



We the People of College Health

promoting the general welfare of students



Many firsts occurred in historic Philadelphia, making it the perfect place for the people of college health to come together and celebrate the past, present, and future of the field!

Did you know?

The first hospital in the nation, Pennsylvania Hospital, was founded in 1751 by Benjamin Franklin and Dr. Thomas Bond.



Photo by Bruce Anderson

Exhibiting & Promotional Opportunities

ACHA 2010 ANNUAL MEETING
PHILADELPHIA, PA ★ JUNE 1-5

EXHIBIT page 5

Contact
Lisa Pitrone
ACHA Exhibits Coordinator
891 Elkridge Landing Road, Suite 100
Linthicum, MD 21090
(410) 859-1500, ext. 221
(410) 859-1510 fax
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ADVERTISE page 9

Contact
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SPONSOR page 10

Contact
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(410) 859-1500, ext. 222
(410) 859-1510 fax
sainsworth@acha.org

The American College Health Association hosts the largest educational conference specifically for college health professionals.

Join us for this premier opportunity to expand your exposure within this crucial market segment!

Our annual meeting gives our members and nonmembers alike a once-a-year opportunity to explore firsthand college health-related products and services. That's where you come in!

Become a Valued Exhibitor, Sponsor, or Advertiser*

Among the many benefits you'll receive will be:

- ✓ Increased visibility among influential decision-makers at colleges and universities across the country.
- ✓ Repeated acknowledgement in onsite materials and post-meeting publications and web pages.
- ✓ Affiliation with a national nonprofit organization that has dedicated itself to student health since 1920 and has consistently offered outstanding educational and networking programs.
- ✓ Satisfaction in providing valuable products or services for health professionals who care for the needs of the nation's more than 18 million college and university students.

**Acceptance of exhibitors, sponsors, and advertisers/ advertisements at the sole discretion of ACHA.*



Who We Are — An Overview of ACHA

Our History

For more than 85 years, the American College Health Association (ACHA) has been the principal leadership organization for the field of college health, serving college health professionals who care for students at colleges and universities across the country.

Our Mission

To provide advocacy, education, communications, products, and services, as well as promote research and culturally competent practices to enhance our members' ability to advance the health of all students and the campus community.

Our Membership

Nearly 900 student health services at institutions of higher education are members of ACHA. These member institutions represent the diversity of the higher education community — two and four year, public and private, large and small.



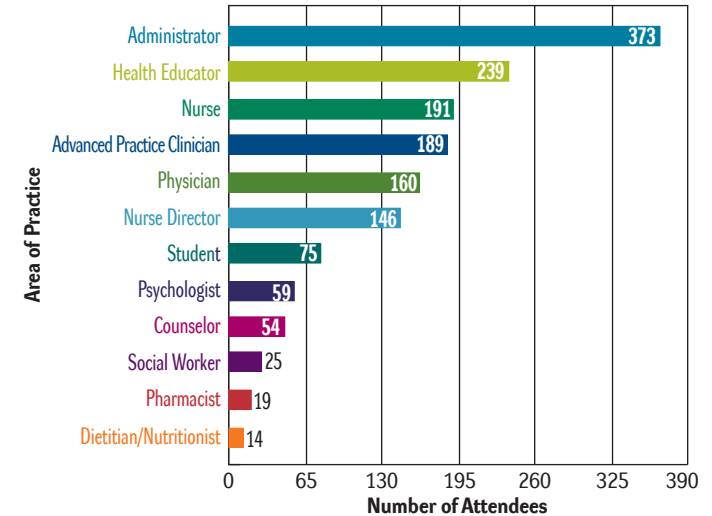
We also serve nearly 2,700 individual members, including:

- administrators and support staff
- physicians
- physician assistants
- nurses, nurse practitioners, and nurse directors
- dietitians and nutritionists
- health educators
- mental health professionals
- pharmacists
- medical records specialists
- students dedicated to health promotion on their campus

About Our Meeting Attendees

The expected attendance for the 2010 Annual Meeting is 1,800. Our meeting attendees view their connection with exhibitors, sponsors, and advertisers as an extension of their professional development. They are interested in all aspects of the college health field and in any expertise that can help them take the guesswork out of purchasing decisions and make their delivery of services more effective.

