

Pennsylvania Osteopathic Medical Association



Excellence in CME

May 2-4, 2012
Valley Forge Convention Center
King of Prussia, Pennsylvania

Exhibit Information



General Exposition Services Incorporated
(610) 495-8866, fax (610) 495-8870
e-mail info@generalexposition.com



A Note from the Convention Committee...

Greetings!

We welcome you to exhibit at the Pennsylvania Osteopathic Medical Association's 104th Annual Clinical Assembly, scheduled from May 2-4, 2012, at the Valley Forge Convention Center in King of Prussia, Pennsylvania.

For the past seventeen years, our convention has drawn over 1,300 osteopathic physicians, residents, interns and osteopathic medical students. By exhibiting at this meeting, your company will reach POMA members not only in Pennsylvania, but also from adjoining states.

At the POMA Clinical Assembly/Convention, exhibitors can expect plenty of interaction with attendees. Our physicians know that this is the perfect opportunity to easily and conveniently check out hundreds of companies' newest products and services, saving them valuable time.

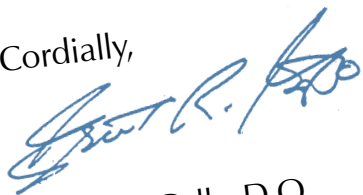
The exhibit hall layout provides your company with maximum exposure for marketing your products/services to the POMA physician. See the opposite page for hall layout and prices.

But hurry — booths are sold on a first-come, first-served basis. We've enclosed an exhibit contract in this brochure for your convenience. Mail or fax it today to the POMA Central Office, 1330 Eisenhower Boulevard, Harrisburg, PA 17111-2395, fax (717) 939-7255.

Questions? Just call the Central Office, (717) 939-9318, and ask for the exhibit coordinator.

We look forward to seeing you at the 104th Annual POMA Clinical Assembly!

