EXHIBITING AND PROMOTIONAL OPPORTUNITIES

JOIN US AT THE SAN FRANCISCO MARRIOTT MARQUIS FOR THE LARGEST CONFERENCE SPECIFICALLY FOR COLLEGE HEALTH PROFESSIONALS!

ACHA 2016
SAN FRANCISCO | MAY 31 - JUNE 4
Framing the Future For COMPREHENSIVE CARE
Become a Valued Exhibitor, Sponsor, or Advertiser*

Among the many benefits you’ll receive will include:

• Increased exposure of your organization’s valuable products or services to the health professionals who care for the needs of the nation’s more than 20 million college and university students.

• Increased visibility among influential decision-makers at colleges and universities across the country.

• Repeated acknowledgement in on-site materials 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.

• Being part of a community committed to innovation and thought leadership.

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

The expected attendance for the 2016 Annual Meeting is 1,900.

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.

2015 Meeting Attendees by Area of Practice*

<table>
<thead>
<tr>
<th>Area of Practice</th>
<th>Number of Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrator</td>
<td>503</td>
</tr>
<tr>
<td>Health Educator</td>
<td>307</td>
</tr>
<tr>
<td>Nurse</td>
<td>276</td>
</tr>
<tr>
<td>Physician</td>
<td>207</td>
</tr>
<tr>
<td>Nurse Practitioner</td>
<td>205</td>
</tr>
<tr>
<td>Nurse Director</td>
<td>142</td>
</tr>
<tr>
<td>Psychologist</td>
<td>87</td>
</tr>
<tr>
<td>Student</td>
<td>76</td>
</tr>
<tr>
<td>Counselor</td>
<td>72</td>
</tr>
<tr>
<td>Physician Assistant</td>
<td>31</td>
</tr>
<tr>
<td>Social Worker</td>
<td>31</td>
</tr>
<tr>
<td>Pharmacist</td>
<td>27</td>
</tr>
<tr>
<td>Medical Records Specialist</td>
<td>26</td>
</tr>
<tr>
<td>Dietitian/Nutritionist</td>
<td>24</td>
</tr>
<tr>
<td>Computer Specialist</td>
<td>22</td>
</tr>
</tbody>
</table>

*Attendees could choose more than one response

ATTENDEE FAST FACTS

In a survey of 2015 Annual Meeting attendees:

- 92% of respondents visited the Exhibit Hall, 50% visiting three or more times!
- 68% 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, 53% of respondents expect to make use of a resource, service, or product from an exhibiting vendor within the next year.
- 38% of respondents serve more than 10,000 students annually at their health center and 21% serve 5,000-10,000 annually.
SPECIAL INTERESTS OF ATTENDEES

- Accreditation and certification
- Administrative services
- Alcohol, tobacco, and other drugs
- Alternative health practices
- Campus safety
- Contraceptives
- Consulting services
- Counseling materials
- Crisis management
- Eating disorders
- Electronic medical/health records
- Gay, lesbian, bisexual, and transgender issues
- HIV treatment/prevention
- Information management
- Insurance plans
- 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/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
- Sports medicine supplies
- Testing services
- Textbooks
- Uniforms and protective wear
- Vaccine-preventable diseases
WHY EXHIBIT?

• Take advantage of the opportunity to meet buyers from college campuses across the country and introduce them to your products and services.
• Gain exposure and network with your peers.
• Generate publicity and enhance your profile as a trusted brand and market leader.
• Build your prospect list when you make contacts with attendees.
• Be part of a unique event dedicated to helping college health professionals provide the highest quality care and services to their campus communities.

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 20 million college and university students. Exhibiting at the American College Health Association’s 2016 Annual Meeting in San Francisco is your best opportunity to target this powerful group!

On average, 1,900 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.

