



AAMD 35TH ANNUAL MEETING

June 13-17, 2010 | Hilton Minneapolis | Minneapolis, MN



PLANNING FOR CHANGE



EXHIBIT AND SPONSORSHIP OPPORTUNITIES



Dear Radiation Oncology Marketer:

On behalf of the American Association of Medical Dosimetrists (AAMD) and the Administrative Conference Committee, we cordially invite you to join us for our 35th Annual Meeting in Minneapolis, MN. The event, at the Hilton Minneapolis, will provide an excellent forum for exploring the changing field of radiation oncology in support of our meeting theme: **Planning for Change.**

The meeting offers exhibitors an exciting opportunity to reach more than 400 medical dosimetrists and other radiation oncology professionals, many of whom are key decision makers in their healthcare facilities. The exhibits will be open Sunday, June 13 – Tuesday, June 15. We have structured the meeting to maximize traffic flow by holding the Welcome Reception, coffee and refreshment breaks and daily prize drawings in the hall throughout each day. The Exhibit Hall will be in the Grand Ballroom, which is conveniently adjacent to the General Sessions.

Exhibitors can maximize their time at the meeting by participating in events and sessions throughout the meeting. Exhibit booths include conference registrations (for two representatives for a 10' x 10' booth or three representatives for a 10' x 20' booth) that allow access to the Welcome Reception in the Exhibit Hall on Sunday evening. Exhibitors may also choose to attend educational sessions to receive continuing education credits and continue their networking with attendees. In addition, exhibitors who are AAMD members will receive tickets for the AAMD Annual Membership Luncheon on Wednesday, June 16.

AAMD also offers a variety of high-profile sponsorship opportunities to maximize your participation in this meeting and to provide promotional exposure throughout the year with AAMD members. See the sponsorship descriptions in this brochure for details.

We thank you very much for your commitment to medical dosimetry and to AAMD. Your support is critical to the success of AAMD and our Annual Meeting. We look forward to welcoming you in Minneapolis!

Best Regards,

Maria Golish

Cara Sullivan

AAMD Administrative Conference Committee Co-Chairs

Stacey Wilson

AAMD Director of Marketing



Meeting Highlights for Exhibitors and Sponsors

- ☀ More than 400 medical dosimetry and radiation oncology professionals are expected to attend
- ☀ Exhibit Hall in Grand Ballroom, conveniently adjacent to the General Sessions
- ☀ Welcome Reception with interactive games and prizes in the Exhibit Hall
- ☀ Coffee breaks, refreshment breaks and daily prize drawings in the Exhibit Hall
- ☀ Opportunities for networking and relationship building throughout the meeting with access to special events and educational sessions
- ☀ Attendee mailing list for post-meeting follow-up

Exhibits Include:

- 10' x 10' space with back and side drapery
- 6-foot skirted table
- 2 side chairs
- Wastebasket
- Identification sign
- Opportunity to submit one slide for PowerPoint loop before and after educational sessions
- Meeting registration for 2 exhibitor representatives (10' x 20' booths include registration for 3 exhibitor representatives)
- Custom booth sizes available

Exhibit Pricing:	<i>Through April 16</i>	<i>April 17 or later</i>
10' x 10' booth	\$1,700	\$1,950
10' x 20' booth	\$3,200	\$3,700
Call for Custom Size Pricing		

Exhibit Schedule:

Registration: Opens Saturday, June 12, 4:00 – 7:00 pm and continues daily throughout the meeting

Sunday, June 13

Exhibit Set-up: 8:00 am to 5:00 pm

Exhibitor Welcome by AAMD Board of Directors in the Exhibit Hall: 6:15 – 7:00 pm

Welcome Reception for All Attendees in the Exhibit Hall: 7:00 – 9:30 pm

Monday, June 14

Exhibit Hall Open: 9:00 am – 5:00 pm (Coffee and Refreshment Breaks in Hall)

Tuesday, June 15

Exhibit Hall Open: 9:00 am – 3:30 pm (Coffee and Refreshment Breaks in Hall)
Exhibit Teardown: 3:30 pm – 8:00 pm

Educational Sessions:

Sunday, June 13 – Thursday, June 17

Exhibitor registrations can be managed online at www.medicaldosimetry.org

QUESTIONS?

