

# Exhibiting and Promotional Opportunities

*Join us for the largest conference specifically for college health professionals!*



Evolving with  Changing Times

**ACHA 2011 ANNUAL MEETING • PHOENIX, AZ • MAY 31-JUNE 4**  
*Conducted in collaboration with the Pacific Coast College Health Association*



American College Health Association

JW Marriott Desert Ridge

**EXHIBIT ..... page 5**

*Contact*

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ACHA Exhibits Coordinator  
891 Elkridge Landing Road, Suite 100  
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**ADVERTISE ..... page 9**

*Contact*

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**SPONSOR ..... page 10**

*Contact*

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# 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 19 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 90 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

Approximately 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.

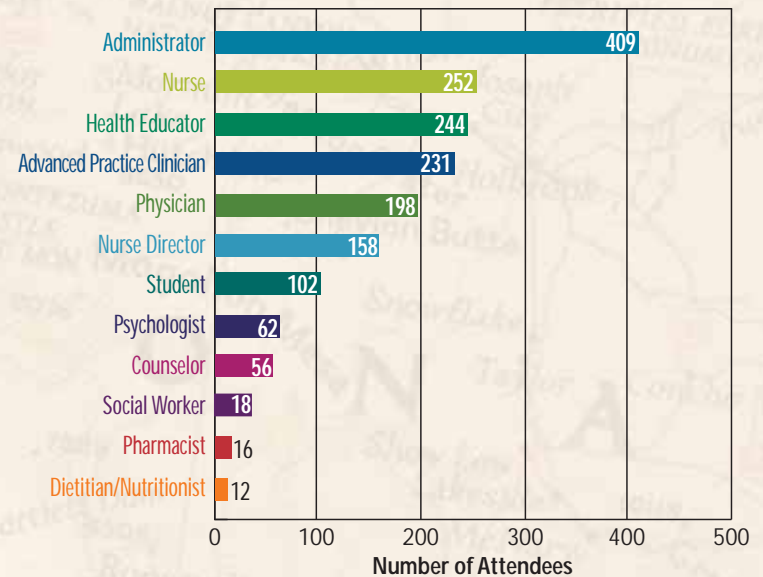
We also serve more than 2,800 individual members, including:

- 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 2011 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.

2010 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 2010 Annual Meeting attendees:

- 97% of respondents visited the Exhibit Hall, with 77% visiting more than once and 45% visiting three or more times!
- 81% 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, 68% of respondents expect to make use of a resource, service, or product from an exhibiting vendor within the next year, with 19% expecting to make that purchase within 60 days!
- 29% of respondents serve more than 10,000 students annually at their health center and 22% serve 5,000-10,000 annually.

# 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
- 14 hours of exhibit time
- Breakfasts and breaks for attendees held right in the Exhibit Hall
- Two free attendee mailing lists – one at 30 days pre-meeting [NEW!] and one post-meeting
- 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 19 million college and university students. Exhibiting at the American College Health Association's 2011 Annual Meeting in Phoenix 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 1, 1:00 PM - 6:00 PM**

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

### Exhibition Hours

**Thursday, June 2, 7:00 AM - 10:30 AM  
and 11:30 AM - 4:00 PM**

**Friday, June 3, 7:00 AM - 1:00 PM**

*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 2, at 7:00 AM. 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 3, 1:00 PM - 6:00 PM**

## Exhibit Fees

### REFER TO FLOOR PLAN

	8 x 10 <b>STANDARD</b> Booth Fee	8 x 10 <b>PRIME</b> Booth Fee	EXHIBITOR REGISTRATIONS* INCLUDED in booth fee	ADDITIONAL EXHIBITOR REGISTRATIONS*
Commercial Organization	\$1,595	\$1,755	2 registrations per booth	\$300 each
Commercial Organization that is an ACHA Sustaining Member	\$1,275	\$1,400	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

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

## PLUS

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

**OR**

Participate as a meeting SPONSOR\*\* at a level of \$5,000+ and receive 3 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](mailto: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 29, 2011**, 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 29, 2011. 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 29, 2011. 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.