EXHIBIT BENEFITS

• Access to an expected 1,900+ core personnel in student health nationwide
• Pre-conference promotion and advertising in publications, websites, emails, and social media
• 15½ hours of exhibit time
• Meals and snacks for attendees served right in the Exhibit Hall
• Two free attendee mailing lists—one at 30 days pre-meeting and one post-meeting
• Free organizational listing and description included in the conference mobile app
• Two free full meeting registrations per booth—a $1,400 value
## EXHIBIT FEES (FOR BOOTHs RESERVED BY APRIL 1, 2015)

Refer to the floor plan

<table>
<thead>
<tr>
<th></th>
<th>8’ x 10’ STANDARD Booth Fee</th>
<th>NUMBER OF COMPLIMENTARY REGISTRATIONS* INCLUDED in booth fee</th>
<th>ADDITIONAL EXHIBITOR REGISTRATIONS*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Organization</td>
<td>$1,760</td>
<td>2 registrations per booth</td>
<td>$300 each</td>
</tr>
<tr>
<td>Commercial Organization that is an ACHA 2016 Sustaining Member</td>
<td>$1,400</td>
<td>2 registrations per booth plus 4 more for being a corporate sustaining member</td>
<td>$300 each</td>
</tr>
<tr>
<td>Nonprofit Organization</td>
<td>$1,080</td>
<td>2 registrations per booth</td>
<td>$300 each</td>
</tr>
<tr>
<td>Nonprofit Organization that is an ACHA 2016 Sustaining Member</td>
<td>$ 870</td>
<td>2 registrations per booth plus 1 more for being a nonprofit sustaining member</td>
<td>$300 each</td>
</tr>
<tr>
<td>ACHA Member Institution</td>
<td>$ 360</td>
<td>0 (Institution's representatives must register as regular meeting attendees and pay applicable fees.)</td>
<td>N/A</td>
</tr>
</tbody>
</table>

*All exhibitor registrations are full meeting registrations, allowing participation in all nonticketed events and sessions. **ALL** exhibitor staff must be registered. There is no “Exhibit Hall Only” registration available.

Participate as a meeting SPONSOR** and receive three ADDITIONAL COMPLIMENTARY registrations!

**Advertising purchases do not apply.
**BECOME AN ACHA SUSTAINING MEMBER AND RECEIVE REDUCED RATES!**

With an ACHA sustaining membership you can:

- Save 20% on your exhibit booth fees.
- Receive additional free exhibitor registrations at no charge.
- Take 10% off advertising rates for the meeting’s Preliminary and Final Programs and *Action*, the quarterly newsletter.
- Save up to 40% on our brochures 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 resources on our website*, offering a searchable membership directory.
- Receive reduced fees for ACHA mailing lists to target the college health market.

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

*Subject to the use restrictions as posted
### Reserving Booth Space

- Complete and submit the attached Exhibitor Contract and payment.
- Space assignments are made on a first-come, first-served basis in the order in which signed contracts are received by ACHA.
- ACHA reserves the right to determine eligibility of all applicants.
- The deadline for booth reservations is April 29, 2016, pending availability.

### Confirmation/Cancellation

- Exhibitors will receive email confirmation approximately two weeks after contract and payment have been received by ACHA.
- Booth space cancellations must be made in writing prior to April 29, 2016. 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, 2016. No exceptions.

### Exhibit Schedule

The ACHA Exhibit Hall will be located in the host hotel, San Francisco Marriott Marquis. Strict adherence to the following schedule is required and will be enforced per the terms and conditions of the Exhibitor Contract.

#### Wednesday, June 1

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 PM - 6:00 PM</td>
<td>Exhibitor Move-in</td>
</tr>
</tbody>
</table>

#### Thursday, June 2

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 AM - 4:00 PM</td>
<td>Exhibition Open</td>
</tr>
<tr>
<td>7:00 AM</td>
<td>Breakfast served in the exhibit hall (complimentary)</td>
</tr>
<tr>
<td>3:15 PM</td>
<td>Refreshment break served in the exhibit hall (complimentary)</td>
</tr>
</tbody>
</table>