Exhibits:

Stacey Wilson

AAMD Director of Marketing

Phone: 703-234-4081

E-mail: swilson@drohanmgmt.com

Registration:

Shawn Lavoie

AAMD Conference Planner

Phone: 1-888-5-STEELE (783353)

E-mail: AAMD@steelemeetings.com

AAMD 35th Annual Meeting Sponsorship Opportunities

GAIN PROMOTIONAL EXPOSURE ALL YEAR LONG WITH AAMD



DIAMOND: \$15,000 AND ABOVE
PLATINUM: \$10,000 - \$14,999
GOLD: \$7,500 - \$9,999
SILVER: \$5,000 - \$7,499
BRONZE: \$2,500 - \$4,999

* Sponsorship recognition level will be based on the cumulative value of sponsorship provided to AAMD in a calendar year. This includes sponsorship for the AAMD Annual Meeting and Regional Meetings.

Looking for a way to increase your visibility at the AAMD 35th Annual Meeting and throughout the year with medical dosimetrists? Take advantage of high-profile sponsorship opportunities to draw attention to your products and services and to show your support of AAMD. Sponsorship levels valued at \$2,500* or more will also receive recognition year-round through AAMD promotional media based on their corresponding sponsorship level.

Special Sponsorship Level Promotion includes:

- ✦ Logo on sponsorship board at Annual Meeting
- ✦ Logo in sponsorship level listing in Annual Meeting program
- ✦ Sponsorship level recognition sign for exhibit booth
- ✦ Year-round logo listing with web link on the AAMD website
- ✦ Year-round listing in AAMD quarterly e-newsletter, *eMonitor*

In addition, Annual Meeting sponsorships will include the following promotional benefits:

Welcome Reception (Sunday, June 13): \$15,000

- Signage at the event
- Recognition of Welcome Reception sponsorship in Annual Meeting program
- Additional recognition as sponsor in PowerPoint loop before and after educational sessions
- Opportunity to provide registration bag insert**

Audio-Visual Sponsorship: \$7,500

- Signage in the General Session room
- Recognition of Audio-Visual sponsorship in program
- Additional recognition as sponsor in PowerPoint loop before and after educational sessions
- Opportunity to provide registration bag insert**

AAMD 35th Annual Meeting Sponsorship Opportunities cont'd

Membership Luncheon (Wednesday, June 16): \$7,500

- Signage at the event
- Recognition of Membership Luncheon sponsorship in program
- Additional recognition as sponsor in PowerPoint loop before and after educational sessions
- Opportunity to provide registration bag insert**

Registration Bags: \$5,000

- Logo on registration bag
- Recognition of registration bag sponsorship in program
- Additional recognition as sponsor in PowerPoint loop before and after educational sessions
- Opportunity to provide registration bag insert**

Meeting Program Printing and Back Cover Ad: \$4,000

- Full page color ad on back cover of program
- Recognition of program printing sponsorship in program
- Additional recognition as sponsor in PowerPoint loop before and after educational sessions
- Opportunity to provide registration bag insert**

Continental Breakfast (Daily, Sunday, June 13 – Thursday, June 17): \$3,500 each

- Signage at the event
- Recognition of continental breakfast sponsorship in program
- Additional recognition as sponsor in PowerPoint loop before and after educational sessions
- Opportunity to provide Registration bag insert**

Coffee Break (Daily, Sunday, June 13 – Thursday, June 17): \$2,500 each

- Signage at the event
- Recognition of coffee break sponsorship in program
- Additional recognition as sponsor in PowerPoint loop before and after educational sessions
- Opportunity to provide registration bag insert**

Refreshment Break (Daily, Sunday, June 13 – Tuesday, June 15): \$2,500 each

- Signage at the event
- Recognition of refreshment break sponsorship in program
- Additional recognition as sponsor in PowerPoint loop before and after educational sessions
- Opportunity to provide registration bag insert**