2009 Meeting Attendees by Area of Practice



Special Interests of Attendees

Accreditation and certification
Administrative services
Alcohol, tobacco, and other drugs
Alternative health practices
Campus violence
Contraceptives
Consulting services
Counseling materials
Crisis management
Eating disorders
Gay, lesbian, bisexual, and transgender issues
HIV disease
Information management
International students' issues
Lab equipment
Legislative and regulatory initiatives
Management information systems
Medical supplies

Mental health/stress disorders
Multiculturalism
Nutrition and fitness
Patient education materials and teaching resources
Prescription and over-the-counter medications
Prevention and wellness
Professional development resources
Publications
Research/survey tools
Safer sex practices/contraception
Sexually transmitted infections
Smoking cessation
Software packages and solutions
Student health insurance
Testing services
Textbooks
Uniforms and protective wear
Vaccine-preventable diseases
Videotapes/DVDs

ATTENDEE *Fast Facts*

In a survey of 2009 Annual Meeting attendees:

- **95%** of respondents visited the Exhibit Hall, with 74% visiting more than once and 43% visiting three or more times!
- **75%** of respondents are in a position in their health center to purchase or recommend products.
- As a result of the contact made in the exhibit hall, **66%** of respondents expect to make use of a resource, service, or product from an exhibiting vendor within the next year, with 21% expecting to make that purchase within 60 days!
- **35%** of respondents serve more than 10,000 students annually at their health center.


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EXHIBIT Benefits

- ★ Access to an expected 1,800+ core personnel in student health services nationwide
- ★ Pre-conference promotion and advertising in publications, websites, and listservs
- ★ 13.5 hours of exhibit time
- ★ Breakfasts and breaks for attendees held right in the Exhibit Hall
- ★ Exhibitors-only access to post-meeting attendee mailing list — free of charge
- ★ Free organizational listing and description included in all registration packets
- ★ Two free, full meeting registrations per booth — a \$1,400 value
- ★ A substantial discount on additional registrations

Target the College Health Market

College health professionals are the key decision-makers at student health services nationwide and a leading resource for reaching the nation's more than 18 million college and university students. Exhibiting at the American College Health Association's 2010 Annual Meeting in Philadelphia is your best opportunity to target this powerful group!

More than 1,800 college health professionals attend our annual meetings to learn, network, and find products and services for campus health care needs, promotional efforts, and administrative services — products and services that you provide. Our attendees know that a visit to our Exhibit Hall is their best chance to get a hands-on look at items and services their health centers may need and to receive assistance with their future purchasing decisions.

With convenient exhibit hours and increased traffic due to breakfasts and refreshment breaks held right in the hall, this year's Exhibit Hall is your greatest opportunity to reach college health decision-makers!

Exhibit Schedule

ACHA requires strict adherence to the following schedule, per the Exhibitor Contract.

Move-in

Wednesday, June 2, 1:00 p.m. - 6:00 p.m.

Any exhibitor not set up by 6:00 p.m. will forfeit their booth space and all fees paid.

Exhibition Hours

**Thursday, June 3, 7:00 a.m. - 11:00 a.m.
and 12:30 p.m. - 4:00 p.m.**

Friday, June 4, 7:00 a.m. - 1:00 p.m.

Any set up or breakdown of booths during the above exhibition hours is prohibited. The Exhibit Hall will open with a highly attended breakfast for attendees on Thursday, June 3, at 7:00 a.m. Breakfast on Friday morning, as well as light snacks and beverages during designated breaks, will also be provided in the hall.

Move-out

Friday, June 4, 1:00 p.m. - 6:00 p.m.

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Exhibit Fees	REFER TO FLOOR PLAN		EXHIBITOR REGISTRATIONS* INCLUDED in booth fee	ADDITIONAL EXHIBITOR REGISTRATIONS*
	8' x 10' STANDARD Booth Fee	8' x 10' PRIME Booth Fee		
Commercial Organization	\$1,545	\$1,700	2 registrations per booth	\$300 each
Commercial Organization that is an ACHA Sustaining Member	\$1,235	\$1,359	2 registrations per booth plus 4 more for being a corporate sustaining member	\$300 each
Nonprofit Organization	\$1,000	\$1,100	2 registrations per booth	\$300 each
Nonprofit Organization that is an ACHA Sustaining Member	\$800	\$880	2 registrations per booth	\$300 each
ACHA Member Institution	\$360	\$396	0 (institutions must pay the appropriate meeting registration fees)	N/A

PLUS

**All exhibitor registrations are full meeting registrations, allowing participation in all nonticketed events and sessions.*

Participate as a meeting SPONSOR at a level of \$1,000-\$4,999 OR Participate as a meeting SPONSOR** at a level of \$5,000+ and receive 2 ADDITIONAL complimentary registrations!**

***Commercial organizations only. Not applicable to nonprofits. ADVERTISING purchases DO NOT APPLY.*

BECOME A SUSTAINING MEMBER AND RECEIVE REDUCED RATES!

