual Scientific Meeting***AEROSPACE MEDICAL ASSOCIATION**

obtained from the Exhibit Manager to remove any equipment, material, etc. once the exhibit area has opened on Monday. Once the exhibits open on Tuesday morning, nothing may be removed from the exhibit area until the official closing time of 4:30 p.m., at which time no pass is required.

DISMANTLING OF EXHIBITS

Tuesday, May 11 4:30 p.m.-8:00 p.m.

No packing of equipment, literature, booth contents, etc. or dismantling of any booth will be permitted until the official closing time of 4:30 p.m. To avoid damage to your display, please remain with your exhibit until crates are returned and your material is packed.

BOOTH DESIGN AND USE OF EXHIBIT SPACE

All booths are 10' wide by 10' deep, or multiples thereof. A booth ID sign will be provided. All display material and equipment is restricted to a maximum height of 4' except for the backwall which is limited to 8' in height and 5' in depth. No exhibit may span an aisle with roof or floor covering. Exposed unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. If such draping is not ordered, the Exhibits Manager will do so and charge the exhibitor. The Exhibit Hall will be carpeted so no ordering of carpet is required for the 2010 meeting.

FURNITURE/LABOR/CARPETING/ RENTAL DISPLAY

The Decorator is Brede National Exposition Services: Ph 301/937-8600; Fax 301/937-2952. A service kit will be sent to all exhibitors. Exhibitors may set up their own booths without the use of power tools.

ELECTRICITY

An electrical order form will be provided in the service kits.

BOOTH CLEANING

Arrangements for nightly cleaning are the responsibility of each exhibitor. Any exhibitor not ordering cleaning the night prior to opening will have their booth cleaned, and will be charged accordingly.

FLAMMABLE MATERIALS

No volatile materials, fluids, or substances

prohibited by the Phoenix Fire Department may be used. There may be no use of crepe paper or corrugated material.

INSURANCE

Exhibitors should have portal-to-portal riders on their own insurance policy to protect against fire, loss, theft, etc. The Aerospace Medical Association must be named as a co-insured on all policies, and a copy of the certificate must accompany the application for exhibit space. Booths will not be assigned without this certificate.

ADVANCE REGISTRATION OF BOOTH PERSONNEL

Forms will be sent to each exhibitor for registration of up to six (6) persons per 10' x 10' booth. All changes and/or additions to the original list must be done on-site. All badges will be distributed at the meeting.

DISTRIBUTION OF GIVEAWAYS

All give-aways must be in the professional interest of the registrants, and useful to them at the meeting or in their practice. All give-aways should have a value of \$10 or less and must be approved in advance by the Exhibit Manager.

SELLING OF PRODUCTS OR SERVICES

Sales and order-taking are permitted provided that all transactions are conducted in a manner consistent with the professional nature of the exhibits. Exhibitors selling tangible goods must meet requirements of the City of Phoenix Department of Revenue. For sales tax information, contact City of Phoenix, Department of Revenue.

SECURITY

24 Hour security will be provided in the Exhibit Area beginning Sunday.

GENERAL CONDUCT OF EXHIBITS

The following practices are prohibited:

1. Noisy electrical or other mechanical apparatus interfering with other exhibitors.
2. Canvassing or distributing any material outside the exhibitor's own space.
3. Sub-leasing of exhibit space.

4. Publicizing and/or maintaining any extra-curricular activities, inducements, demonstrations, or displays away from the exhibit area during the official meeting and exhibit hours.
5. Contests, raffles, games of chance, lotteries or other special discount offers.
6. Wearing of buttons, unofficial name badges, company name plates, etc., which obscure the official AsMA badge.
7. Entry into another exhibitor's booth without permission.

Relevant portions of the foregoing are applicable to non-exhibitors at all times. Character of the exhibits is subject to approval by AsMA. The right is reserved to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail or close exhibits, or parts of exhibits, which reflect unfavorably upon AsMA. This applies to displays, novelties, literature, conduct of persons, etc.

BOOTH SPACE CANCELLATIONS

It is agreed that:

- (a) If a company cancels its space more than 90 days prior to the meeting, the deposit will be retained.
- (b) If a company cancels its space less than 90 days prior to the meeting, and the exhibit area is not sold out, 100% of the booth cost will be retained.
- (c) If a company cancels its space, and the exhibit area is sold out, the deposit will be retained. No refunds will be made until after the meeting.