New Member Breakfast (Monday, June 14): \$2,000

- Signage at the event
- Opportunity to welcome breakfast attendees
- Recognition of New Member Breakfast sponsorship in program
- Additional recognition as sponsor in PowerPoint loop before and after educational sessions
- Opportunity to provide registration bag insert

Speaker Support: \$1,500

- Announcement to attendees of sponsorship before sponsored session
- Recognition of speaker support in abstract section of program
- Additional recognition as sponsor in PowerPoint loop before and after educational sessions
- Opportunity to provide registration bag insert**

Meeting Program Advertising:

Inside Front Cover (Color):	\$1,200
Inside Back Cover (Color):	\$1,000
Full Page (Black & White):	\$ 800
Half Page (Black & White):	\$ 500

Registration Bag Insert (one page or item): \$500

**Note: All registration bag inserts must be received by June 1, 2010.

EXHIBITOR/SPONSOR REGISTRATION

Company Name: _____

Principal Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____

Phone: _____ Fax: _____

1. EXHIBIT SPACE

	Through April 16	April 17 or later
10' x 10' booth (incl. 2 representatives)	\$1,700	\$1,950
10' x 20' booth (incl. 3 representatives)	\$3,200	\$3,700
Custom size	Call for Quote	
Additional Representative(s) – 3 Days	\$550 each	\$550 each
Additional Representative(s) – Daily	\$200 each	\$200 each

Names of Exhibitor Representatives

Exhibitor Representatives are invited to attend educational sessions as long as their booth is staffed during exhibit hall hours. Sessions are being submitted to MDCB for credit approval.

Name 1: _____

AAMD Member? Yes No Member # _____

MDCB Member? Yes No Member # _____

Welcome Reception in the Exhibit Hall Yes No

AAMD Annual Business Meeting and Membership Luncheon Yes No

Name 2: _____

AAMD Member? Yes No Member # _____

MDCB Member? Yes No Member # _____

Welcome Reception in the Exhibit Hall Yes No

AAMD Annual Business Meeting and Membership Luncheon Yes No

Name 3: _____

AAMD Member? Yes No Member # _____

MDCB Member? Yes No Member # _____

Welcome Reception in the Exhibit Hall Yes No

AAMD Annual Business Meeting and Membership Luncheon Yes No

This License Agreement is subject to each and all of the Additional Exhibitor License Terms and Conditions in this brochure. By signing here, Exhibitor affirms that he/she is an authorized representative of his/her company and has read and agrees to the Additional Exhibitor License Terms and Conditions. AAMD will notify Exhibitor of its assigned space.

Signature of Exhibitor's Authorized Representative

Print Name

Date

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PLANNING FOR CHANGE

3 Convenient Ways to Register

ONLINE: Visit www.medicaldosimetry.org to register using check or credit card for payment.

FAX: Fax all completed forms with credit card payment to: 561-649-5396

MAIL: Send all completed forms with check or credit card payment to:

AAMD Registration
c/o Steele Meetings, Inc.
6346-65 Lantana Rd.
Suite 117
Lake Worth, FL 33463

2. SPONSORSHIP

(Note: Please contact Stacey Wilson at 703-234-4081 to confirm sponsorship is available prior to completing this form.)

- Welcome Reception (Sunday, June 13): \$15,000
- A/V Sponsorship: \$7,500
- Membership Luncheon (Wednesday, June 16): \$7,500
- Registration Bags: \$5,000
- Meeting Program Printing (and back cover ad): \$4,000
- Continental Breakfast (Daily, Sunday, June 13 – Thursday, June 17): \$3,500 each
- Coffee Break (Daily, Sunday, June 13 – Thursday, June 17): \$2,500 each
- Refreshment Break (Daily, Sunday, June 13 – Tuesday, June 15): \$2,500 each
- New Member Breakfast (Monday, June 14): \$2,000
- Speaker Support: \$1,500
- Registration Bag Insert: \$500
- Meeting Program Advertising:
 - Inside Front Cover (Color): \$1,200
 - Inside Back Cover (Color): \$1,000
 - Full Page (Black & White): \$800
 - Half Page (Black & White): \$500