#### Friday, June 3

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 AM - 1:30 PM</td>
<td>Exhibition Open</td>
</tr>
<tr>
<td>7:00 AM</td>
<td>Breakfast served in the exhibit hall (complimentary)</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>ACHA Raffle conducted in the exhibit hall</td>
</tr>
<tr>
<td>1:30 PM - 6:00 PM</td>
<td>Exhibitor Move-out</td>
</tr>
</tbody>
</table>
Booth Specifications

Each booth includes:

- 8’ deep x 10’ wide space with 8’ high draped back wall and 3’ high draped side walls
- 7” x 44” booth identification sign with your company name

Booths DO NOT include table, chairs, other furnishings, electrical power, internet access, or other services. A furniture package can be ordered on the Exhibitor Contract or furnishings and other services can be ordered through the Exhibitor Services Manual (available late March 2016).

Exhibitor Badge Registration

- All exhibitor representatives must be registered for the meeting.
- See the Exhibit Fees table on page 6 for the number of complimentary exhibitor registrations you will be allotted. Each additional exhibitor will pay a $300 registration fee.
- An individual may only register as an exhibitor if they are a bona fide employee of the organization named on the Exhibitor Contract.

- 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 or guest pass available.

Venue/Lodging

All educational sessions and the exhibition will take place at the San Francisco Marriott Marquis.

Exhibitors are responsible for making their own lodging reservations.

San Francisco Marriott Marquis
55 Fourth Street
San Francisco, CA 94103

Single/Double Occupancy: $227, plus applicable taxes
Triple Occupancy: $247, plus applicable taxes
Quadruple Occupancy: $267, plus applicable taxes

Making Reservations

You will receive a link through which to make room reservations in late January 2016 from the ACHA Exhibits Manager. You must go through this link to get the conference rate.

Important: ACHA has no official rooms broker and there is only one way to book rooms at the guaranteed group room rate which is through the link that you will receive from the ACHA Exhibits Manager in January 2016 or after reserving your booth. ACHA cannot guarantee reservations made through any other means. Individuals transacting with any third party companies do so at their own risk, independent of any guarantee by ACHA. If you are contacted by any company claiming to represent ACHA or its annual meeting regarding lodging or travel, please contact lipitrone@acha.org—with as much detail as you can obtain (name of company that contacted you, individual’s name, a phone number, or email address, etc.).

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.

Continues next page...
**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, whether complimentary or paid, are full meeting registrations and allowed 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 2016 from the ACHA Exhibits Manager on how to submit this information online.

**Booth and Hall**

**When will the Exhibitor Services Manual be available?**

The manual will be available online at the end of March 2016. You will be notified by email.

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**Does my booth come with a table and chairs?**

No. A furniture package can be ordered on the Exhibitor Contract or furnishings can be ordered through the Exhibitor Services Manual (available late March 2016).

**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 in island configuration.

**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. You can request a Certificate of Attendance through the online General Meeting Evaluation.

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**IMPORTANT DATES TO REMEMBER**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>December</td>
<td>Reservations for booths, ad space, and sponsorships begin!</td>
</tr>
<tr>
<td>February</td>
<td>Hotel room reservations begin! Watch your email inbox for the announcement.</td>
</tr>
<tr>
<td>January 20</td>
<td>Insertion deadline for advertising in the Preliminary Program</td>
</tr>
<tr>
<td>March 25</td>
<td>Insertion deadline for advertising in the Final Program</td>
</tr>
<tr>
<td>March 31</td>
<td>Exhibitor Services Manual becomes available</td>
</tr>
<tr>
<td>March 31</td>
<td>Deadline to submit company description for the conference mobile app</td>
</tr>
<tr>
<td>April 1</td>
<td>Last day to reserve an exhibit booth space without late fee</td>
</tr>
<tr>
<td>April 1</td>
<td>Deadline for meeting sponsorships</td>
</tr>
<tr>
<td>April 29</td>
<td>Deadline for exhibit booth space reservations and cancellations</td>
</tr>
<tr>
<td>May 16</td>
<td>Last day to pre-register your exhibit booth staff</td>
</tr>
</tbody>
</table>
SPONSORSHIP OF THE ACHA ANNUAL MEETING IS AN EXCELLENT WAY TO GET YOUR NAME IN FRONT OF ALL ATTENDEES!

