

**MEET THE SPECIALISTS IN AVIATION, SPACE
AND ENVIRONMENTAL MEDICINE**



8 3 R D A N N U A L

S C I E N T I F I C M E E T I N G

Aerospace Medical Association
The International Leader For Excellence In Aerospace Medicine

Hilton Atlanta Hotel
Atlanta, Georgia

Exhibit Dates: Monday, May 14 & Tuesday, May 15, 2012
Meeting Dates: May 13-17, 2012

EXHIBITOR INFORMATION



We want you to join us next May at the 83rd Annual Scientific Meeting of the Aerospace Medical Association. At the 2011 meeting in Anchorage, AK, the number of attendees was 1,286. 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 2,700 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 2011 Annual Meeting:

Atlanta 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 2011 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-100% stated Excellent or Good.
We will exhibit in Atlanta - 87% stated Yes, with an additional 10% 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.

Breakdown of attendees at 2011 Annual Meeting

Aerospace Human Factors.....	105
Aerospace Medicine	435
Aerospace Physiology	59
Biomedical Engineering	12
ENT	4
Family Practice	97
Internal Medicine	51
Military Command	38
Nursing/Patient Transport	9
Ophthalmology	5
Research.....	40
Surgery	5
Other.....	19
AsMA Staff.....	7
Guests	4
Exhibitors.....	76
Total Registration	1,286

Please join us in Atlanta. 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,

Jeffrey Svontek, M.D.
 Executive Director

Kristofer S. Herlitz
 Exhibits Manager

SPACE ASSIGNMENT



GUIDELINES FOR EXHIBITING

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 13 8:00 a.m.-3:00 p.m. (all exhibitors must be set for the 6:00 p.m. Opening Reception held in the Exhibit Hall). 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 3:00 p.m. as we must have time to set up for the 6:00 p.m. Opening Reception which will again be held in the Exhibit Hall in 2012!** 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 14.

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

Sunday, May 13 6:00 p.m.-8:00 p.m. – **AGAIN THIS YEAR!!!!**
 Monday, May 14 9:30 a.m.-4:30 p.m.
 Tuesday, May 15 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 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 15 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 exhibitors are not required to order carpet for the 2012 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 Atlanta 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



GUIDELINES FOR EXHIBITING *continued*

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 giveaways 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 Atlanta Department of Revenue. For sales tax information, contact City of Atlanta, 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 Hilton Atlanta 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 Hilton Atlanta Hotel, its employees, and agents. In addition, Exhibitor acknowledges that the Aerospace Medical Association, the Herlitz Company, Inc., Brede National Exposition Services and the Hilton Atlanta 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.