With an ACHA sustaining membership you can:

- ✓ Take 20% off your exhibit booth fees
- ✓ Receive four additional free exhibitor registrations at no charge — a \$1,200 value (available to corporate sustaining members only; non-profit sustaining members are ineligible)
- ✓ Take 10% off advertising rates for the meeting's *Preliminary Program* and *Final Program*
- ✓ Receive reduced fees for ACHA mailing lists to target the college health market
- ✓ Save more than 40% on our brochures, research reports, and publications

- ✓ Stay abreast of the latest news in college health through free subscriptions to our *Action* newsletter and the *Journal of American College Health*
- ✓ Gain access to the members-only features of our website*, offering a searchable membership directory

A sustaining membership with ACHA is open to any nonprofit or for-profit organization that is not an institution of higher education. Please refer to the enclosed membership application for more information or email membership@acha.org.

**Subject to the use restrictions as posted.*

Reserving Booth Space

- ✓ Complete and submit the enclosed Exhibitor Contract. **Full payment is due with your contract.**
- ✓ Space will not be reserved and your booth preferences will not be held until payment is received.
- ✓ Space assignments are made on a first-come, first-served basis.
- ✓ ACHA reserves the right to determine eligibility of all applicants.
- ✓ The **deadline for booth reservations is April 30, 2010**, pending availability.

Confirmation/Cancellation

- ✓ Exhibitors will receive email confirmation approximately two weeks after contract and full payment have been received by ACHA.
- ✓ Booth space cancellations must be made in writing prior to April 30, 2010. A \$150 processing fee will be assessed and the balance of fees paid will be refunded. No booth fee refunds will be given after April 30, 2010. No exceptions.

Booth Specifications

Each booth includes:

- ✓ **8' deep x 10' wide*** space with high back drape, and 3' side high draped side rails
- ✓ 7" x 44" booth identification sign with your company name

Booths DO NOT include table, chairs, or other furnishings. Booths DO NOT come with electrical power, internet access, or other services.

Exhibitor Badge Registration

- ✓ All exhibitor representatives must be registered for the meeting.
- ✓ See the Exhibit Fees table on page 6, or your confirmation, for the number of complimentary exhibitor registrations you will be allotted.
- ✓ Each additional exhibitor will pay a \$300 registration fee.
- ✓ A name badge is **REQUIRED** in order to enter the Exhibit Hall at **ANY** time, including during move-in hours.
- ✓ **There is NO Exhibit Hall Only guest pass available.**

Lodging

Exhibitors are responsible for making their own hotel reservations.

Philadelphia Marriott Downtown

1201 Market Street
Philadelphia, PA 19107
215-625-2900

www.philadelphiamarriott.com

ACHA Meeting Room Rate

\$189 single/double, plus tax (per night)

The hotel will begin taking reservations in February 2010. You will receive further instructions on making room reservations from the ACHA Exhibits Coordinator.

Exhibitor FAQs

Exhibitor Registration and Badges

How many exhibitor badges will I receive?

Please see the Exhibit Fees table on page 6 for the number of complimentary registrations you will be allotted.

Can we have more people at our booth than our allotment of complimentary registrations?

Yes. The cost for each additional person is \$300.

Can I get a guest pass for a person who is just stopping in for a brief visit or can he/she enter the hall without a badge?

No. There is no guest pass available and no one will be allowed entry into the hall without a name badge, including during move-in hours. This includes colleagues, family, and temporary help. No exceptions.

Can exhibitors attend other meeting sessions and events?

Yes. All exhibitor badges are full meeting registrations and allow admittance to all meeting sessions and non-ticketed events.

When should I submit the names of our representatives that will need badges?

You will receive further instructions from the ACHA Exhibits Coordinator.

Booth and Hall

Does my booth come with a table and chairs?

No. Any furnishings you require will be available for rental via the Exhibitor Services Manual.

Will I need to order carpet for my booth?

The Exhibit Hall is fully carpeted. To better compliment your booth, solid carpet in a variety of colors will be available for rental through the exhibitor kit. Carpet rental is mandatory for only booths larger than 8' x 30' (more than three booths in a row).

Miscellaneous

Can I sell products or take orders at my booth?

Yes. See the Exhibitor Contract for General Rules and Regulations regarding On-site Product Sales.

Can Exhibitors earn CE credit for the sessions they attend?

Yes.



Advertise all year long in the ACHA member newsletter. Visit www.acha.org/action_advertising.cfm or contact rmack@acha.org for information.

ADVERTISING

First Insertion Deadline is December 18, 2009.

Placing ads in the meeting's *Preliminary Program* and *Final Program* is the ultimate way to reinforce your message.

The *Preliminary Program* is our primary marketing piece to advertise the annual meeting — it reaches more than 5,000 health professionals nationwide. This is a perfect way to target ACHA members and prospective attendees in advance.

The *Final Program*, distributed onsite to every registrant, is our attendees' main resource for hotel information and session and event times and locations. And, if you are a 2010 Annual Meeting exhibitor, an ad in the *Final Program* can strengthen your exhibit hall presence by promoting your exhibit booth location.

Reserve your ad space today by completing the attached advertising insertion order.

