



# Shifting to a New Era

34th Annual Meeting  
Fairmont Scottsdale  
Scottsdale, AZ  
June 21 – 25, 2009

**AAMD**  
American Association of Medical Dosimetrists  
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 34th Annual Meeting in Scottsdale, Arizona. The event, at the beautiful Fairmont Scottsdale, will provide an excellent forum for exploring new planning techniques and innovative technology in support of our meeting theme: Shifting to a New Era. The meeting also provides exhibitors with an exciting opportunity to reach several hundred medical dosimetrists and other radiation oncology professionals, many of whom are key decision makers in their healthcare facilities.

Exhibits will be open Sunday evening, June 21 through Tuesday June 23, 2009 in the Grand Ballroom at the Fairmont Scottsdale. The Exhibit Hall is conveniently located next to the General Session, which will take place in the adjacent sections of the Grand Ballroom. We have structured the meeting to maximize traffic flow in the Exhibit Hall. With the Welcome Reception, coffee breaks, refreshment breaks and box lunches in the exhibit hall, attendees will be circulating in the hall throughout the day.

Exhibitors can maximize their time at the meeting by participating in networking events. Exhibitors receive conference registrations (for two representatives for a 10' x 10' booth or three representatives for a 10' x 20' booth) that allow access these special events – the Welcome Reception in the Exhibit Hall on Sunday evening and the Night Out at La Hacienda Plaza on Monday evening. Exhibitors may also choose to attend educational sessions and receive continuing education credits. In addition, exhibitors who are AAMD members will receive tickets for the AAMD Annual Membership Luncheon on Wednesday, June 24 if they choose to stay for the educational program on Wednesday.

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 recognize that the support of our exhibitors and sponsors is critical to the success of our annual meeting and to AAMD's future. We thank you very much for your commitment to medical dosimetry and to AAMD. We look forward to welcoming you in Scottsdale!

Best regards,

Laura Earley, CMD  
Chair, AAMD Corporate Committee  
learley@rahd.com

Stacey Wilson  
AAMD Director of Marketing  
swilson@drohanmngmt.com

Denise Dube    Maria Golish    Karen Stook  
AAMD Administrative Conference Committee Chairs





## 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 General Sessions
- Welcome Reception in the Exhibit Hall
- Coffee Breaks, Refreshment Breaks and Box Lunches 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

### Exhibit Booths 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 Schedule

Registration:

Opens Saturday, June 20, 4 pm – 7 pm  
and continues daily throughout the meeting

#### Sunday, June 21

**Exhibit Set-up** 8 am to 5 pm  
**Exhibitor Welcome by AAMD Board of Directors in the Exhibit Hall** 6:15 pm – 7 pm  
**Welcome Reception for All Attendees in the Exhibit Hall** 7 pm – 10 pm

#### Monday, June 22

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

#### Tuesday, June 23

**Exhibit Hall Open** 9 am – 4 pm  
(Coffee and Refreshment Breaks in Hall)

**Exhibit Teardown** 4 pm – 8 pm

### Educational Sessions:

Sunday, June 21 – Thursday, June 25

### NETWORKING EVENT:

Exhibitor registration includes the opportunity for exhibitor representatives to extend their networking beyond the exhibit hall by attending this exciting event:

#### Night Out at La Hacienda Plaza

(registration includes tickets for 2 representatives per 10 x 10 booth or 3 per 10 x 20 booth)

Monday, June 22, 7 pm – 10 pm

### Exhibit Pricing:

	Through March 15	March 16 or later
10' x 10' booth:	\$1,600	\$1,850
10' x 20' booth:	\$3,000	\$3,500
Other sizes:	Call for Quote	

## For more information regarding exhibits, please contact:

Stacey Wilson  
AAMD Director of Marketing  
Phone: 703-234-4081  
E-mail: [swilson@drohanmgmt.com](mailto:swilson@drohanmgmt.com)

## Booth requests and exhibitor registrations can be managed on-line at

[www.medicaldosimetry.org](http://www.medicaldosimetry.org)

**For registration questions,** contact Karen Bazemore, the AAMD Conference Planner at:  
Phone: 888-531-1775 or (Houston) 281-531-1775  
E-mail: [aamd09meeting@sbcglobal.net](mailto:aamd09meeting@sbcglobal.net)



# AAMD 34th Annual Meeting Sponsorship Opportunities

## New This Year – Promotional Exposure All Year Long with AAMD

Looking for a way to increase your visibility at the AAMD 34th 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. This year, sponsors who provide sponsorships valued at \$1,500\* or more will also receive recognition year-round through AAMD promotional media based on their corresponding sponsorship level.