LIABILITY

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and save the Aerospace Medical Association, the Herlitz Company, Inc., Brede National Exposition Services, the Sheraton Phoenix Downtown Hotel and all employees and agents of the above against all claims, losses, and damages, 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 exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Sheraton Phoenix Downtown Hotel, its employees, and agents. In addition, Exhibitor acknowledges that the Aerospace Medical Association, the Herlitz Company, Inc., Brede National Exposition Services and the Sheraton Phoenix Downtown Hotel, do not maintain insurance covering exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property insurance covering such losses by the Exhibitor.

INFORMATION FOR EXHIBITORS

Please address all communications pertaining to exhibits to:

THE HERLITZ COMPANY, INC.

1890 Palmer Ave. • Suite 202A

Larchmont, NY 10538

Ph 914/833-1979 • Fax 914/833-0929

Email: InfoRequest@herlitz.com

PREVIOUS EXHIBITORS

311 Human Systems Wing
711th Human Performance Wing
Acutronic, Inc.
Advanced Medical Systems
Aeroform LTD
Aeromedic Innovations Ltd.
Aeromedical Systems Division
Afierra
Agilent Technologies
Air Force Research Laboratory
Air Medical Physicians Association
Air National Guard
Air and Surface Transport Nurses Assoc.
Airborne Life Support Systems
Airman Education Programs - CAMI
AirSep Corp.
Alaska Industrial Resources
Alcoholics Anonymous
American Academy of Disaster Medicine
& American Board of Disaster Medicine
American College of Preventive Medicine (ACPM)
American Airlines Medical Services
American Osteopathic College of Occupational
& Preventative Medicine
American Safety Flight Institute
AMST Systemtechnik GmbH
AMSUS
Anthrax Vaccine Immunization Program
ARCO
Armed Forces Institute of Pathology
Armed Forces Medical Examiner
Armstrong Medical Industries
Armstrong Laboratory
Armstrong Medical Industries
Association of Air Medical Services
Astra Zeneca
Autoflug Libelle Inc.
AVIP
Axiom Worldwide - Aerospace & Defense Division
b-Cat B.V.
Banyan International
Berna Products
BIOMEDTECH Australia PTY Ltd.
Board Certification for Emergency Nursing
Boeing
C-CTARS
Canadian Forces Aeromedical Evacuation
CAS Medical Services
CDC / NIOSH
Ciba Geneva Pharmaceuticals
Civil Aerospace Medical Institute
Conax Florida
Conceptual Mind Works
Crew Systems Naval Air Warfare Center
CSERIAC
Data Support, Inc.
Datacorp Corporation
Defense Medical Readiness Training Institute
Distilled Spirits Council
Dorling Kindersley Family Learning
E-A-R Corporation
Eagle Applied Sciences LLC
Education Enterprises, Inc.
Emergent Respiratory Products
Encyclopaedia Britannica
Envionics
Environmental Tectonics, Inc.
Equalnox Consulting
Essex Cryogenics
ETA Technologies, Inc.
FAA
Genicom Consultants, Inc.
Gentex Corp.
GHG Corp.
GlaxoSmithKline Inc.
Gorcurda
Harvard School of Public Health
Health Professions Recruiting
Honeywell Normalair Garrett, Ltd.
HP Heartstream
Heart Rhythm Instruments, Inc.
Hoechst Marion Roussel Pharmaceutical Co.
Honeywell Normalair Garrett Ltd.
Human Factors and Ergonomics Society
Innomedus, Inc.
Integrated Medical Systems, Inc.
International Biomedical, Inc.
International Health Specialist
International SOS
International Systems, Inc.
Institute for ESOH Risk Analysis
Kadena NVG Lab
Krug Life Sciences
Laerdal Medical Corporation
Latecoere International, Inc.
Lea and Febiger
Lifecare, Inc.
Lifeport, Inc.
Lippincott, Williams & Wilkins
Lockheed Eng. and Science Co.
Mayo Clinic
McDonnell Douglas Corporation
Medaire, Inc.
Medallion Foundation, The
Medical Data Electronics
Medical Education Technologies, Inc. / METI
Medical Plastics Laboratory
Medtronic-Physio Control, Inc.
Merck
MI Consultants
Micro Analysis & Design, Inc.
Military Medical Technology
MILVAX Military Vaccine Agency
ML Lifeguard Equipment Limited
MRL/Medical Research Labs.
Muniz Engineering
NAMRL (Naval Aerospace Medical Research Lab)
NASA
National Flight Nurses Assoc.
National Library of Medicine
National Space Biomedical Research Institute
Nations Bank Military Banking
Naval Air Warfare Center- Aircraft Division
Navy Refractive Surgery Center
Nonin Medical
Noninvasive Medical Technologies
O Two Systems, Int'l
OccuSystems, Inc
Omni Measurement Systems, Inc. Oregon Aero
Oklahoma State University
Oxford University Press
Parke-Davis & Co.
Pfizer Healthcare
Pharmavite Corporation
Philips Medical Systems
Physio-Control Corporation
Population Health Div. USAF
Protocol Systems, Inc.
Psychological Assessment Resources, Inc.
RDT Ltd. (Remote Diagnostic Technologies Ltd.)
Research for the Soldier
Richmond Products
RJL Systems, Inc.
Roche Laboratories
RSI Medical Research-Medikey.com
SAFE Association
Sanofi / Aventis
Saunders / Mosby
Schering-Plough Corporation
The Seaberg Company
Searle
Sepracor, Inc.
Skydex Technologies
Sockwise, Inc.
SpaceHab
SpaceLine USUHS
SpaceLabs Medical, Inc.
Spectrum Aeromed, Inc.
Spectrum Healthcare Services
E.R. Squibb & Sons
Stellate Systems
Stereo Optical Company
SurvivaLink
TATRC-US Army Telemedicine
Telemedic Systems
Titmus Optical, Inc.
Tulane University
UAB School of Public Health
The Upjohn Company
UFI
Ultrathera Technologies
Undersea & Hyperbaric Medicine Society
University of Texas
USAA United Services Automobile Assoc.
USAF Medical Service
USAF Population Health Support Division
USAF School of Aerospace Medicine
USAF Aeromedic Evacuation Squadron
USAF SAM Hyperbaric Medicine
U.S. Army
U.S. Navy
US Navy Refractive Surgery Center
USTranscom/Trac2Es
U.T.M.B./NASA Aerospace Medicine
Residency
Varilux Corporation
Veda, Inc.
Verathon Medical
Vidacare Corporation
Vistech Consultants
Walter Reed
Westwood Pharmaceuticals
Wyeth-Ayerst
Wyle Laboratories, Inc.
Zoll Medical