We the People of College Health promoting the general welfare of students

SPONSORSHIP *Benefits*

Become a supporter of the ACHA 2010 Annual Meeting and you will receive the following benefits:

- ★ Your organization's name and/or logo prominently featured on our Annual Meeting Sponsors Table, set up in the ACHA registration area
- ★ Your organization's name and/or logo and brief corporate bio featured in a flyer distributed in every registration packet
- ★ Your organization's name and/or logo prominently featured in the *Final Program* — the only resource for complete program and networking information
- ★ An "Annual Meeting Sponsor" ribbon attached to your name badge
- ★ Your organization's name and/or logo in our online annual meeting area
- ★ Acknowledgement in our *Action* member newsletter (circulation 2,500+) following the meeting
- ★ Onsite signage at the program or event sponsored by your organization
- ★ The item your organization sponsors distributed to all attendees with registration packets

Distinguished Sponsors

In addition to the benefits listed at left, our **DISTINGUISHED SPONSORS (\$5,000 or above in total sponsorship support)** will receive:

- ★ The opportunity to supply a flyer* to be inserted in the meeting registration tote bags at no charge
- ★ The opportunity to supply a take-one item for the Annual Meeting Sponsors Table at no charge (limited to giveaways such as pens, sticky notes, calendars, stress balls, etc.; no printed promotional flyers accepted)
- ★ Recognition on the Exhibit Hall entrance sign

**Acceptance of inserts is at sole discretion of ACHA.*

Sponsor an Item or Event or Become a General Meeting Supporter

Sponsorships are an excellent way to get your name in front of our most active members!

Ready, Set, Go!

- ✓ The start date for the sponsorship process is **Monday, November 16, 2009**, at 12:00 noon (EST).
- ✓ Within each group (A, B, C, and D), a company may request multiple items or events, but only your first available preference for an item and your first available preference for an event will be accepted.
- ✓ Complete the **Sponsor Request Form** attached and follow the instructions to submit to ACHA.
- ✓ The first company to request an item or event (after the start time listed above) will become the accepted sponsor. Accepted sponsors will be notified promptly about the status of their request.

- ✓ When an item or event has been chosen by a sponsor, the website will be updated to reflect that the item or event is no longer available to other sponsors.
- ✓ Companies sponsoring \$5,000 or more are **Distinguished Sponsors**. This is cumulative; for instance, if you sponsor the Diversity Reception for \$3,000 and a refreshment break for \$2,000, your company is a Distinguished Sponsor. (Additional benefits for Distinguished Sponsors are listed on page 9.)

GROUP A

- *SOLD* Registration Tote Bags \$10,000**
Display your company name and/or logo on the official meeting tote bag.
- *SOLD* Name Badge Holders \$7,500**
Your imprinted company name and/or logo will always be front and center!

***SOLD* Opening General Session/ Keynote Address \$7,500**

Sponsor the most highly attended event of the meeting.

***SOLD* Notepads \$6,000**

Have your company name and/or logo imprinted on full-size notepads used during and after the meeting.

GROUP B

***SOLD* Seated Massage \$5,000**

Attendees will be lining up at your exhibit booth to pick up a coupon redeemable for a free seated massage — taking place right inside the Exhibit Hall.

***SOLD* Opening Breakfast with Exhibitors \$5,000**

This complimentary breakfast draws a huge crowd for the opening of the Exhibit Hall.

***SOLD* Friday Morning Continental Breakfast \$4,000**

Provide that first cup of coffee and breakfast to get attendees going.

Continued on next page

GROUP C

Saturday Morning Continental Breakfast \$3,000

Help attendees get a strong start on the final day of the meeting.

***SOLD* Diversity Reception \$3,000**

Show your support for the diverse programs and people of college health at this reception, open to all attendees.

***SOLD* Newcomers' Orientation to ACHA \$3,000**

Reach those new to ACHA or the Annual Meeting.

Wellness Classes \$3,000

Support ACHA attendees' wellness and fitness activities.

GROUP D

***SOLD* Presiders/Facilitators Orientation \$2,000**

Presiders and facilitators help out in many ways throughout the meeting. Show your support by sponsoring their coffee and snack as they learn the ropes!

Refreshment Break — Wednesday \$2,000

Help attendees grab a cold drink or snack between sessions.

Refreshment Break — Thursday \$2,000

Refreshment Break — Friday \$2,000

***SOLD* Individually-wrapped Candy \$1,000**

Have your company's name and/or logo imprinted on these candies, which will be distributed from the ACHA Information Booth in the Registration Area

GENERAL MEETING SUPPORT

Become a General Meeting Supporter by providing a contribution of \$500 or more. **Note:** This applies toward qualifying as a Distinguished Sponsor. For instance, you can sponsor the Diversity Reception for \$3,000 and provide a \$2,000 contribution for General Meeting Support and receive all the extra benefits of being a Distinguished Sponsor (see page 9).