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



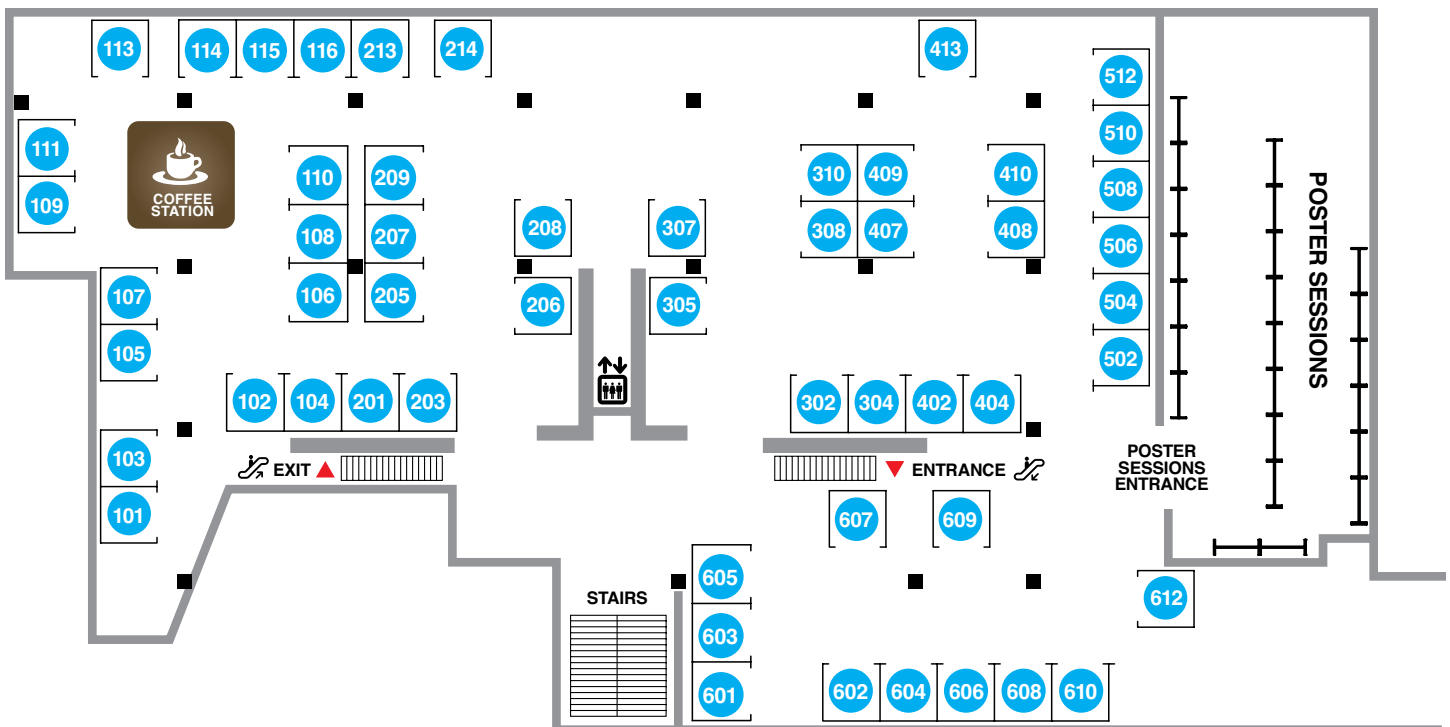
2010/2011 EXHIBITORS

711th Human Performance Wing – AFRL
 Aero Stim
 Air National Guard
 Air Force Recruiting Services
 American Board of Preventive Medicine
 American Meteorological Society
 AMST Systemtechnik GmbH
 Aqua Lung America, Inc.
 Dept of Defense FHP & R
 Eagle Applied Sciences, LLC
 Elsevier
 Environics, Inc.
 Environmental Tectonics Corp. ETC
 Essex Cryogenics of MO Inc.
 FAA, Civil Aerospace Medical Institute (CAMI)
 Gentex Corporation

GO2Altitude
 Good-Lite Company
 Harvard School of Public Health
 HeartSine Technologies, Inc.
 Human Performance Resource Center
 Innova Systems, Inc.
 Innovative Health Applications
 InoMedic Inc
 KCI - Kinetic Concepts, Inc.
 LifePort, Inc.
 Lippincott Williams & Wilkins
 Maricopa County Medical Society
 MASIMO
 Mayo Clinic
 METI / Medical Education Technologies, Inc.
 Mindware Technologies LTD

National Space Biomedical Research Institute
 Naval Aerospace Experimental Psychology
 Oregon Aero, Inc.
 QinetiQ Ltd.
 RDT, Ltd.
 Richmond Products, Inc.
 Sperian Protection
 TASC Inc.
 USAA United Services Automobile Association
 USAFSAM
 UTMB / NASA Aerospace Medicine Residency
 Verathon Medical
 Wyle
 ZOLL Medical Corporation

EXHIBIT HALL FLOOR PLAN





2012 AEROSPACE MEDICAL ASSOCIATION

HILTON ATLANTA HOTEL • ATLANTA, GEORGIA | EXHIBIT DATES - MAY 14 AND 15, 2012

_____, 20__ (Today's Date)

BOOTH SIZES

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

RENTAL RATES

Each corner booth is US\$1,900.00.

Each in-line booth is US\$1,750.00

Corporate Members receive a 10% discount.

First Time Exhibitors receive a 25% discount.

Non Profit/Scientific Exhibits are \$400.00 per booth.

FOR OFFICE USE ONLY

Points _____

Booth Assignment _____

Booth Size _____

Cost of Booth(s) _____

50% Deposit Received/Date _____

Balance Due by 1/13/12 _____

Refund _____

Description Received/Date _____

You are hereby authorized to reserve space for our use at the 83rd 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 13, 2012 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 \$400.00) for each booth requested. We agree to pay the balance by January 13, 2012.

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

Card # _____ Card Security Code: _____

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