### JW Marriott Desert Ridge

5350 E. Marriott Drive  
Phoenix, AZ  
480-293-5000

[www.jwdesertridgeresort.com](http://www.jwdesertridgeresort.com)

ACHA Meeting Room Rate  
\$219 single/double, plus tax (per night)

You will receive further instructions on making room reservations in February 2011 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 instructions in February 2011 from the ACHA Exhibits Coordinator on how to submit this information online.

### 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 only for 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?*

No. [Note: This is a policy change from previous years.]



Advertise all year long in the ACHA member newsletter. Visit [www.acha.org/Promotional\\_Opportunities/Advertising\\_in\\_Action.cfm](http://www.acha.org/Promotional_Opportunities/Advertising_in_Action.cfm) or contact [rmack@acha.org](mailto:rmack@acha.org) for information.

## ADVERTISING

*First Insertion Deadline is  
January 5, 2011*

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 2011 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.

# SPONSORSHIP *Benefits*

Become a supporter of the ACHA 2011 Annual Meeting and you will receive the following benefits:

- ⑥ Your organization's name and/or logo prominently featured on our Annual Meeting Sponsors Table, set up in the ACHA registration area
- ⑥ Your organization's name and/or logo and brief corporate bio featured in a flyer distributed in every registration packet
- ⑥ Your organization's name and/or logo prominently featured in the *Final Program* – the only resource for complete program and networking information
- ⑥ An "Annual Meeting Sponsor" ribbon attached to your name badge
- ⑥ Your organization's name and/or logo in our online annual meeting area
- ⑥ Acknowledgement in our *Action* member newsletter (circulation 2,500+) following the meeting
- ⑥ Onsite signage at the program or event sponsored by your organization
- ⑥ 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:

- ⑥ The opportunity to supply a flyer\* to be inserted in the meeting registration tote bags at no charge
- ⑥ 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)
- ⑥ 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 8, 2010**, 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

**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 \$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.

**SOLD!**

## GROUP B

**Seated Massage \$6,000**  
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

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### **Saturday Morning Continental Breakfast \$3,000**

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

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

Show your support for the diverse programs and people of college health at this reception, open to all attendees. Join meeting attendees for an evening filled with fun, games, and food!

### **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

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### **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**

### **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

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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 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/Promotional\\_Opportunities/](http://www.acha.org/Promotional_Opportunities/) for a list rental order form, or email [membership@acha.org](mailto:membership@acha.org) for more information.



## 2010 Annual Meeting Exhibitors

We greatly appreciate the support and participation of the following organizations who exhibited with us in Philadelphia.

† = Also an ACHA Sustaining Member

§ = Also a 2010 Annual Meeting Sponsor

Academic HealthPlans, Inc.

Accreditation Association for Ambulatory Health Care (AAAHC)

ACM Medical Laboratory

Aetna Student Health §

The Allen J. Flood Companies, Inc.

American Institute for Preventive Medicine

Anda, Inc.

Ansell Healthcare Products

Associated Insurance Plans International, Inc. †

Association of Professional Piercers

Austen Riggs Center

The Bacchus Network †

Bailey Agencies Inc.

BDI Pharma, Inc. †

Bell Medical Services, Inc.

Berna Products

Bollinger, Inc.

BookWear®

California Family Health Council, Inc. †

Cellestis, Inc.

Centers for Disease Control and Prevention

CIGNA

Combined Insurance Company †

Consolidated Health Plans

Core Institute

Dispensing Solutions, Inc.

EHS

FairChoice Systems †

FDA Office of Women's Health

Feminist Majority Foundation †

Focus Diagnostics

FONEMED †

Food and Drug Administration/Center for Drug Evaluation and Research

GlaxoSmithKline

GM Southwest

Health Edco

Highland Campus Health Group

Hulse/QM®

Kalos, Inc.

Koozala

Macori, Inc.

The Maksin Group § †

Maxim Health Systems

Medicat, LLC § †

Mercer Health & Benefits, LLC

Merck & Co., Inc.§

The Monday Campaigns

Moore Medical

MyStudentBody/Inflexion, Inc.