3. EVENT TICKETS

Additional Tickets for Welcome Reception

- | | | |
|----------------------|---------------------|------------------|
| Adults | \$60 x # of tickets | _____ = \$ _____ |
| Children up to age 5 | no charge | |
| Children ages 6-12 | \$15 x # of tickets | _____ = \$ _____ |
| Youth ages 13-21 | \$25 x # of tickets | _____ = \$ _____ |

No refunds will be granted for cancelled ticketed events.

PAYMENT SUMMARY

- 1. Exhibit Registration \$ _____
- 2. Sponsorship \$ _____
- 3. Event Tickets \$ _____
- Total Payment \$ _____**

Payment Information

- Check made payable to AAMD enclosed.
- Charge the following credit card:
 - Visa
 - MasterCard
 - American Express

Card Number: _____ Expiration Date: _____

Name as it appears on card: _____

Cardholder Signature: _____

Questions? Contact Stacey Wilson at 703-234-4081 or swilson@drohancmgmt.com.

Exhibitors will be contacted by the AAMD exhibitor services provider once this application is processed.

EXHIBIT CANCELLATION POLICY

Requests must be made in writing to AAMD. Refund requests received before May 13, 2010 are subject to a 25% processing fee. Cancellations after May 13, 2010 are not refundable.

HOTEL RESERVATIONS AT THE HILTON MINNEAPOLIS

Discounted AAMD room rates of \$199 per night are available at the Hilton Minneapolis from June 10 – 18, 2010. Hotel reservations must be made either through the AAMD Online Meeting Registration System or by calling the Hilton Minneapolis Reservations Department at 800-HILTONS. Ask for the AAMD group discount. Promo code: DOS. Make your reservations as soon as possible. Rooms may not be available after May 22, 2010 or may only be available at higher rates.

ADDITIONAL EXHIBITOR LICENSE TERMS AND CONDITIONS

1. Eligible Exhibits. The AAMD, and its designated meeting coordinator, if any (the "Meeting Coordinator"), reserves the absolute right to determine the eligibility of any proposed Exhibitor and/or products to exhibit at the meeting; and further reserves the right to reject any application and/or limit space assigned to any one Exhibitor.

2. Installation and removal of exhibits. The meeting facility has been reserved for the installation of exhibits from 8:00 am to 5:00 pm on June 13, 2010. All exhibits must be set up and fully functional by 5:00 pm on June 13, 2010. No installation work will be permitted after such time without first securing the written consent of the AAMD. Dismantling and removal of exhibits may not begin prior to 3:30 pm on Tuesday, June 15, 2010. Exhibitors will be charged Fifty Dollars (\$50) per hour, or any part thereof, for failure to remove the exhibit prior to expiration of the period set forth for dismantling and removal of exhibits. The AAMD reserves the right to disassemble exhibits and charge the Exhibitor as described above, plus charges specific to dismantling and removing the exhibits in the event they are not dismantled in a timely manner.

3. Compliance with fire codes and applicable laws. All exhibits must be constructed and maintained in a manner which complies with applicable fire codes, all other applicable laws, rules, codes or ordinances, and any rules imposed by the owner or operator of the meeting facility. No combustible decorations such as crepe paper, tissue paper, cardboard or corrugated paper shall be used and no volatile, explosive or other flammable matter, or any substances prohibited by law shall be permitted. All decorating materials must be constructed of flameproof material or treated with an approved flame proofing solution. Noisy or offensive exhibits are prohibited. Distribution of literature or samples must be related to the exhibit and distribution thereof limited to within the Exhibitor's space. Raffles, drawings, or contests by Exhibitor must be approved in advance by the AAMD. No food products or beverages may be distributed from the Exhibitor's space without the prior written approval of the AAMD. The Exhibitor may not display signs or materials that are not professionally prepared or, which, in the opinion of the AAMD, detract from the professional and educational purposes of the meeting.