This is a great way to gain exposure and enhance your organization’s profile among college health professionals.

ACHA provides equal opportunity for sponsorship support of our annual conference to companies in the college health marketplace! Organizations seeking exposure to our audience of college health leaders may acquire sponsorship visibility via a general sponsorship contribution of $6,500 to ACHA.

To become a Meeting Sponsor, complete the attached Sponsor Request Form and return it to lpitrone@acha.org or 410-859-1510 (fax).

Sponsorship will be accepted* through April 1, 2016. (Companies responding after this date may not receive all of the benefits listed to the right.)

*Acceptance of sponsors, flyers, and take-one items is at the sole discretion of ACHA.

SPONSOR BENEFITS

Each Meeting Sponsor will receive the following exposure and recognition benefits:

- A flyer* that you provide will be inserted into the meeting registration tote bags.
- A take-one item* that you provide will be available at the Annual Meeting Sponsors Table (limited to giveaways such as pens, notepads, lip balm, etc.; no printed promotional flyers accepted for the Sponsors Table).
- Your organization’s name and/or logo will be prominently featured on the Annual Meeting Sponsors Table display.
- Your organization’s name and/or logo will be listed on the Exhibit Hall entrance sign.
- Your organization will be recognized as a meeting sponsor in the conference mobile app.
- Your organization’s name and/or logo will be prominently featured in the Final Program—the only resource for complete program and networking information.
- An “Annual Meeting Sponsor” ribbon will be attached to your name badge.
- Your organization’s name and/or logo will be featured on our annual meeting and registration websites.
- Your organization will be acknowledged in our Action member newsletter (circulation 2,500+) following the meeting.
Reserve your ad space today by completing the attached advertising insertion order.

**FIRST INSERTION DEADLINE IS JANUARY 20!**

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. This is a perfect way to target ACHA members and prospective attendees in advance.

The **Final Program**, distributed on-site to every registrant, is our attendees’ main resource for hotel information and session and event times and locations. And, if you are a 2016 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.

**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. Download the list rental order form, or email membership@acha.org for more information.

**ADVERTISE ALL YEAR LONG IN THE ACHA MEMBER NEWSLETTER.**

Use the attached insertion order to reserve your space today. Visit the Action Advertising webpage or contact dwoodard@acha.org for more details.
We greatly appreciate the participation of the following organizations who exhibited with us in Orlando.