Membership Mailing Lists

*Use our membership list rental for your pre-show promotions and reach approximately 70% of ACHA meeting attendees.**

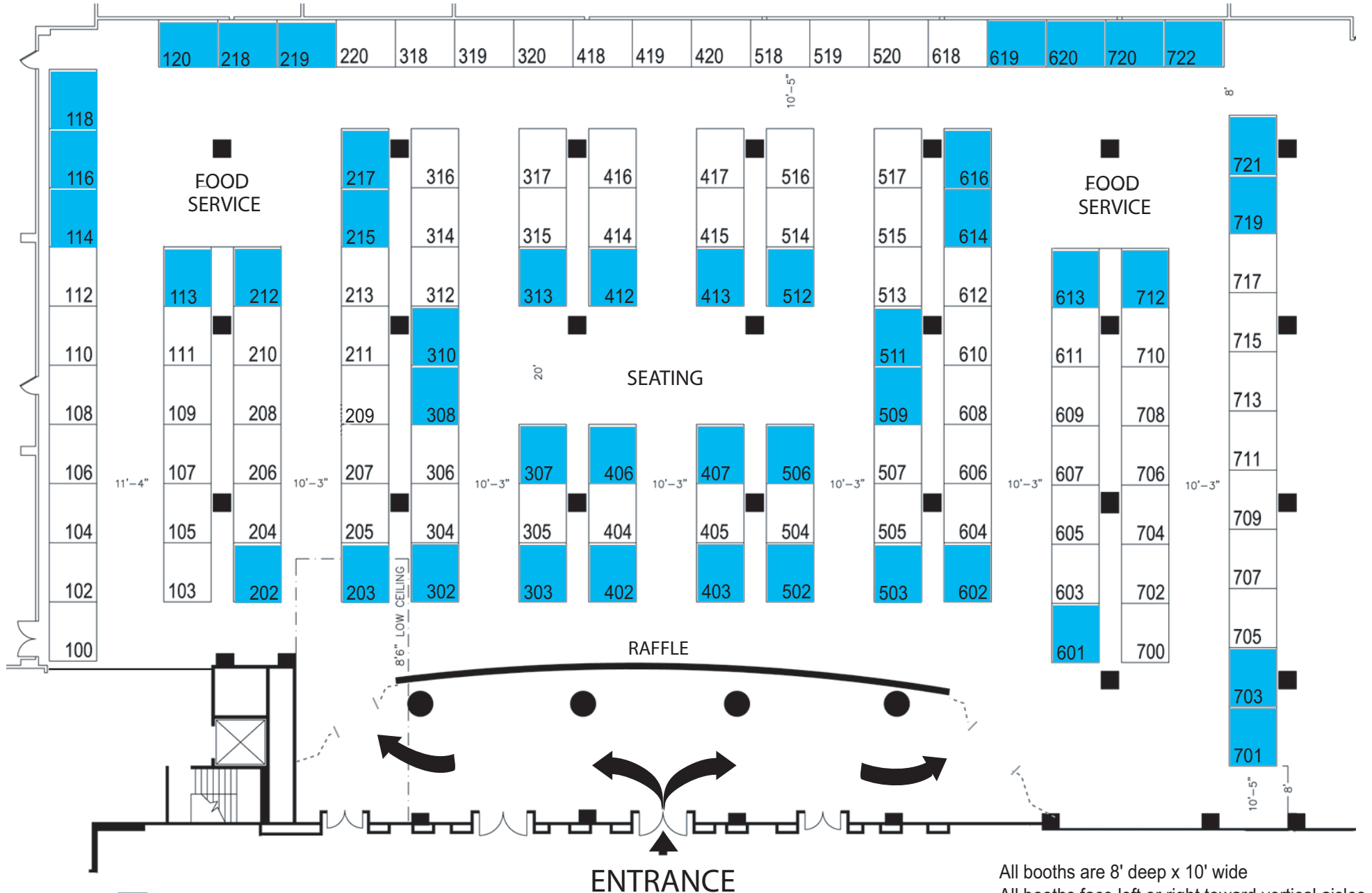
Year-round, ACHA membership mailing lists are available for purchase for use as a personalized approach to your company's promotional needs. Visit www.acha.org/about_acha/membership_mailinglist.cfm for a list rental order form, or email membership@acha.org for more information.