**Diamond: \$10,000 and above**

**Platinum: \$7,500 - \$9,999**

**Gold: \$5,000 - \$7,499**

**Silver: \$3,000 - \$4,999**

**Bronze: \$1,500 - \$2,999**

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

### 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 sponsor's exhibit booth
- Year-round logo listing with web link on the AAMD website
- Year-round listing in AAMD quarterly e-newsletter, *eMonitor*.

AAMD 34th  
Annual Meeting  
Sponsorship  
Opportunities



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

**Welcome Reception (Sunday, June 21): \$10,000**

- 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

**Night Out at La Hacienda Plaza (Monday, June 22): \$15,000**

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

**A/V Sponsorship: \$7,500**

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

**Membership Luncheon (Wednesday, June 23): \$5,000**

- 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: \$4,500**

- 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 21 – Thursday, June 25): \$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 21 – Thursday, June 25): \$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 21 – Tuesday, June 23): \$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

**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 4, 2009.*

## Exhibitor Space Application and License Agreement

34th Annual Meeting at the Fairmont Scottsdale

Scottsdale, AZ

June 21 – 25, 2009

Exhibits: Sunday evening, June 21 – Tuesday, June 23



Shifting to a  
New Era



### Exhibitor/Sponsor Registration

Company Name: \_\_\_\_\_

Principal Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

### 1. Exhibit Space

	Through March 15	March 16 or later
10' x 10' booth (incl. 2 representatives):	\$1,600	\$1,850
10' x 20' booth (incl. 3 representatives):	\$3,000	\$3,500
Custom size:	Call for Quote	
Additional Representative(s) – 3 Days:	\$550 each	\$550 each
Additional Representative(s) – Daily:	\$200 each	\$200 each

### 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 21): \$10,000
- Night Out at La Hacienda Plaza (Monday, June 22): \$15,000
- A/V Sponsorship: \$7,500
- Membership Luncheon (Wednesday, June 23): \$5,000
- Registration Bags: \$4,500
- Meeting Program Printing (and back cover ad): \$4,000
- Continental Breakfast (Daily, Sunday, June 21 – Thursday, June 25): \$3,500 each
- Coffee Break (Daily, Sunday, June 21 – Thursday, June 25): \$2,500 each
- Refreshment Break (Daily, Sunday, June 21 – Tuesday, June 23): \$2,500 each
- Speaker Support: \$1,500
- 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

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

**Questions?** Contact Stacey Wilson at 703-234-4081 or [swilson@drohanmgmt.com](mailto:swilson@drohanmgmt.com)  
Exhibitors will be contacted by Brede Exposition Services, the AAMD exhibitor services provider, once this application is processed.

## Names of Exhibitor Representatives

Exhibitor Representatives are invited to attend educational sessions as long as their booth is staffed during exhibit hall hours. More than 30 hours of credits approved by MDCB and valid for ARRT Category A will be available.

1. \_\_\_\_\_

AAMD Member? Yes \_\_\_ No \_\_\_ Member # \_\_\_\_\_

MDCB Member? Yes \_\_\_ No \_\_\_ Member # \_\_\_\_\_

### Networking Event Attendance:

Welcome Reception in the Exhibit Hall Yes \_\_\_ No \_\_\_

Night Out at La Hacienda Plaza Yes \_\_\_ No \_\_\_

2. \_\_\_\_\_

AAMD Member? Yes \_\_\_ No \_\_\_ Member # \_\_\_\_\_

MDCB Member? Yes \_\_\_ No \_\_\_ Member # \_\_\_\_\_

### Networking Event Attendance:

Welcome Reception in the Exhibit Hall Yes \_\_\_ No \_\_\_

Night Out at La Hacienda Plaza Yes \_\_\_ No \_\_\_

3. \_\_\_\_\_

AAMD Member? Yes \_\_\_ No \_\_\_ Member # \_\_\_\_\_

MDCB Member? Yes \_\_\_ No \_\_\_ Member # \_\_\_\_\_

### Networking Event Attendance:

Welcome Reception in the Exhibit Hall Yes \_\_\_ No \_\_\_

Night Out at La Hacienda Plaza Yes \_\_\_ No \_\_\_

## Payment Details

### 3. Additional Tickets for Networking Events

#### Companion Tickets for Welcome Reception

Adults \$60 x # of tickets \_\_\_ = \$ \_\_\_

Children age 0-5 no charge

Children age 6-12 \$15 x # of tickets \_\_\_ = \$ \_\_\_

Youth age 13-21 \$25 x # of tickets \_\_\_ = \$ \_\_\_

### Hotel Reservations at the Fairmont Scottsdale

Discounted AAMD room rates are available at the Fairmont Scottsdale from June 15 – June 29, 2009. Hotel reservations must be made either through the link to the AAMD online Meeting and Hotel Reservation web site ([www.medicaldosimetry.org](http://www.medicaldosimetry.org)), or by calling the Fairmont Scottsdale Hotel reservations department at 866-540-4495. Ask for the AAMD group discount. Promo code: J5698