AAAHC (Accreditation Association for Ambulatory Health Care) §
Academic HealthPlans, Inc.
Academic Insurance Solutions, LLC
ACM Medical Laboratory
Aetna Student Health ‡ §
Afaxys Pharmaceuticals
AIG ‡ §
Anda
Ansell Healthcare Products LLC
Ascension Collegiate Solutions
Association of Professional Piercers
Barney & Barney
Bedside
Beyond the Pill, UCSF Bixby Center for Global Reproductive Health
California Family Health Council Co-op
Caution Wear Corp.
CDC Travelers’ Health
CDC/DHAP
Center for Change
Centers for Disease Control, Division of STD Prevention (GYT)
Chembio Diagnostic Systems, Inc.
Christie Student Health
Columbia Southern University
Commercial Travelers
Consolidated Health Plans
Core Institute
Diagnostics Direct
Empowered Youth Engagements
Enovative Technologies
Expo Enterprise Inc.
FDA Office of Women’s Health
Feel Good, Inc.
Feel Your Boobies Foundation
Female Health Company
FONEMED
Forward Momentum
Future Health
Galderma Laboratories, L.P.
Global Protection Corp.
Go Ask Alice!, Columbia University
Hawaiian Moon
Hazelden
Healthmate International, LLC
Henry Schein, Inc. §
InstyMeds
Kalos, Inc.
Kognito
Legacy
Lifetime Adoption Foundation
McCallum Place Eating Disorder Centers
Medical Healthcare Solutions, Inc.
Medicat, LLC ‡ §
MedPass Health, LLC ‡
Men’s Health Network §
MMCAP—Minnesota Multistate Contracting Alliance for Pharmacy
Moore Medical
NASPA—CU Thrive
National Center for Health Statistics
National Commission for Health Education Credentialing
Nationwide ‡ §
New Directions
Northwind Pharmaceuticals
NueMD §
Orasure Technologies
Otto Trading, Inc.
Oxford Immunotec
Partnership for a Healthier America
PaxVax
Pfizer
Pharmedix
Point and Click Solutions §
Possibilities for Change
PowerDMS
PyraMED Health Systems
Qualitest Pharmaceuticals
R&S Northeast
Rome Foundation
Routledge Journals
Sex Ed Boot Camp
Shift Health Paradigms Ltd.
Student Assurance Services, Inc.
Student Educational Benefit Trust ‡
Student Health 101 §
TAO Connect, Inc.
Testicular Cancer Awareness Foundation
The Allen J. Flood Companies, Inc.
The Alliance for Eating Disorders Awareness
The Long Acting Reversible Contraception Program at ACOG
The National Alliance to Advance Adolescent Health
Total Access Group, Inc.
Trojan
UnitedHealthcare Student Resources ‡
USI Affinity Collegiate Insurance Resources
VisualDX

§ = Also an ACHA Sustaining Member
‡ = Also a 2015 Annual Meeting Sponsor

THANK YOU!

2015 ANNUAL MEETING EXHIBITORS
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

Over 800 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
- Booths are 8' deep x 10' wide, unless otherwise noted. (Booths 301, 401, 501, 701, and 717 are 8' x 8')
- All booths face left or right towards vertical aisles.
- Booths may not span/block fire extinguishers (noted “FE”).
ACHA 2016 ANNUAL MEETING | MAY 31-June 4 | SAN FRANCISCO

Exhibitor Contract

Exhibiting Organization Contact Information

Exhibiting Organization Name___________________________________________________________________________________________________
Primary Contact Name* ____________________________________________ Title __________________________________________________________
Address ______________________________________________________________________________________________________________________
City, State, ZIP _________________________________________________________________________________________________________________
Primary Contact Phone* ______________________________________ Primary Contact Email* ________________________________________________
Additional Contact Name* _________________________________________ Additional Contact Email* __________________________________________

*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. This information will not be published to attendees. 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 and compute total fees.

Rate Category                                                                 8x10 Booth Fee (note booth size exceptions on floor plan)
Commercial Organization                                                    _______ X $1,760 = ___________
Commercial Organization that is an ACHA 2016 Sustaining Member             _______ X $1,400 = ___________
Nonprofit Organization                                                      _______ X $1,080 = ___________
Nonprofit Organization that is an ACHA 2016 Sustaining Member             _______ X $870 = ___________
ACHA Member Institution (school)                                            _______ X $360 = ___________

Optional Furniture Package, qty ___ x $125 $
After April 1, 2016 add one-time late fee of $100.00 $

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 payment. ACHA reserves the right to relocate exhibitors.
List the five (5) preferences for booth location per 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:

Accept terms
We (Exhibitor) have read and agree to the Terms, Conditions, Rules, and Regulations as printed on PAGE TWO of this contract AND in the 2016 Exhibiting and Promotional Opportunities brochure.

Signature ______________________________________ Date ______

Cancellations: Booth cancellations must be made in writing prior to April 29, 2016, to receive a refund of fees paid, less a $150 cancellation fee. No refunds will be given after April 29, 2016.

Payment (due in full with this order form)

☐ Check enclosed
Make payable to American College Health Association and mail with this form to: American College Health Association, P.O. Box 419224, Boston, MA 02241-9224
(Do not mail credit card payments to this address.)