** A meeting attendee list will **not be available prior to the conference.** All exhibitors will receive a post-show list only.*



ACHA 2010 Annual Meeting Exhibit Hall Floor Plan

Philadelphia Marriott, Franklin Hall



 = Prime Booth Rates apply

ENTRANCE
(attendees will enter the ballroom then may go left or right around curved, full-height wall to enter exhibits)

All booths are 8' deep x 10' wide
All booths face left or right toward vertical aisles, except back row (booths 120 through 722)
Ceiling Height 10' except where noted
Denotes Pillar ■

For Office Use Only	
CR _____	PR _____
CL _____	PP _____
_____	<input type="checkbox"/>
42153031E10	

Exhibitor Contract

PRINT YOUR COMPANY INFORMATION

Company Name (as it should appear in promotional materials) _____

Primary Contact Name* _____ Title _____

Address _____

City, State, ZIP _____

Primary Contact Phone* _____ Primary Contact Email* _____

Additional Contact Name* _____ Additional Contact Email* _____

Company's primary product, service, or area of business _____

*The Primary Contact/Additional Contact persons should be the staff member(s) who should receive all communications from ACHA and the decorating company regarding exhibiting at the ACHA meeting. **You will be contacted at a later date to register the names of those persons who will be attending the meeting.**

Check to opt-out of inclusion in mailing lists/email lists furnished to ACHA affiliate college health associations.

ENTER THE NUMBER of BOOTHS you are reserving next to the appropriate rate category

Refer to the Exhibit Hall Floor Plan to DETERMINE IF YOUR BOOTH PREFERENCE(S) IS A **STANDARD** OR **PRIME** LOCATION(S). You will be contacted should your final booth assignment affect the total amount due to ACHA.

	8 X 10 STANDARD BOOTH FEE	8 X 10 PRIME LOCATION BOOTH FEE
Commercial Organization	_____ x \$1,545	_____ x \$1,700
Commercial Organization that is an ACHA 2010 Sustaining Member	_____ x \$1,235	_____ x \$1,359
Nonprofit Organization	_____ x \$1,000	_____ x \$1,100
Nonprofit Organization that is an ACHA 2010 Sustaining Member	_____ x \$ 800	_____ x \$ 880
ACHA Member Institution (school)	_____ x \$ 360	_____ x \$ 396

Total Due to ACHA
\$ _____

INDICATE BOOTH PREFERENCES

Booth space will be assigned on a first-come, first-served basis, **upon receipt of a completed contract**. ACHA reserves the right to relocate exhibitors.

List five (5) preferences for booth location per the Exhibit Hall Floor Plan:

1. _____ 2. _____ 3. _____ 4. _____ 5. _____

Indicate any specific companies or types of companies that you would prefer not to be located immediately next to:

INDICATE METHOD OF PAYMENT

___ check (payable to American College Health Association)

Credit card: ___ Visa ___ MasterCard ___ AmEx

Card # _____

Card Security Code (from back of card) _____ Exp. Date _____

Cardholder name _____

Cardholder signature _____

CANCELLATIONS

Booth space cancellations must be made in writing prior to April 30, 2010, to receive a refund of fees paid, less a \$150 cancellation fee. No refunds will be given after April 30, 2010.

SIGN AND SUBMIT TO ACHA

READ ALL TERMS, CONDITIONS, RULES, AND REGULATIONS as printed on both sides of this contract, and in the 2010 Exhibiting & Promotional Opportunities brochure, and **indicate acceptance by signing on BOTH SIDES.**

RETURN BOTH SIDES of this contract with payment to:

ACHA 2010 Exhibits
891 Elkridge Landing Rd., Suite 100 ■ Linthicum, MD 21090
(410) 859-1500, x221 ■ fax (410) 859-1510 ■ Lpitrone@acha.org

TERMS, CONDITIONS, AND PURPOSES OF A COMMERCIAL EXHIBIT AT A CONTINUING EDUCATION EVENT

- Control of Content and Selection of Presenters and Moderators:** Sponsor (ACHA) is responsible for control of content and selection of presenters and moderators. The company agrees not to direct the content of the program.
- Ancillary Promotional Activities:** No promotional activities will be permitted in the same room or obligate path as the educational activity. No product advertisements will be permitted in the program room.
- Independence of Sponsor in the Use of Contributed Funds:**
 - Funds should be in the form of an exhibit fee made payable to the American College Health Association.
 - All other support associated with this CME/CH activity (e.g., distributing brochures, preparing slides, etc.) must be given with full knowledge and approval of American College Health Association.
 - No other funds from the commercial company will be paid to the program director, faculty, or others involved with the CME/CH activity (additional honoraria, extra social events, etc.).

The exhibiting company and the accredited sponsor (ACHA) agree to abide by all requirements of the ACCME Standards for Commercial Support of Continuing Medical Education and the ANCC Standards for Commercial Support of Continuing Nursing Education (appended).

We agree to abide by the terms, conditions, rules, and regulations as printed on both sides of this contract and in the 2010

Exhibiting & Promotional Opportunities brochure. Signature _____ Date _____

(OVER)

ACHA 2010 ANNUAL MEETING TERMS, CONDITIONS, RULES, AND REGULATIONS

AGREEMENT OF RULES

By signing the application and contract for exhibit space, the exhibiting company agrees to abide by all the requirements of the 2010 Exhibiting & Promotional Opportunities brochure and all the Terms, Conditions, Rules and Regulations enclosed herewith.

