

Discover Real - World Solutions to Common ED Problems

ED Benchmarks

2004

Creative Solutions for the Efficient ED • Creative Solutions for the Efficient ED



Emergency Medicine Learning & Resource Center



EXHIBITOR PROSPECTUS



Presented by

Emergency Medicine Learning & Resource Center,
Florida Emergency Medicine Foundation,
Florida College of Emergency Physicians,
Emergency Department Benchmarking Alliance
3717 South Conway Road, Orlando, FL 32812
800-766-6335 | Fax 407-281-4407 | www.femf.org

Audience

Emergency Physicians, Nurse Administrators,
Hospital Administrators, Quality Assurance Administrators,
ED Group Administrators, Physicians in Training and
other health care professionals interested in expanding
their knowledge of ED performance measures.

March 4-6, 2004 | Renaissance Orlando Resort | Orlando, FL

Discover Real World Solutions to Common ED Problems

> Target Audience

Emergency Physicians, Nurse Administrators, Hospital Administrators, Quality Assurance Administrators, ED Group Administrators, Physicians in Training and other health care professionals interested in expanding their knowledge on ED performance measures.

> Conference Highlights

ED Benchmarks 2004 will be held Thursday, March 4, 2003 through Saturday, March 6, 2004 at the Renaissance Orlando Resort at SeaWorld in Orlando, Florida. The conference will emphasize real world solutions to common ED problems. After the conference, attendees will be able to implement concrete plans and strategies to the problems they face in the ED.

> Exhibit Space Benefits & Fee

Included in your Exhibit Fee of \$600.00 will be

- 8'x10' carpeted booth with blue and white draped back and side walls
- One 8' table, 2 side chairs and wastebasket
- Two exhibitor badges
- Booth identification sign

> Exhibit Representatives

Each exhibitor will be entitled to two representatives per exhibit space. Additional badges can be purchased for \$20 each.

> Exhibit Hall Hours

Set-Up

Wednesday, March 3, 6:00pm - 8:00pm

Exhibits Open

Thursday, March 4, 7:00am - 3:00pm

Friday, March 5, 7:00am - 10:00am

Saturday, March 6, 7:30am - 10:00am

Dismantle

Saturday, March 6, 10:00am - 12:00pm

**Food & Beverage for scheduled breaks will be provided in the Exhibit Hall to increase attendee flow and traffic.*

> Assignment of Space

Exhibit space will be assigned upon receipt of completed registration form and registration fee. Application and payment must be received at the FEMF office by February 3, 2004 to reserve space and to be included in the attendee conference materials.

> Sponsorship Opportunities

Put your company in the spotlight! A variety of sponsorship opportunities are available to garner additional exposure for your organization at the 7th Annual ED Benchmarks Conference.

Individual Sponsorship Opportunities:

- Conference Syllabus - \$5,000
- Continental Breakfast - \$3,000
- Refreshment Break - \$1,200
- Marketing Resource Flyer - \$300
- Thursday Networking Luncheon - \$3,000

> Sponsorship Opportunities (cont.)

PLATINUM SPONSOR \$5,000

Pre-conference Promotions

- Full page Advertisement in the Florida College of Emergency Physicians Bimonthly Publication, *EMpulse*
- Corporate Logo prominently featured in conference advertising
- FCEP and FEMF website hyperlinks to sponsoring organization's corporate homepage
- Prospects mailing list provided in digital format

On-site Promotions

- Corporate Logo prominently displayed on conference signage
- Unlimited number of conference badges recognizing Sponsorship
- Priority Exhibit Hall Space provided
- Opportunity to provide a Marketing Resource Flyer at the Conference Resource Table
- Full page Platinum Sponsorship recognition in the Conference Syllabus

GOLD SPONSOR \$2,500

Pre-conference Promotions

- Half page Advertisement in the Florida College of Emergency Physicians Bimonthly Publication, *EMpulse*
- Corporate Logo prominently featured in conference advertising
- FCEP and FEMF website hyperlinks to sponsoring organization's corporate homepage
- Prospects mailing list provided in digital format

On-site Promotions

- Corporate Logo prominently displayed on conference signage
- 4 Conference Badges recognizing Sponsorship
- Priority Exhibit Hall Space provided
- Opportunity to provide a Marketing Resource Flyer at the Conference Resource Table
- Full page Gold Sponsorship recognition in the Conference Syllabus