☐ Credit Card
Complete and attach the 2016 Credit Card Authorization Form and submit with this contract by email to Lpitrone@acha.org or fax to (410) 859-1510. (Do not mail credit card payments to this address.)

Questions? Contact Lisa Pitrone, Exhibits Manager, Lpitrone@acha.org, (443) 270-4562.

(Continued)
AGREEMENT OF RULES: By signing the application and contract for exhibit space, the exhibiting organization and all its representatives, associates, assistants, and principals [Exhibitors] agree to abide by all of the requirements of the 2016 Exhibiting and Promotional Opportunities brochure and all of the Terms, Conditions, Rules, and Regulations enclosed herewith. The signor of this contract agrees to be responsible for seeing that all Exhibitors abide by all terms.

VIOLATIONS: Each exhibiting organization has only a permissible license to exhibit. If an Exhibitor fails to comply with any term of this contract or lawful directive issued by ACHA in conjunction with operation of the Exhibit Hall, ACHA shall be entitled to apply either or both of the following remedies:

1. ACHA, at its sole discretion, may terminate this license to exhibit and immediately close the exhibit without notice or refund of payment, and/or
2. ACHA, at its sole discretion, may delay processing of the Exhibitor's booth placement for the following year's show until after January 1st of the show year, constituting a low priority booth placement. (This remedy shall automatically be applied to violators of the "Installation and Breakdown" provisions herein.)

All interpretations of the 2016 Exhibiting and 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.

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

- This activity is for educational purposes only and will not promote any proprietary interest of an exhibiting organization (Exhibitor).
- The Accredited Provider (ACHA) is responsible for all decisions related to the educational activity. Exhibitors may not participate in any component of the planning process of an educational activity, including: assessment of learning needs; determination of objectives; selection or development of content; selection of planners, presenters, faculty, authors and/or content reviewers; selection of teaching/learning strategies; evaluation methods.
- All funds or other support associated with this activity will be given with the full knowledge and approval of the Accredited Provider (ACHA). No other funds from the Exhibitor will be paid to the program director, faculty/speakers, or other individuals involved with this educational activity.
- Exhibiting, promoting and selling products or services may not take place before, during, or after an educational activity;
- Marketing or advertisement for exhibits, promotions or sales may not be included within educational activity content (e.g., slides, handouts, enduring materials) and must take place in a location that is physically separated from the area where educational content is delivered.

EXHIBIT ELIGIBILITY: The Exhibitor Contract to reserve booth space is generally approved when the products and services offered by the exhibiting organization are related to the college/university health field and serve the professional interests of attendees to promote the general well-being and health of college students. ACHA reserves the right to deny any exhibit that it considers unsuitable or not within the general character of the meeting.

SUBLETTING OR SHARING OF SPACE: Exhibitors may not sub-license or share space with another organization, partner, subsidiary, or other organization, allow other companies to display products or literature, nor reassign or apportion the whole or any part of their assigned space.

INSTALLATION AND BREAKDOWN: Exhibitors agree to adhere to the move-in and move-out schedule as published in the 2016 Exhibiting and Promotional Opportunities brochure or as amended by ACHA. Exhibitors agree that their booth will remain setup and staffed until the official close of the exhibition. Early booth breakdown or dismantling is prohibited, with the exception of early breakdown approved by show management (ACHA) due to an emergency. Violations of this provision will automatically result in the Exhibitor's diminished priority booth placement for the following year's show as stated under "Violations."

ON-SITE PRODUCT SALES: Prior approval by ACHA is required. Exhibitors may sell products at their booth provided 1) the product or service is related to the college/university health field and serves the professional interest of attendees to promote the general well-being and health of college students and 2) exhibitor remains in compliance with all provisions under Booth Displays and Conduct herein. 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, local laws, or any condition of this contract. Description of prizes and method in which raffle will be conducted should be pre-approved by ACHA.