The signer of this contract also agrees to share the 2010 Exhibiting & Promotional Opportunities brochure and the Terms, Conditions, Rules and Regulations with the representatives who will attend the meeting.

Each exhibiting company has only a terminable license to exhibit. If an exhibitor fails to comply with any requirement of the 2010 Exhibiting & Promotional Opportunities brochure or any rule, regulation herein, or directive issued by ACHA, this license to exhibit may be terminated and the exhibit closed without notice or refund of payment.

All interpretations of the 2010 Exhibiting & Promotional Opportunities brochure, Terms, Conditions, Rules and Regulations, staffing, and registration requirements, and any and all matters and questions not specifically covered therein are subject to the discretion of ACHA.

ACHA requires strict adherence to the set-up, opening, and closing hours of exhibition. Exhibitors who comply — including those who do not begin breakdown of their booth prior to the Friday, 1:00 p.m. closing time — will be given advance notice for booth selection for the following year.

EXHIBIT ELIGIBILITY

The purpose of the Exhibitor Contract is to reserve booth space. Exhibitor contracts generally are approved when the products and services offered by the exhibiting company are related to the college/university health field and promote the general well-being and health of college students. ACHA reserves the right to decline any exhibit that it considers unsuitable or not within the general character of the meeting.

BOOTH ACTIVITIES AND CONDUCT

The first rule of exhibit display is consideration of other exhibitors. The use of flashing lights, megaphones, loudspeakers, side-show tactics or other noisy or undignified displays (i.e., excessive noise, heat, light, or pollution emanating from exhibits) is prohibited. Helium balloons, glitter, confetti, live animals (except seeing-eye dogs) and stick-on decals or other adhesive items are expressly prohibited within the Philadelphia Marriott Downtown hotel.

No display may be arranged so that an exhibitor must stand in the aisle in front of the booth in order to conduct business. Moreover, no merchandise, chairs, tables, desks, lights, signs or other exhibitor items may extend into the aisles.

Exhibitors will not be permitted to behave in a manner that is, in the sole discretion of ACHA, objectionable. Exhibitors are also obliged to comply with any additional rules established by ACHA. If exhibitors have any questions concerning their exhibit, any conduct or activity, please contact ACHA for advice and approval in advance of the meeting.

Promotional activities or product advertisements are permitted only at the exhibitor's assigned booth.

ON-SITE PRODUCT SALES

Exhibitors may sell products or take orders at their booth provided the product or service is related to the college/university health field and promotes the general well-being and health of college students. Prior approval by ACHA is requested. Exhibitors are responsible for collecting and paying all related taxes; adherence to local, state, and federal laws (including FDA laws and regulations); acquiring all necessary licenses; as well as securing property, including checks and credit cards. Cash sales are strongly discouraged.

DRAWINGS AND RAFFLES

Drawings or raffles may be conducted at exhibit booths provided they do not conflict in any way with ACHA's meeting program or local laws. Description of prizes and method in which raffle will be conducted should be pre-approved by ACHA.

FLAMEPROOFING

All decorative materials shall be noncombustible or treated and maintained in a flame retardant condition. Exhibitors shall present certificate of flame retardant,

or a sample of the material for testing upon request from the fire marshal. Open flames, or devices that emit open flames are never allowed. Flammable liquids, flammable gases, or any other materials deemed hazardous by the chief of the Philadelphia Fire Department are not permitted.

LIABILITY

Exhibitor shall be fully responsible to pay for any and all damages to property owned by Philadelphia Marriott Downtown, or the American College Health Association or their owners or managers, which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify, and hold harmless, Philadelphia Marriott Downtown, the American College Health Association, and their respective owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include, without limitation, all losses, costs, damages, or expenses, including attorneys fees, arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof. Finally, while ACHA and Philadelphia Marriott Downtown may take reasonable precautions against damage or loss by fire, weather, strike, theft, governmental action or regulation, or other similar circumstances, they do not guarantee or insure the exhibitor against loss by reasons thereof.

SECURITY

Security will be provided during the hours that the exhibits are not open to attendees. Neither ACHA, GES Exhibition Services, nor Philadelphia Marriott Downtown is responsible for loss or damage to exhibitor's equipment and/or products.

SUBLETTING OR SHARING OF SPACE

Exhibiting companies may not share space with any other company, partner, subsidiary, or other organization. Exhibiting companies may not sub-license space to another company, allow other companies to display products or literature, nor reassign or apportion the whole or any part of the assigned space.