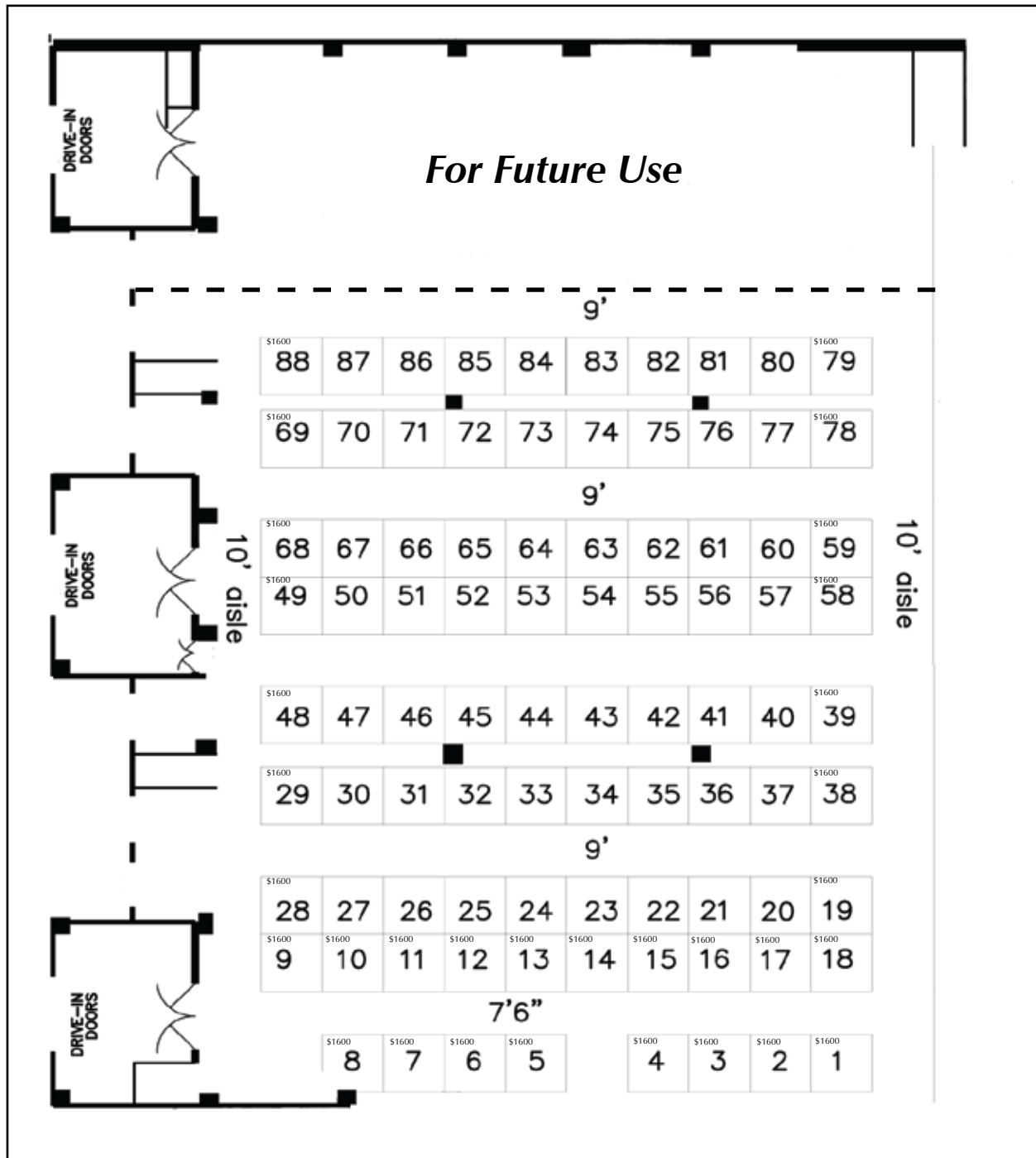
Cordially,



Ernest R. Gelb, D.O.
Chairman, Bureau of Convention &
Professional Meetings



Exhibit Hall Diagram



Booths are \$1500, unless otherwise noted.

Save \$100 when reserving two booths; \$200 for three booths; \$300 for four booths.

- **Save \$100 for each booth reserved on-site for next year!**
- Introduce or reinforce your products or services to 1,100+ physicians...
- Three days of exhibit exposure...

Information You Need...

Exhibit dates & times

The Exhibition Center will be open: May 2, noon until 6:00 p.m.; May 3, 8:00 a.m. until 6:00 p.m.; and May 4, 8:00 a.m. until 5:00 p.m. Times are subject to change.

Application for space

Orders for space are to be made on the official exhibit space contract and will be confirmed in the order of receipt.

Companies with similar products or services will be located in different areas.

When selecting space, please do not concentrate your choices in one area. Indicate those exhibitors whom you do not wish to have next to your booth.

Payment for space

A minimum deposit of \$750 shall accompany the order. The balance is payable no later than January 31, 2012.

Cancellation

Cancellation rules are as follows:

(a) If an exhibitor cancels space 120 or more days prior to the exhibit opening, POMA will retain or collect 30 percent of the exhibitor's total contract obligation.

(b) If an exhibitor cancels space within the 60- to 119-day period prior to the exhibit opening, POMA will retain or collect 60 percent of the total contract obligation.

(c) If an exhibitor cancels space less than 60 days prior to the exhibit opening, POMA will retain or collect up to 100 percent of the exhibitor's contract obligation.

(d) In the event the cancelled spaces are resold and the entire exhibit is sold out, POMA will refund the exhibitor's payments less a \$100 administrative fee.

Booths

Booth sizes are 8' x 10' unless otherwise requested. Special rates are available for companies contracting multiple booths. Booth location and pricing can be found on the floor plan in this prospectus. Each booth will be decorated with a back drape, 3-ft. side rails, a sign, a 6-ft. table, two chairs and a wastebasket. Exhibits over 8' in height will require approval by POMA.

Information on the official decorator, shipments and drayage, labor/installation/dismantling and electrical services will be forthcoming.

Exhibit hall admission

Only persons with official badges will be admitted to the exhibit hall and convention sessions. Uniformed guards will be on duty during exhibit hours to check all badges.

Security

A uniformed guard will be on duty at all times beginning at noon Wednesday, May 2, and continuing until 5:00 p.m. Friday, May 4.

Rules & regulations

POMA reserves the right to make such amendments and additions to these rules and regulations as shall be considered necessary for the proper conduct of the convention. All such rules are made in the best interest of all exhibitors. It is unlikely that any modification of the space allowed, or the diagram, will be necessary. But POMA may make such changes if necessary, making, of course, equitable adjustments with exhibitors. POMA reserves the right to add exhibit space, if necessary.

Exhibit standards

POMA reserves the right to decline or prohibit any exhibit or to remove or eliminate any objectionable exhibit, person, advertisement, souvenir or any other feature or action that might harm or impair the high standards of the convention. Canvassing or distributing advertisement material beyond the exhibitor's own booth is not permitted.

Persons from non-exhibiting firms are prohibited from any detailing within the convention areas of the exhibit hall.