National Behavioral Intervention Team Association (NaBITA)

National Cervical Cancer Coalition

National Institute of Allergy and Infectious Diseases

National Institute on Drug Abuse (NIDA)

Nationwide Specialty Health § †

NCHEC, Inc.

Niagara National, Inc.

NOPE Task Force

Nuesoft †

Nurse Response †

On Call International

Orchard Software Corporation

Oxford Immunotec, Inc.

Pharmedix

Point and Click Solutions †

Provista

publicidentity, Inc.

PyraMED Health Systems †

Rapid Pathogen Screening, Inc.

Regional Call Center Services

Renaissance Insurance Agency, Inc. §

Routledge Journals §

R&S Northeast

San Diego State University e-CHECKUP TO GO

Screening for Mental Health

Sprint

Student Assurance Services, Inc.

Student Health 101

Substance Abuse and Mental Health Services Administration (SAMHSA)

Teva Women's Health

Total Access Group, Inc.

Trojan® Brand Condoms

Trustway T.E.A.M. Services

UnitedHealthcare StudentResources §

University of North Carolina-Greensboro

USI Affinity Collegiate Insurance Resources

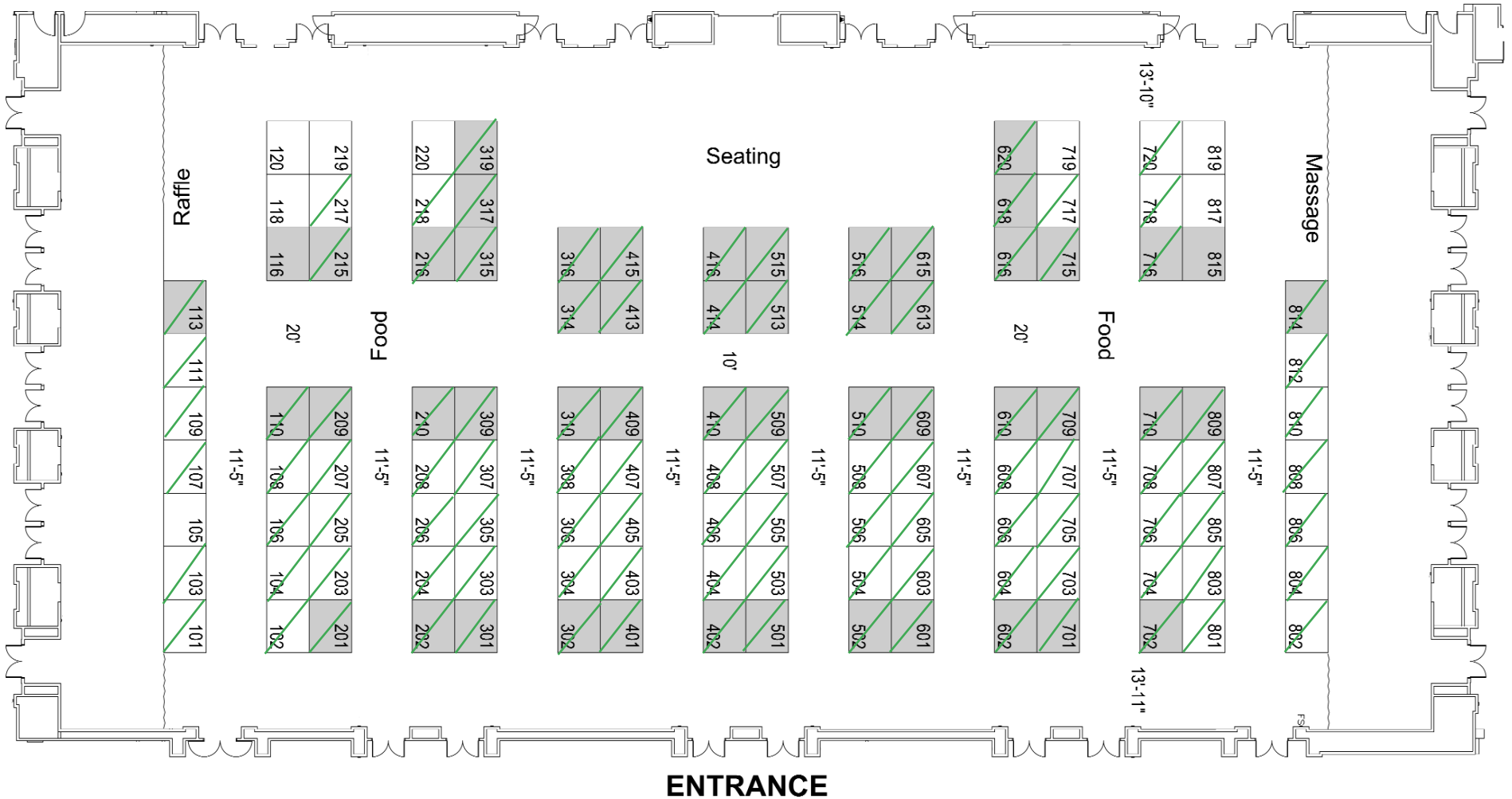
Vericord

Wells Fargo Insurance Services

# ACHA 2011 Annual Meeting

## Exhibit Hall Floor Plan

### JW Marriott Desert Ridge, Grand Canyon Ballroom



✓ = SOLD (as of 5/2/11) [CLICK HERE](#) to see the list of companies by booth number.

■ Prime Booth Rate Applies

All booths are 8' deep x 10' wide

All booths face left or right towards vertical aisles\*

\*Optional: Island configuration may be used if purchasing 4 booths below seating area (314/316/413/415, 414/416/513/515, or 514/516/613/615)

# Exhibitor Contract

For Office Use Only	
CR _____	PR _____
CL _____	PP _____
_____	<div style="border: 1px solid black; width: 100px; height: 30px;"></div>
42153031E11	

## 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 <b>STANDARD</b> BOOTH FEE	8 X 10 <b>PRIME LOCATION</b> BOOTH FEE
Commercial Organization .....	_____ x \$1,595	_____ x \$1,755
Commercial Organization that is an ACHA <b>2011 Sustaining</b> Member .....	_____ x \$1,275	_____ x \$1,400
Nonprofit Organization .....	_____ x \$1,000	_____ x \$1,100
Nonprofit Organization that is an ACHA <b>2011 Sustaining</b> 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 and full payment**. 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 29, 2011, to receive a refund of fees paid, less a \$150 cancellation fee. No refunds will be given after April 29, 2011.

## SIGN AND SUBMIT TO ACHA

**READ ALL TERMS, CONDITIONS, RULES, AND REGULATIONS** as printed on both sides of this contract, and in the 2011 Exhibiting & Promotional Opportunities brochure, and **indicate acceptance by signing on BOTH SIDES**.

**RETURN BOTH SIDES of this contract with payment to:**

ACHA 2011 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 2011**

**Exhibiting & Promotional Opportunities brochure.** Signature \_\_\_\_\_ Date \_\_\_\_\_

(OVER)