4. Staffing of exhibits. Exhibit booths must be staffed during all exhibit hours by qualified and eligible employees of the Exhibitor who must be able to explain or demonstrate the products or services being displayed at the exhibit. Exhibitor representatives may not disrupt or disturb other exhibitors, and are required to conduct themselves in a professional manner.

5. Relocation of exhibits or termination of meeting. The AAMD reserves the right to alter the proposed layout and floor plan for Exhibitor's booths, and/or to reassign any Exhibitor's location, all as it determines in its sole discretion. In the event that the meeting is canceled or postponed for any reason whatsoever, the AAMD may cancel this License Agreement and in the event of a cancellation of the meeting, shall refund the deposit or funds which the Exhibitor has paid to the AAMD, but without any further penalty or expense to the AAMD. The AAMD shall not have any liability for damages which Exhibitor may sustain as a result of the cancellation of the meeting.

6. Exhibitor withdrawal. Exhibitor may terminate or withdrawal its license by giving written notice to the AAMD on or before May 13, 2010. In the event the notice of termination is given

by Exhibitor before May 13, 2010 Exhibitor shall pay the AAMD a service charge of 25% of the total license fee. Any sums which have been paid or deposited to AAMD in excess of the 25% service charge will be refunded to Exhibitor within thirty days following notice of termination. In the event that Exhibitor withdrawals or terminates this license anytime after May 13, 2010, Exhibitor shall remain liable for and timely pay of 100% of the license fee.

7. Copyright and trademark indemnification. Exhibitor warrants and represents that no music, literary or artistic work or other property protected by copyright, trademark or other intellectual property right protection will be performed, reproduced or used in connection with its exhibit unless the Exhibitor has previously thereto obtained written permission from the copyright, trademark, or other intellectual property right holder. Exhibitor agrees to indemnify and hold harmless the AAMD, its Meeting Coordinator and the owner or operator of the meeting facility, and their respective agents, officers, directors and employees from and against any and all loss, damage, or claim, including attorney fees, with respect to any infringement claim under any copyright, trademark, or other intellectual trademark right protection.

8. Limitation of liability. The Exhibitor shall indemnify and hold harmless the AAMD, its Meeting Coordinator, and the owner and operator of the facility where the meeting is held, and their respective agents, officers, directors and employees, from and against any and all loss, injury, damage or claim, arising out of acts, omissions, or negligence of Exhibitor, its agents or employees. The AAMD, its Meeting Coordinator, and the owner and operator of the facility where the meeting is held, and their respective officers, directors, agents, and employees not both be responsible for and shall not be held harmless by Exhibitor from any loss, injury, damage, or claim whatsoever or however arising, which may occur to an Exhibitor or to its agents or employees, or to the property or wares of the Exhibitor, arising from any cause whatsoever, in connection with Exhibitor's exhibit at the meeting.

9. Additional rules and modifications. Exhibitor acknowledges that the AAMD has the right to adopt additional rules in connection with the meeting which will be binding upon Exhibitor. The AAMD agrees that in the event any additional rules are adopted or any modification is made to these Additional License Terms and Conditions, it will use reasonable efforts to notify Exhibitor of such addition or modification.

10. Notices. Any and all notices, designations, consents, offers, acceptances or other communications provided for herein shall be given in writing by personal delivery or by certified mail, return receipt requested, and shall be addressed in care of AAMD 35th. Annual Meeting, c/o Steele Meetings, Inc., 6346-65 Lantana Rd, Suite 117, Lake Worth, FL 33463, and in case of Exhibitor, to its address as shown on the License Agreement.

11. Miscellaneous. The partial invalidity of any provision of this Agreement shall not invalidate or affect the validity of the remaining provisions of the Agreement. This Agreement shall be binding upon and shall inure to the benefit of AAMD and Exhibitor, and their respective heirs, legal representatives, successors and assigns. The failure of any party to demand on any one or more instances, performance of any of the terms of conditions of this Agreement shall not be construed as a waive or relinquishment of any right granted hereunder or of the future performance of any such term, covenant or condition.