



Exhibitor Prospectus

2011 Annual Conference
June 23 - 26, 2011
Downtown Hilton Hotel, Lexington, KY



The Kentucky Osteopathic Medical Association (KOMA) is proud to offer you an opportunity to exhibit your company's pharmaceuticals, services, products, or equipment at KOMA's 2011 Annual Conference at the Lexington Downtown Hilton on June 23-26, 2011. **Please register by May 27, 2011, to secure your tabletop booth space!**

The program will provide required continuing medical education (CME) credits for osteopathic physicians and other medical professionals through educational didactic lectures, workshops, and scientific exhibitions. Your participation is a vital part of the Annual Conference. Please come and join us this year!

Benefits of Exhibiting

As an exhibitor, you will have the opportunity to meet one-on-one with more than 100 physicians in an informal environment away from the time restraints and interruptions of a busy practice. As an added benefit of exhibiting at the KOMA Conference, an opening reception on Thursday evening will be held to meet attendees during unopposed time. All refreshment breaks will be held in the exhibit area. This is intentionally planned to maximize exposure opportunities for exhibitors. Attendees may also spend time in the Exhibit Hall during sessions, so staffing during these off-times is necessary. Exhibitors and contributors to this CME program will receive special recognition through signage at the event, and acknowledgement in the KOMA newsletter, website, and in the conference program.

What is New this Year

KOMA invites any non-profit organizations and companies to join us during our Annual Conference this year. New this year is extended exhibit hours and a one-day exhibiting conference rate. On Saturday, June 25, 2011, KOMA will present an exciting full day of workshops offering attendees additional continuing medical education. KOMA understands the value exhibitors add to the meeting and would like to offer exhibitors an additional 3 hours of attendee exposure.

This year, exhibitors can choose from two-day or one-day packages. First option: Sign up for our Annual Conference, two-day rate. This option features a third day at no additional cost by including bonus exhibiting hours during the attendee welcome reception on Thursday, June 23, 2011. Second option: Sign up for the new one-day conference rate. This option is offered at half price, but will only be available on Saturday, June 25, 2011.

For exhibit rates and packages see the Exhibit Rates and Packages section. If you have further questions concerning pre-conference exhibiting please call Brooke Miller at +1-608-441-1060, ext. 148 or e-mail her at: bmiller@reesgroupinc.com.

What is Provided

Tabletop exhibit space includes a six-foot table, draping and two chairs. Exhibit rental does not include: security guard services; drayage and placement of display equipment; decoration and related expenses; labor; receipt of shipped materials; storage; lighting/electrical power; and gas, water or phone lines. Any expenses incurred shall be the responsibility of the individual making the request. All requests for any of the above must be made, in advance, to the KOMA Office. Please call Brooke Miller at +1-608-441-1060, ext. 148 or e-mail at: bmiller@reesgroupinc.com.

Exhibit Rates and Packages

Annual Conference Exhibiting

June 24-25, 2011 (two-day rate): \$800 / \$400*

One-Day Exhibiting

June 25, 2011 (one-day rate): \$400 / \$150*

* Non-profit rate. Please include the IRS Determination Letter with your contract.

Commercial Support for the KOMA Conference

KOMA invites companies to provide any of the following sponsorships: commercial support for a speaker, unrestricted educational grant, or support for a refreshment break, breakfast, lunch, or dinner. Companies or organizations that provide commercial support are given significant recognition in the final program, the KOMA website and KOMA newsletters, as well as signage posted during the Conference. Please contact Brooke Miller at KOMA for further commercial support information at phone: +1-608-441-1060, ext. 148 or by e-mail at: bmiller@reesgroupinc.com.

Please see rates below:

Platinum* Level Support:	\$5,000
Gold Level Support:	\$3,000
Silver Level Support:	\$1,500
Bronze Level Support:	\$500

*Platinum Level also includes one (1) complimentary tabletop booth.

2011 Exhibit Schedule

Thursday, June 23, 2011

Setup: 3:00 p.m. - 5:00 p.m.

Exhibit Hours: 5:30 p.m. - 7:00 p.m.

Friday, June 24, 2011

Exhibit Hours: 7:00 a.m. - 4:00 p.m.

Saturday, June 25, 2011

Exhibit Hours: 7:00 a.m. - 4:00 p.m.

Teardown: 4:00 p.m. - 5:30 p.m.

Annual Conference Exhibit Rules and Regulations

Installation of Tabletop Exhibits

Thursday, June 23: 3:00 p.m. – 5:00 p.m.

The annual exposition is scheduled to open at 5:30 p.m. on Thursday, June 23, 2011, for the Welcome Reception. We ask that your tabletop booth area be set by 5:00 p.m. so that the exhibit area can be cleaned prior to the exhibit area opening. It is the responsibility of exhibitors to have their tabletop exhibit in place before the opening of the exposition.

Dismantling of Tabletop Exhibits

Saturday, June 25: 4:00 p.m. – 5:30 p.m.

All tabletop exhibits must be dismantled and removed by 5:30 p.m. No packing of equipment, literature, or dismantling of exhibits will be permitted until the official closing time. Violators will not be invited to future meetings.

Care of Exhibit Space

Exhibitors shall care for and keep in good order all space occupied. Special cleaning and dusting of tabletop display equipment and material will be the exhibitor's responsibility and shall be performed at the exhibitor's expense.

Exhibit Assignments

Tabletop booths will be assigned in early June. Companies will be notified of their assignment and a service kit will be sent. Exhibit management reserves the right to change location assignments at any time as deemed necessary. The exhibitor will be informed of any such change immediately and given the option to cancel with a full refund if the reassigned space is not acceptable.

Exhibit Registration

Each person working in the exhibit area is required to pre-register and wear an identification badge. Exhibitor identification badges must be picked up at the exhibitor registration table prior to setting up your booth.