Make your reservations as soon as possible. Rooms may not be available after May 15, 2009 or may only be available at higher rates.

The AAMD room rate at the Fairmont Scottsdale is \$165 per night single or double. Children under 18 are welcomed at no additional charge. Additional adults in the room are \$30 per person, per night, maximum 4 occupants. Room tax is currently 11.92% and service charges are \$12 per person round trip for baggage handling and \$2 per person, per day for maid service. These charges will be added to your hotel bill. Sign up for a complimentary membership in the Fairmont President's Club for great benefits, such as free in-room high speed internet service and a host of other upgrades. \$6 per room, per night will be returned to the AAMD to help offset program costs.

## Companion Tickets for Night Out at La Hacienda Plaza

Adults \$85 x # of tickets \_\_\_ = \$ \_\_\_

Children age 0-5 no charge

Children age 6-12 \$15 x # of tickets \_\_\_ = \$ \_\_\_

Youth age 13-21 \$45 x # of tickets \_\_\_ = \$ \_\_\_

(No refunds will be granted for cancelled ticketed events.)

## 4. Box Lunches

The Fairmont Scottsdale has two restaurants open for lunch, the LV Bistro and the Grille, with a combined seating capacity of 305 people. Note that the closest shopping/dining destination, the Promenade, is about a mile from the Fairmont Scottsdale and is best accessed by car/taxi. The hotel offers a sedan service for up to 4 guests (min. fee \$15), and taxi service is available through the concierge or guest services desks. To maximize your time during the lunch break, you may want to pre-purchase a box lunch.

(On Monday and Tuesday, the box lunches will be served in the Exhibit Hall.) The box lunches will only be available through the AAMD registration process. Each box includes sandwich, chips, whole fruit and a beverage. Sandwich choices are: Turkey, Ham or Vegetarian. Other snacks, cookies and beverages will be available on site, at an additional charge.

To purchase box lunches, please enter the number of lunches next to the item you wish to purchase:

Sunday, June 21: Turkey \_\_\_ Ham \_\_\_ Vegetarian \_\_\_

Monday, June 22: Turkey \_\_\_ Ham \_\_\_ Vegetarian \_\_\_

Tuesday, June 23: Turkey \_\_\_ Ham \_\_\_ Vegetarian \_\_\_

**Total # of Box Lunches:** \_\_\_ x \$12 = \$ \_\_\_ **Total Cost**

## Payment Summary:

1. Exhibit Registration \$ \_\_\_\_\_

2. Sponsorship \$ \_\_\_\_\_

3. Event Tickets \$ \_\_\_\_\_

4. Box Lunches \$ \_\_\_\_\_

**Total Payment** \$ \_\_\_\_\_

## 3 Convenient Ways to Register

**Online:** Visit [www.medicaldosimetry.org](http://www.medicaldosimetry.org) to register using check or credit card for payment.

**Fax:** Fax all completed forms with credit card payment to: 281-597-9023

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

AAMD Registration  
c/o Vista Travel Services, Inc.  
2218 Round Lake Drive  
Houston, TX 77077

## 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: \_\_\_\_\_

**Exhibit Cancellation Policy:** Requests must be made in writing to AAMD. Refund requests received before May 15, 2009 are subject to a 25% processing fee. Cancellations after May 15, 2009 are not refundable.

## **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 21, 2009. All exhibits must be set up and fully functional by 5:00 pm on June 21, 2009. 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 4:00 pm on Tuesday, June 23, 2009. Exhibitors will be charged Fifty Dollars (\$50.00) 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 15, 2009. In the event the notice of termination is given by Exhibitor before May 15, 2009 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 withdraws or terminates this license anytime after May 15, 2009, Exhibitor shall remain liable for and timely pay 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 34th Annual Meeting, c/o Vista Travel Services, Inc., 2218 Round Lake Drive, Houston, TX 77077-6129, 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.