2010 AEROSPACE MEDICAL ASSOCIATION

THE SHERATON PHOENIX DOWNTOWN HOTEL

PHOENIX, ARIZONA

EXHIBIT DATES - MAY 10 AND 11, 2010

BOOTH SIZES

All booths are 10' wide x 10' deep unless otherwise noted.

RENTAL RATES

Each corner booth is US\$1,850.00.

Each in-line booth is US\$1,700.00

Corporate Members receive a 10% discount.

Non Profit/Scientific Exhibits are \$300.00 per booth.

FOR OFFICE USE ONLY

Points _____
 Booth Assignment _____
 Booth Size _____
 Cost of Booth(s) _____
 50% Deposit Received/Date _____
 Balance Due by 1/11/10 _____
 Refund _____
 Description Received/Date _____

_____, 20____ (Today's Date)

You are hereby authorized to reserve space for our use at the 81st Annual Scientific Meeting.

Please list eight (8) choices of exhibit space. Since many companies will apply for the same space, we suggest you not concentrate your choices in one area. We request ____ # of spaces.

Our Choices are:

1. _____ 2. _____ 3. _____ 4. _____
 5. _____ 6. _____ 7. _____ 8. _____

A **50** word description of products/services to be exhibited must accompany your application for review and inclusion in the program - these need to be **submitted via email** as an attachment to kris@herlitz.com. Descriptions may be edited for uniformity. Descriptions received after **January 11, 2010** will not be included in the Final Program.

If possible, we wish to avoid being assigned next to or opposite the following companies:

We agree to abide by all the Guidelines for Exhibiting, and to adhere to the opening and closing times set forth in the accompanying brochure.

Please print Company Name as you wish it to appear on badges and in the program.

Company Name _____

Address _____

City/State _____ Zip _____

Phone _____ Fax _____

Website _____ Email _____

Per _____ Title _____

Signature _____ Date _____

Important: We are including a deposit of \$900.00 (Non Profit/Scientific booth deposit is \$300.00) for each booth requested. We agree to pay the balance by January 11, 2010.