Mode of exhibiting

POMA does not permit exhibiting companies to give away products not manufactured by them as a means of soliciting business. Nor will the offering of premiums, such as television sets, radios, etc., to induce physicians to buy directly from a company be permitted. These practices are declared unethical and any exhibiting company attempting such will have its exhibit and representatives removed from the exhibit hall.

Insurance/liability

Each party involved in the exhibit — exhibit hall owner, leasing association (sponsor) and exhibitor — agrees to be responsible for any claims arising out of its own negligence or that of its employees or agents.

Each party agrees to be responsible for its own property through insurance or self-insurance and shall hold harmless each of the other parties for any and all damage caused by theft and those perils normally covered by a fire and extended coverage policy.

Exhibits of a costly or particularly delicate nature should be called to the attention of the service contractor so that special precautions and care can be given by the maintenance people working in the vicinity of such displays.

No direct selling is permitted

Protection of hotel property

It shall be agreed by the individual exhibitors and any contractors engaged for the purpose of moving exhibits and equipment into and out of the hotel that the hotel shall be compensated for any expense in repairing damages occurring during the handling or movement of such exhibits and equipment off the premises.

Nothing shall be posted on, tacked, nailed, screwed or otherwise attached to the columns, walls, floors or other parts of the building or furniture. Anything in connection therewith necessary or proper for the protection of the building, equipment or furniture therein will be at the exhibitor's expense.

Fire regulations

All materials used in the exhibit hall must be flame-proofed to meet fire regulations. Crepe paper or corrugated paper, flame-proofed or otherwise, will not be permitted.

Noisy/obnoxious equipment

If the operation of any equipment or apparatus produces noise or vibration of sufficient volume or odors found to be annoying to neighboring exhibitors or guests, it will be necessary to discontinue such operation. X-ray equipment may be exhibited but not operated. Volatile or flammable oils, gases, unprotected movie film and other explosive or fire hazard materials are not permitted on the premises.

Public relations

The names of exhibiting firms will be published in *The Journal of the Pennsylvania Osteopathic Medical Association*, in the convention program and in any other promotional literature disseminated to the POMA general membership.

Hotel reservations

A hotel reservation form will be mailed to exhibitors in advance.

Exhibitor registration

Exhibit personnel may register during the following hours: Wednesday, May 2, 8:00 a.m. to 5:00 p.m.; Thursday, May 3, 8:00 a.m. to 5:00 p.m.; and Friday, May 4, 7:30 - 9:00 a.m. Submitting in advance the names of personnel staffing the booths will expedite registration. Registration hours are subject to change.

For Detailed Information

Contact General Exposition Services Incorporated at (610) 495-8866, fax (610) 495-8870 or e-mail info@generalexposition.com.

Questions?

Call POMA at (717) 939-9318, ext. 16.

2012 Exhibit Space Contract
POMA 104th Annual Clinical Assembly — May 2-5, 2012

PLEASE RETURN TO:
Exhibit Coordinator
Pennsylvania Osteopathic Medical Association
1330 Eisenhower Boulevard
Harrisburg, PA 17111-2395
Telephone – (717) 939-9318, ext. 18; Fax – (717) 939-7255

We would like to exhibit at your 104th Annual Clinical Assembly at the Valley Forge Convention Center, King of Prussia, Pennsylvania, May 2-5, 2012. Please enter our order for the following:

1st Choice _____ 3rd Choice _____ 5th Choice _____
2nd Choice _____ 4th Choice _____ 6th Choice _____

We wish to be in close proximity to the following firms: _____

We do not wish to be in close proximity to the following firms: _____

Products or services to be exhibited: _____

THE COST OF AN EXHIBIT BOOTH IS \$1,500 - \$1,600 (see attached)

A MINIMUM DEPOSIT OF \$750 MUST ACCOMPANY YOUR RESERVATION.
PLEASE MAKE CHECKS PAYABLE TO THE PENNSYLVANIA OSTEOPATHIC MEDICAL ASSOCIATION.

_____ We agree to pay the balance no later than January 31, 2012.

CHARGE: Visa ___ Mastercard ___ AmEx ___ No. _____ Exp. Date _____ Amount \$ _____

PLEASE PRINT

Firm _____ Street _____

City & State _____ Zip _____ Telephone (____) _____

E-mail _____ Cell Phone (____) _____

We agree to accept relocation should it become necessary for causes beyond the control of the Exhibit Chairman or advisable in the best judgment of the Exhibit Chairman.

We agree to abide by the rules and regulations
as outlined in the prospectus, which is a part of this contract.

Name _____ Title _____

(please print)

SIGNATURE _____ Date _____

— Any special services must be requested in writing —