BOOTH DISPLAYS AND CONDUCT:

- All demonstrations, promotional activities, or engagements with attendees by exhibitors must be confined to the limits of the Exhibitor’s assigned booth. Exhibitors may not approach attendees nor conduct attention-getting activity outside of their designated space.
- Intrusive or aggressive sales practices are prohibited, including calling to visitors passing in the aisles, standing in or at the aisle to corral attendees into the booth, handing out materials to passersby, physically touching visitors without their permission, or applying pushy sales tactics.
- All booth displays and materials must be confined to the limits of the Exhibitor’s assigned space. Any portion of an exhibit that obstructs the view of or interferes with the privilege of other exhibitors, extends beyond the designated booth space, or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions within its booth.
- The use of flashing lights, megaphones, microphones, loudspeakers, side-show tactics, motorized equipment or vehicles such as powered scooters or Segways (with the exception of disabled persons using wheelchairs or a comparable conveyance), or other noisy, disruptive, or potentially hazardous displays or activities is prohibited. Audiovisual equipment may be used provided 1) the sound is kept at a volume not to exceed that of normal conversation, 60 decibels, and 2) sound devices are positioned so as to direct sound into the booth rather than into the aisle.
- Helium balloons, glitters, confetti, live animals (except working dogs assisting disabled attendees) and stick-on decals or other adhesive items are expressly prohibited within the San Francisco Marriott Marquis.

Other displays, personal conduct, or presentation methods not mentioned herein but that, at the sole discretion of ACHA, disrupt the activities of other Exhibitors or the operation of the Exhibit Hall or are objectionable to attendees will not be permitted. Exhibitors are also obliged to comply with any additional rules established by ACHA. Contact ACHA in advance of the meeting if there are any questions about a planned exhibit display or activity.

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, devices that emit open flames, flammable liquids, flammable gases, or any other materials deemed hazardous by the chief of the San Francisco Fire Department are prohibited.

LIABILITY: Exhibitor shall be fully responsible to pay for any and all damages to property owned by San Francisco Marriott Marquis (Hotel) or the American College Health Association (ACHA) or their owners or managers, which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, the San Francisco Marriott Marquis, 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 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, Hotel or any part thereof.

SECURITY: Twenty-four hour general security of the Exhibit Hall will be provided from exhibitor move-in through the closing time of the exhibition. However, neither ACHA, Global Experience Specialists (GES), nor the San Francisco Marriott Marquis is responsible for loss or damage to exhibitor’s equipment and/or products.

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.

BOOTH STAFFING/BADGES: 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 are those who have been issued either a complimentary exhibitor registration from the exhibiting organization’s allotment or have paid the required fees for an additional exhibitor registration. In all instances, exhibitor registrations (badges), 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 organization in the Exhibit Hall. All badges will be printed with the name of the organization named on the Exhibitor Contract.
2016 CREDIT CARD AUTHORIZATION FORM

**Do not submit this form without an accompanying contract or order form**

Exhibiting/Advertising Company Name 

Cardholder’s Name 

Card Billing Address 

City, State, ZIP 

Billing Email (for receipt) 

Phone 

Subtotal from enclosed Exhibitor Contract: $ 

Subtotal from enclosed Ad Insertion Order: $ 

Total to be charged: $ 

Check one: 

___ Visa   ___ Master Card   ___ American Express 

Card Number Exp Security Code 

Cardholder’s Signature

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ACHA 2016 ANNUAL MEETING | MAY 31-June 4 | SAN FRANCISCO
Annual Meeting Program
Ad Insertion Order

Organization Name _____________________________________________________________________________________
Contact Person & Title __________________________________________________________________________________
Address ______________________________________________________________________________________________
City, State, ZIP ________________________________________________________________________________________
Phone ___________________________________________ Email ______________________________________________
Signature ____________________________________________________________ Date ____________________________

Yes, we would like to advertise in ACHA’s 2016 Annual Meeting program(s).