## ACHA 2011 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 2011 Exhibiting & Promotional Opportunities brochure and all the Terms, Conditions, Rules and Regulations enclosed herewith.

The signer of this contract also agrees to share the 2011 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 2011 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 2011 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.

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*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.*

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### 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 JW Marriott Desert Ridge Resort and Spa 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 marshall. 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 Phoenix Fire Department are not permitted.

### LIABILITY

Exhibitor shall be fully responsible to pay for any and all damages to property owned by JW Marriott Desert Ridge Resort and Spa, 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, JW Marriott Desert Ridge Resort and Spa, 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 JW Marriott Desert Ridge Resort and Spa 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 JW Marriott Desert Ridge Resort and Spa 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](http://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.

**Eligibility:** In all instances, exhibitor registrations, whether complimentary or paid, will be issued only to bona fide employees 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. All badges will be printed in the name 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 2011 Exhibiting & Promotional Opportunities brochure.** Signature \_\_\_\_\_ Date \_\_\_\_\_

# Sponsorship Request Form

## Submit your request to become an ACHA 2011 Annual Meeting Sponsor

### General Information

- The start date for the sponsorship process is **Monday, November 8, 2010, 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/AnnualMeeting11](http://www.acha.org/AnnualMeeting11).
- 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 8, 2010, review the items and events available for sponsorship on our website at [www.acha.org/AnnualMeeting11](http://www.acha.org/AnnualMeeting11).
- Complete the Sponsorship Request Form attached.
- **On or after Monday, November 8, 2010, 12:00 noon (EST)**, email the completed form (Subject: 2011 Sponsorships) to:
  - Email: [SponsorRequest@acha.org](mailto:SponsorRequest@acha.org)
- No offers will be accepted if they are received before noon on 11/8.
- 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](mailto: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 2011 Annual Meeting will be accepted beginning Monday, November 8, 2010, at 12:00 noon (EST).