USE OF ACHA IDENTITY, PRODUCTS, OR MATERIALS

Exhibitors may not depict, reproduce, or distribute images of American College Health Association (ACHA) products or resources, including ACHA corporate or project names (including the acronym ACHA), logos, cover art, or other proprietary images or information belonging to ACHA in any form. Additionally, the contents of all material on the ACHA website (www.acha.org), including the design and organization, are copyrighted by ACHA unless otherwise indicated. Content may not be reproduced, disseminated, published, or transferred in any form or by any means, except with the prior written permission of ACHA.

STAFFING/REGISTRATION

Exhibit booths must be staffed at all times during show hours. All exhibitor representatives **must** be properly registered for the meeting to receive a name badge and **must** wear the name badge to gain entrance to the Exhibit Hall, including during booth set-up.

Properly registered exhibitors will have been issued complimentary meeting registrations or will have paid the required fees for additional exhibitor representatives. In all instances, exhibitor registrations, whether complimentary or paid, will be issued only to bona fide representatives of the organization that is named on the Exhibitor Contract, whose primary purpose in attending the annual meeting is to represent the exhibiting company in the Exhibit Hall. No registrations will be put in the name of a company other than that of the company named on the Exhibitor Contract.

We agree to abide by the terms, conditions, rules and regulations as printed on both sides of this contract and in the 2010 Exhibiting & Promotional Opportunities brochure. Signature _____ Date _____

Sponsorship Request Form

Submit your request to become an ACHA 2010 Annual Meeting Sponsor

General Information

- The start date for the sponsorship process is **Monday, November 16, 2009, at 12:00 noon (EST)**.
- Within each group (A, B, C, and D), a company may request multiple items or events, but only your first available preference for an item and your first available preference for an event will be accepted.
- More information on the items/events available for sponsorship and the benefits of becoming a meeting sponsor are available on ACHA's website at www.acha.org/AnnualMeeting10.
- The first company to request an item or event (*after the start time listed above*) will become the accepted sponsor. Accepted sponsors will be notified promptly about the status of their request.
- When an item or event has been chosen by a sponsor, the website will be updated to reflect that the item or event is no longer available to other sponsors.
- Companies sponsoring \$5,000 or more are **Distinguished Sponsors**. This is cumulative; for instance, if you sponsor the Diversity Reception for \$3,000 and a refreshment break for \$2,000, your company is a Distinguished Sponsor. (Additional benefits for Distinguished Sponsors are listed under Sponsorship Benefits via the link above.)

Instructions

- Prior to November 16, 2009, review the items and events available for sponsorship on our website at www.acha.org/AnnualMeeting09.
- Complete the Sponsorship Request Form attached.
- **On or after Monday, November 16, 2009, 12:00 noon (EST)**, email the completed form (Subject: 2010 Sponsorships) to:
 - Email: SponsorRequest@acha.org
- No offers will be accepted if they are received before noon on 11/16.
- Do not submit any payment at this time.
- You will be notified promptly with the status of your request.

Contact ACHA

Susan Ainsworth
(410) 859-1500, ext. 222
sainsworth@acha.org (Do not email sponsor request forms to this address.)

Sponsorship Request Form

Organization Name _____

Contact Person & Title _____

Address _____

City, State, ZIP _____

Phone _____ Email _____

Signature _____ Date _____

General Meeting Support

I am interested in contributing \$ _____ in general support funds In addition to Instead of the event/item sponsorships indicated below.

Requests to sponsor events/items for the 2010 Annual Meeting will be accepted
beginning Monday, November 16, 2009, at 12:00 noon (EST).

- I am interested in sponsoring **just one** item or event, which I have ranked below in order of preference (1st, 2nd, 3rd, etc.).
- I am interested in sponsoring **more than one** item or event, which I have ranked below in order of preference (1st, 2nd, 3rd, etc.). Please contact me at the phone number listed above to discuss my selections.

(Do not rank items/events that you are not interested in accepting as alternatives.)

Group A

- ___ *SOLD* Registration Tote Bags (\$10,000)
- ___ *SOLD* Name Badge Holders (\$7,500)
- ___ *SOLD* Opening General Session/Keynote Address (\$7,500)
- ___ *SOLD* Notepads (\$6,000)

Group B

- ___ *SOLD* Seated Massage (\$5,000)
- ___ *SOLD* Opening Breakfast with Exhibitors (\$5,000)
- ___ Friday Morning Continental Breakfast (\$4,000)

Group C

- ___ Saturday Morning Continental Breakfast (\$3,000)
- ___ *SOLD* Diversity Reception (\$3,000)
- ___ Newcomers' Orientation to ACHA (\$3,000)
- ___ Wellness Classes (\$3,000)

Group D

- ___ Presiders/Facilitators Orientation (\$2,000)
- ___ Refreshment Break – Wednesday (\$2,000)
- ___ Refreshment Break – Thursday (\$2,000)
- ___ Refreshment Break – Friday (\$2,000)
- ___ Individually-wrapped Candy, 5,000 pieces (\$1,000)