☐ Preliminary Program only (single insertion) Distribution date: On or about March 1, 2016
Space Reservation Due: January 20, 2016
Artwork Due: January 29, 2016

☐ Final Program only (single insertion) Distributed onsite
Space Reservation Due: March 25, 2016
Artwork Due: April 15, 2016

☐ Both Programs (double insertion)

AD SIZES/RATES
Cover positions are sold on a first-come, first-served basis in the order in which insertion order forms are received by ACHA. You will be contacted, in turn, if your selection is no longer available. See page 2 for file specifications. All ads are full color.

<table>
<thead>
<tr>
<th></th>
<th>Single Insertion</th>
<th>Double Insertion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half-page Back Cover, Preliminary Program only</td>
<td>$1,900</td>
<td>$3,400* Sold</td>
</tr>
<tr>
<td>Full-page Back Cover, Final Program only</td>
<td>$2,100* Sold</td>
<td>$3,400* Sold</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$1,575</td>
<td>$2,675* Sold</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$1,575</td>
<td>$2,675* Sold</td>
</tr>
<tr>
<td>Full-page Interior</td>
<td>$1,300</td>
<td>$2,200</td>
</tr>
<tr>
<td>Half-page Interior</td>
<td>$700</td>
<td>$1,150</td>
</tr>
</tbody>
</table>

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

Subtotal (from selection above) $____________________
Less 10% for ACHA 2016 Sustaining Members ($___________________)
TOTAL DUE $____________________

PAYMENT (due in full with this order form)

_____ Check enclosed
Make payable to American College Health Association and mail with this form to:
American College Health Association, P.O. Box 419224, Boston, MA 02241-9224 (Do not mail credit card payments to this address.)

_____ Credit Card
Complete and attach the 2016 CREDIT CARD AUTHORIZATION FORM and submit with this order form by email to Lpitrone@acha.org or fax to (410) 859-1510. (Do not mail credit card payments to the address above.)

TERMS
ACHA reserves the right to refuse advertisements. Advertisers may not use the ACHA name in their ads. 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.

Direct artwork and/or questions to: Lisa Pitrone, Lpitrone@acha.org, (443) 270-4562.
AD MEASUREMENTS AND FILE 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.
- Artwork should be prepared for 4-color CMYK process printing.

FULL PAGE ADS

- Publication size is 8.5" wide x 11" high.
- If extending background artwork to the edges of the page, supply the ad as 8.75" wide x 11.25" high, but keep important imagery and text within 8" wide x 10.5" high to ensure that it will not be cut off when the publication is trimmed.
- If not extending background artwork to the edges of the page, supply the ad as 8" wide x 10.5" high.

HALF PAGE ADS

- Half page ads will not extend to the edges of the page with the exception of the Preliminary Program back cover.
- Half page interior ad size is 7.5" wide x 4.5" high.
- If extending background artwork to the edges of the page for the half page Preliminary Program back cover, supply the ad as 8.75" wide x 5.375" high, but keep text and important imagery within 8" wide x 5" high to ensure that it does not get cut off when the program is trimmed.
Sponsorship Request Form

Submit your request to become an
ACHA 2016 Annual Meeting General Sponsor

Complete this form and return to:
Lisa Pitrone
lpitrone@acha.org
Fax: (410) 859-1510
Ph: (443) 270-4562

Sponsorships will be accepted through April 1, 2016.

Amount: $6,500

Organization Name ____________________________________________________________

Contact Person & Title _________________________________________________________

Address _____________________________________________________________________

City, State, ZIP ______________________________________________________________

Phone ______________________________ Email _______________________________________

Signature ______________________________________________ Date _________________

Check one or both of the following:

☐ I will be providing a flyer for the tote bags (approx. 2,000 quantity; ACHA will advise)
☐ I will be providing a take-one item for the Sponsors Table (quantity will vary based on item; ACHA will advise)

Please do not send payment with this form.

ACHA will send you an invoice for $6,500 after January 1, 2016.

Acceptance of sponsors, flyers, and take-one items is at the sole discretion of ACHA.