Payment Method: Amex MC Visa
 Check payable in U.S. dollars and drawn on a U.S. bank to:
Aerospace Medical Association

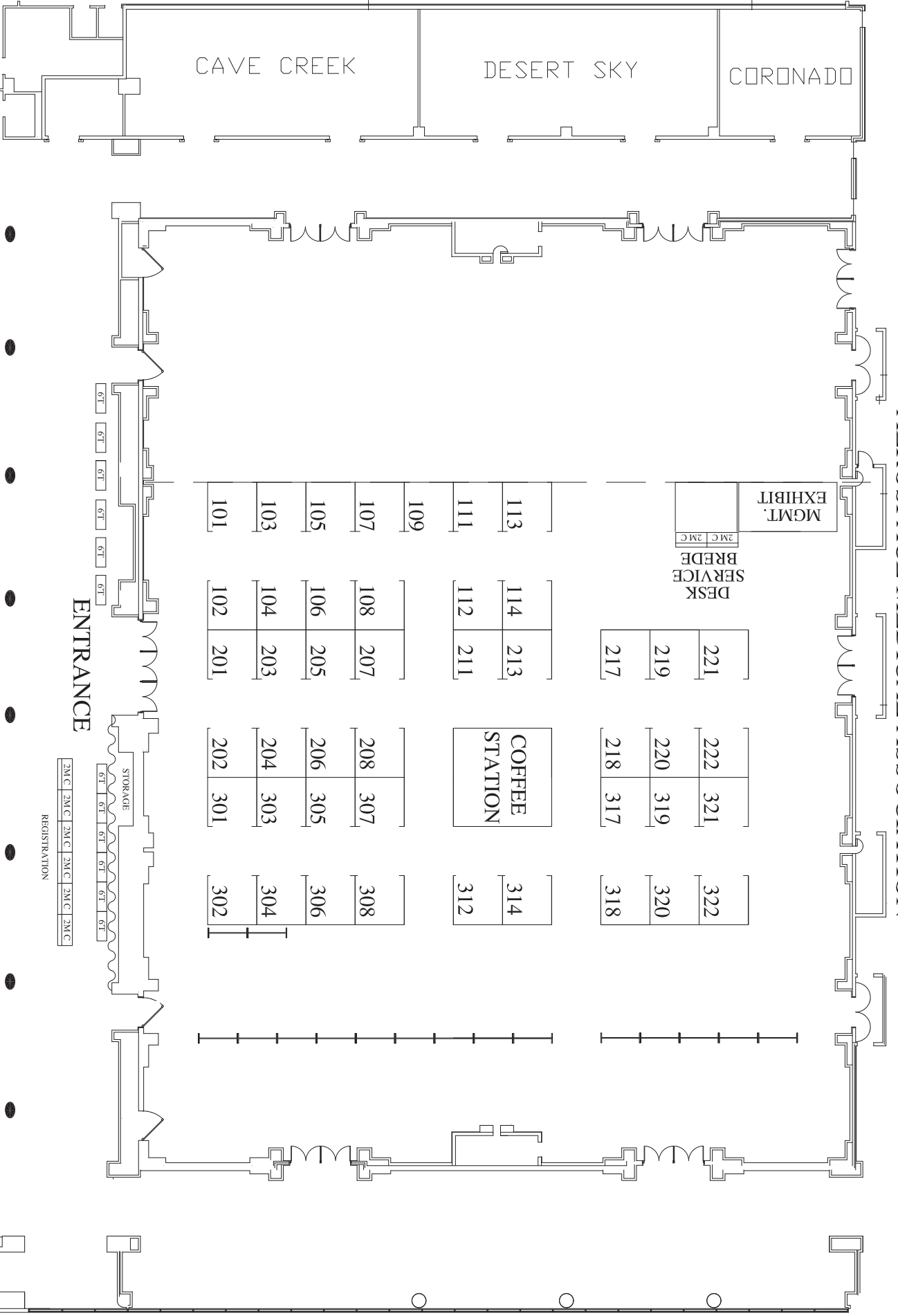
Card # _____ Exp. Date: _____

Name on Card _____

Signature: _____

Please forward checks to:
THE HERLITZ COMPANY, INC.
 1890 Palmer Ave. • Suite 202A
 Larchmont, NY 10538
 Ph: 914/833-1979 • Fax 914/833-0929
 E-mail: InfoRequest@herlitz.com

AEROSPACE MEDICAL ASSOCIATION



CORONADO

DESERT SKY

CAVE CREEK

EXHIBIT
MGMT.

DESK
SERVICE
BREDE

221	222	321	322
219	220	319	320
217	218	317	318

COFFEE
STATION

113	114	213	314
111	112	211	312
109	108	207	308
107	106	205	306
105	104	203	304
103	102	201	302
101			

ENTRANCE

STORAGE
REGISTRATION

ALL BOOTHS ARE 10'X10'
ALL POSTER BOARDS ARE 4'X8'
SCALE: 0 5 10 20

SHERATON DNTN PHX 3.DWG
60CT09
Brede/NATIONAL