SILVER SPONSOR \$1,500

Pre-conference Promotions

- Corporate Logo prominently featured in conference advertising
- FCEP and FEMF website hyperlinks to sponsoring organization's corporate homepage
- Prospects mailing list provided in digital format

On-site Promotions

- Corporate Logo prominently displayed on conference signage
- 2 Conference Badges recognizing Sponsorship
- Priority Exhibit Hall Space provided
- Opportunity to provide a Marketing Resource Flyer at the Conference Resource Table
- Full page Silver Sponsorship recognition in the Conference Syllabus

> Exhibit Management

Florida Emergency Medicine Foundation

Jerry Cutchens, Marketing Manager

3717 S. Conway Road

Orlando, FL 32812-7607

Phone (800) 766-6335 x15

Fax (407) 281-4407

jcutchens@femf.org

www.femf.org

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> Exhibit Contractor

The Conference's Exhibit Contractor is GEMS Exposition Management Services. A service kit will be sent to each exhibitor from GEMS upon receipt of the completed registration application and exhibit fee. Additional furniture, electrical, telephony, computer audio/visual services and shipping/storage needs should be ordered directly from GEMS at (407) 438-5002.

> GEMS Information

GEMS Exposition Management Services

11461 S. Orange Blossom Trail Building 5
Orlando, FL 32837
Phone (407) 438-5002
Fax (407) 852-0286
www.gemsevents.com

> Electrical & A/V Equipment

Electrical & Audio/Visual equipment can be rented at the exhibitor's expense by contacting GEMS Exhibition Management Services at (407) 438-5002.

> Conduct of Exhibitors

The character of exhibits is subject to approval of exhibit management (FEMF). The right is reserved to refuse application of firms not meeting the standards required or expected, as well as the right to curtail exhibitors or part of the exhibits which are contrary to the character of the meeting.

> Exhibit Registration Form

Company Name - As to appear on the identification sign

Exhibitor Name(s) - As to appear on the name badge(s)

Address

City, State Zip

Phone

Fax

Email

_____ **Contact me concerning sponsorship opportunities.**

_____ **\$ 600.00 Exhibit Fee**

_____ **\$ 20.00 Additional Representative**

_____ **\$ 75.00 Late Fee After February 3, 2004**

_____ **\$ Total Fees Enclosed**

EXHIBIT FEES TO BE PAID BY CHECK OR VISA/MASTERCARD

Make checks payable to FEMF and mail to 3717 S. Conway Road, Orlando, FL 32812.

Phone: 407-281-7396 or 800-766-6335

Fax your application with the following information to 407-281-4407.

Credit Card Number: _____

Credit Card Type: [] Visa [] Mastercard

Expiration Date: _____ Cardholder Name: _____

Cardholder Signature: _____

> Cancellation Policy

Cancellations and refunds will be made if requested in writing to the Registrar. No refunds will be made after February 3, 2004. For cancellations an administrative fee of \$50.00 will be retained.

> Exhibitor Liability

Exhibitor assumes responsibility and agrees to indemnify and defend the Florida Emergency Medicine Foundation and The Renaissance Orlando Resort and their respective employees and agents against any claims and expenses arising out of the use of the exhibit location. The Exhibitor understands that neither the Florida Emergency Medicine Foundation nor The Renaissance Orlando Resort maintains insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain insurance.

> Tax Information

In accordance with Florida's Tax Statute, Exhibitors must collect 6 % sales tax on sales of tangible personal property purchased within the state. Consult your attorney or the Florida Dept. of Revenue to determine tax exemptions if no sales are made within the state.

> Hotel Information

Renaissance Orlando Resort at SeaWorld

6677 Sea Harbor Drive • Orlando, Florida • 32821-8092

800-380-7917 • Room Rate: \$149 S/D plus tax.

Mention the FEMF ED Benchmarks 2004 room block.

Guest Room Reservations Cut-off Date February 3, 2004

I/We agree to abide by all Rules and Regulations listed and which are part of the agreement between my/our company and the Florida Emergency Medicine Foundation. I/We also agree to comply with ACCME Standards for Commercial Support. You are hereby authorized to reserve space for my/our company for the 2004 ED Benchmarks Conference.

For Office Use Only

Date Rec'd: _____

Amt. Rec'd: _____

Ck #/CC: _____

Booth Assign: _____

Special Req: _____

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