- I am interested in sponsoring **just one** item or event, which I have ranked below in order of preference (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, etc.).
- I am interested in sponsoring **more than one** item or event, which I have ranked below in order of preference (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 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

- \_\_\_ Registration Tote Bags (\$10,000)
- \_\_\_ Name Badge Holders (\$7,500)
- \_\_\_ Opening General Session (\$7,500)
- \_\_\_ Notepads (\$6,000)

### Group B

- \_\_\_ Seated Massage (\$6,000)
- \_\_\_ Opening Breakfast with Exhibitors (\$5,000)
- \_\_\_ Friday Morning Continental Breakfast (\$4,000)

### Group C

- \_\_\_ Saturday Morning Continental Breakfast (\$3,000)
- \_\_\_ 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)

For Office Use Only

Pre  Fin  Both

IR \_\_\_\_\_ PR \_\_\_\_\_

AR \_\_\_\_\_ PP \_\_\_\_\_

45903031V11 \_\_\_\_\_

# Advertising Insertion Order

Organization Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Yes, we would like to advertise in ACHA's 2011 Annual Meeting program(s).**

**Preliminary Program only**

Circulation: in mail March 1, 2011 to 4,000 health professionals, including entire ACHA membership  
**Space Reservation Deadline: January 5, 2011**  
**Artwork Deadline: January 22, 2011**

**Final Program only**

Circulation: distributed onsite at annual meeting to approximately 1,800 attendees  
**Space Reservation Deadline: March 19, 2011**  
**Artwork Deadline: April 16, 2011**

**Both Programs**

**Applies only to a double insertion of the same ad artwork**

## AD SIZES/RATES

Cover and interior color positions are sold on a first-come, first-served basis. You will be contacted if your selection is no longer available.

**Half-page Back Cover, Preliminary Program only (color) -**

bleed size 8.625"w x 5.625"h; image area 8"w x 5"h

**Full-page Back Cover, Final Program only (color) -**

bleed size 8.625"w x 11.25"h; image area 8"w x 10.5"h

**Inside Front Cover (color) -** bleed size 8.625"w x 11.25"h; image area 8"w x 10.5"h

**Inside Back Cover (color) -** bleed size 8.625"w x 11.25"h; image area 8"w x 10.5"h

**Full-page Interior (color) -** bleed size 8.625"w x 11.25"h; image area 8"w x 10.5"h

**Full-page Interior (b/w) -** bleed size 8.625"w x 11.25"h; image area 8"w x 10.5"h

**Half-page Interior (b/w) -** no bleed; image area 7.5"w x 4.5"h

<u>Single Insertion</u>	<u>Double Insertion</u>
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<input type="checkbox"/> \$1,800	}	<input type="checkbox"/> \$3,250* <b>SOLD</b>
<input type="checkbox"/> \$2,000	}	
<input type="checkbox"/> \$1,500		<input type="checkbox"/> \$2,550 <b>SOLD</b>
<input type="checkbox"/> \$1,500		<input type="checkbox"/> \$2,550 <b>SOLD</b>
<input type="checkbox"/> \$1,250		<input type="checkbox"/> \$2,125 <b>SOLD</b>
<input type="checkbox"/> \$750		<input type="checkbox"/> \$1,275
<input type="checkbox"/> \$530		<input type="checkbox"/> \$900

Subtotal (from selection above) \$ \_\_\_\_\_

\*Must furnish separate half-page and full-page ads for back cover double insertion

Less 10% for ACHA Sustaining Members (\$ \_\_\_\_\_)

**TOTAL DUE** \$ \_\_\_\_\_

## PAYMENT

\_\_\_ check (payable to the American College Health Association)