KOMA allows up to two complimentary conference registrations per company in order for multiple representatives to be present in the booth or to be able to share shifts during the exhibit hours. (Additional representatives may attend for a fee of \$50 per person.) Representatives are welcome to attend the sessions as long as their booth is staffed by at least one representative during open exhibit hours. However, an exhibitor registration does not receive the same benefits of a regular attendee. Each exhibiting company will receive one set of Conference materials per booth rented upon arriving in Lexington.

Cancellation

Cancellation of exhibit space must be submitted in writing to the KOMA Office. From the time of contract submission until May 27, 2011, the deposit fee of \$250 will be forfeited for canceling. After May 27, 2011, there will be no refund for cancellation of booth space.

Traffic

The exhibit area is located near the meeting room used for the general session. Special breaks in the morning and afternoon will be scheduled in the exhibit area to facilitate maximum traffic flow.

Payment Schedule

A \$250 nonrefundable deposit is requested with a completed exhibit application. The final balance for the tabletop booth space is due by May 27, 2011.

Conference Hotel Information

Hilton Lexington Downtown Hotel
369 West Vine Street
Lexington, KY 40507
Telephone: 859-231-9000 or 800-445-8667
Website: www.lexingtondowntownhotel.com

Make your hotel reservations now by calling the Hilton Lexington Downtown Hotel directly at +1-859-231-9000 or +1-800-445-8667. In order to receive the special rate for phone reservations the booking code is: **KOMA11** or please identify yourself as an attendee of the KOMA conference.

You can also make online reservations at: http://www.hilton.com/en/hi/groups/personalized/L/LEXDTHF-KOMA11-20110621/index.jhtml?WT.mc_id=POG and enter the group/convention code: **KOMA11** to receive the special rate based on availability. When reserving hotel accommodations, it is recommended by the hotel to provide a major credit card, not a debit card, to guarantee your reservations.

Room rates: Single: \$122 Double: \$122

All reservations must be secured by May 31, 2011, to receive the special group rate. After May 31, 2011, the room rate will be based on availability.

Questions?

Contact KOMA at:
Web: www.koma.org
Email: bmiller@reesgroupinc.com
Phone: +1-608-441-1060, ext. 148
Fax: +1-608-443-2474
Mail: 2424 American Lane, Madison, WI 53704

Hotel Contact:
Hilton Lexington Downtown Hotel
Phone: +1-859-231-9000
Email: info@lexingtondowntownhotel.com
Web: www.lexingtondowntownhotel.com

For more information about activities in Lexington contact:
Lexington Convention & Visitors Bureau
Phone: +1-800-845-3959
Email: vacation@visitlex.com
Web: www.visitlex.com

Kentucky Osteopathic Medical Association

Exhibit Contract Application • June 23 -26, 2011

Exhibit Information:

Company Name: _____
 Company Website: _____
 Major products/services to be exhibited: _____

Contact Information:

Send confirmation to:
 Prefix: Dr. Mr. Ms. _____ First Name: _____ Middle Initial: _____
 Last Name: _____ Job Title: _____
 Company/Affiliation: _____
 Mailing Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____ Email: _____

Exhibit Details:

Name, address and phone of representatives attending (Limit 2 representatives per booth fee. Additional registrations are \$50 per person):
 1. _____
 2. _____
 Additional Registration: _____
 Additional Registration: _____
 List competitors you do NOT wish to be near: _____

Tabletop Exhibit Booth(s)	Companies	Non-Profits*
One-Day Exhibiting:	\$400	\$150*
Two-Day Exhibiting:	\$800	\$400*
- A \$250 nonrefundable deposit is requested with a completed exhibit application. The final balance for the booth space is due by May 27, 2011.		
* Non-profit exhibiting rate. Please include the IRS Determination Letter with exhibit Registration Application.		

Level of Commercial Support:	
Platinum** Level Support:	\$5,000
Gold Level Support:	\$3,000
Silver Level Support:	\$1,500
Bronze Level Support:	\$500
**Platinum Level also includes one (1) complimentary tabletop exhibit booth.	

Payment Information:

One-Day Exhibit Space(s) _____ @ \$ _____ each = \$ _____
 Two-Day Exhibit Space(s) _____ @ \$ _____ each = \$ _____
 Number of Additional Attendee(s): _____ @ \$50 each = \$ _____
 Commercial Level Support: _____ @ \$ _____ = \$ _____
Total Exhibit Fee: \$ _____
 Amount Enclosed (Deposit Only; Total Payment): \$ _____

Send your registration form and payment to:

Mail: Kentucky Osteopathic Medical Association,
 Attn: Brooke Miller, 2424 American Lane, Madison, WI 53704
 Web: www.koma.org • Email: bmiller@reesgroupinc.com
 Phone: +1-608-441-1060, ext. 148 • Fax: +1-608-443-2474

Check one of the following options and enclose payment. Forms not accompanied by proper fees will be returned.

- Check (payable to KOMA)
- Credit Card (Visa Mastercard)

Credit Card Number: _____ Expiration Date: _____
 Cardholder's Name: _____ Cardholders Signature: _____

Agreement

We desire to exhibit at the KOMA Annual Conference to be held at the Hilton Lexington Downtown Hotel on June 23-26, 2011. We have submitted our order for exhibit space. We agree to abide by the rules and regulations of the conference as set forth. We further agree to accept a change in booth location should it become necessary for causes beyond the control of the chairperson, or advisable in the best judgment of the chairperson. We understand if we must cancel from the time of contract submission until May 27, 2011, the deposit fee of \$250 will be forfeited for canceling. After May 27, 2011, there will be no refund for cancellation of booth space.

Signature: _____ Date: _____