\_\_\_ credit card    \_\_\_ Visa    \_\_\_ MasterCard    \_\_\_ American Express

Card number \_\_\_\_\_ Card Security Code (from back of card) \_\_\_\_\_ Exp. date \_\_\_\_\_

Cardholder name \_\_\_\_\_

Cardholder signature \_\_\_\_\_

## ARTWORK SPECIFICATIONS

- Ads will be printed as is from furnished files. ACHA will not design or format ads nor be responsible for quality of original files.
- Digital artwork is accepted via e-mail or PC-formatted CD in these formats: TIFF, PDF, and EPS files that have embedded fonts and are optimized for print. Ads must be accompanied by hard copy proof.

## TERMS

ACHA reserves the right to refuse advertisements. Advertisers 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 mean, except with the prior written permission of ACHA.

Send insertion order, artwork, or questions to:

Lisa Pitrone, Production Manager  
 tel: (410) 859-1500, ext. 221  
 fax: (410) 859-1510  
 e-mail: lpitrone@acha.org

ACHA 2011 Meeting Advertising  
 891 Elkridge Landing Road, Suite 100  
 Linthicum, MD 21090**SOLD**



American College Health Association



American College Health Association

## Sustaining Membership Application

For the membership year January 1, 2011 through December 31, 2011

COMPLETE THIS FORM IN ITS ENTIRETY AND RETURN IT WITH YOUR DUES PAYMENT TO: Membership Coordinator, American College Health Association, 891 Elkridge Landing Road, Suite 100, Linthicum, MD 21090, or fax to (410) 859-1510, or email to membership@acha.org. Contact ACHA at (410) 859-1500 or membership@acha.org if you have questions. Thank you for your continued commitment to and support of college health.

### I. GENERAL INFORMATION

**Note: All sustaining membership applications are subject to approval by the ACHA Executive Committee.**

Organization Name \_\_\_\_\_  
 Contact Person Last Name \_\_\_\_\_ First Name \_\_\_\_\_ Middle Initial \_\_\_\_\_  
 Title \_\_\_\_\_ Degree (s) \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country (if not USA) \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_ Web Address \_\_\_\_\_

#### 1. Review exclusion options carefully:

Check here to be excluded (opt-out) from mailing label runs requested by outside companies/groups.

**ACHA and its affiliates and sections use member email addresses solely for the purpose of communicating association business or college health related news to its members.** By opting out, you will no longer receive important email communications or updates from the association. Your email address will **never** be furnished to outside organizations/companies.

Check here to be excluded (opt-out) from ACHA broadcast emails.

### II. ORGANIZATIONAL INFORMATION

#### 2. Furnish background information on your company, including the products and services you provide.

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

#### 3. Indicate your level of involvement with ACHA (Check all that apply):

exhibitor  
 sponsor

advertiser  
 Other \_\_\_\_\_

### III. MEMBERSHIP CATEGORY

#### 4. Select from the sustaining membership options below.

**Nonprofit Sustaining Membership - \$425/year**

Any nonprofit or charitable giving association or organization interested or involved in the college health field but not directly associated with a profit-making business (i.e., the nonprofit branch and/or foundation of a for-profit organization is not eligible for this membership category) may apply for American College Health Association membership.

**For-Profit Sustaining Membership - \$1,900/year**

Any for-profit association, organization, or business interested or involved in the college health field is eligible to apply for American College Health Association membership in this category. Each branch office of a business is considered independent of the parent company for membership purposes and must apply for their own membership privileges.

**IV. DUES**

5. Enter the amount from the membership category selected on side one.

Total due to ACHA:

\$ \_\_\_\_\_

**V. PAYMENT METHOD**

Check Enclosed (payable to ACHA)     Purchase Order No. \_\_\_\_\_

Charge my:     American Express     Visa     MasterCard

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Card Security Code \_\_\_\_\_

Cardholder's Name \_\_\_\_\_ Signature \_\_\_\_\_

Billing Contact \_\_\_\_\_ Phone # \_\_\_\_\_

***Credit card payment receipts will be emailed to the contact person indicated on side one.***