

# ADVANCED 2017

EMPOWER >> YOU



CALIFORNIA ACEP

AMERICAN COLLEGE OF EMERGENCY PHYSICIANS

## Sponsor and Exhibitor Prospectus

Saturday, September 23<sup>rd</sup>, 2017

**The Westin Pasadena**

191 North Robles Avenue, Pasadena, California 91101

# ADVANCED 2017

## Welcome to Pasadena

### What is ADVANCED 2017?

California ACEP's annual conference has taken several identities through the years, from the Scientific Assembly to the Annual Assembly and, now, ADVANCED. Instead of a generic CME program, ADVANCED is focused on the latest clinical skills and research, California's unique practice environment, and personal empowerment to help emergency physicians maintain a balanced life outside of their practice.

### Why choose Pasadena?

Pasadena was selected due to its proximity to all points in Southern California, as well as the five major airports within 40 miles. The entire Sponsor and Exhibitor Program will be in the heart of all the action, with all breaks and social activities taking place around the exhibitors.



**California ACEP**  
1121 L Street, #407, Sacramento, CA 95814  
P: 916.325.5455 F: 916.325.5459  
[info@californiaacep.org](mailto:info@californiaacep.org)  
[www.californiaacep.org](http://www.californiaacep.org)



**Sponsor and Exhibitor Program Managed by**  
**The Wheeler Company, LLC**  
P: 916.442.3245 F: 916.442.3616  
Brandon J. Craig  
[bjc@wheelerco.com](mailto:bjc@wheelerco.com)

# ADVANCED 2017

## Table of Contents

### ADVANCED 2017

AGENDA	4
EXHIBITED – Expo Hall Information	5
EXHIBITED – Expo Hall Layout	6
SPONSORED	7 – 8
PROVISIONS	9
EXHIBITED REGISTRATION	10 – 12
SPONSORED REGISTRATION	13 – 15
HOTEL SERVICES	16 – 17

# ADVANCED 2017

## Agenda

Saturday, September 23<sup>rd</sup>, 2017

- 8:00am – 9:00am Continental Breakfast/Early AM Networking – *Exhibitor Touch Point*
- 9:00am – 10:20am General Session  
Welcome Address  
Keynote Address  
Lightning Series Part 1  
Talk 1
- 10:20am – 10:40am Break – *Exhibitor Touch Point*
- 10:40am – 12:00pm General Session  
Talk 2  
Talk 3  
Talk 4  
Lightning Series Part 2
- 12:00pm – 1:20pm Lunch and Awards Program – *Exhibitor Touch Point*
- 1:20pm – 2:40pm General Session  
Lightning Series Part 3  
Talk 5  
Talk 6
- 2:40pm – 3:00pm Break – *Exhibitor Touch Point*
- 3:00pm – 4:00pm General Session  
Talk 7  
Talk 8  
Lightning Series Part 4
- 4:00pm – 5:30pm Farewell Happy Hour – *Exhibitor Touch Point*

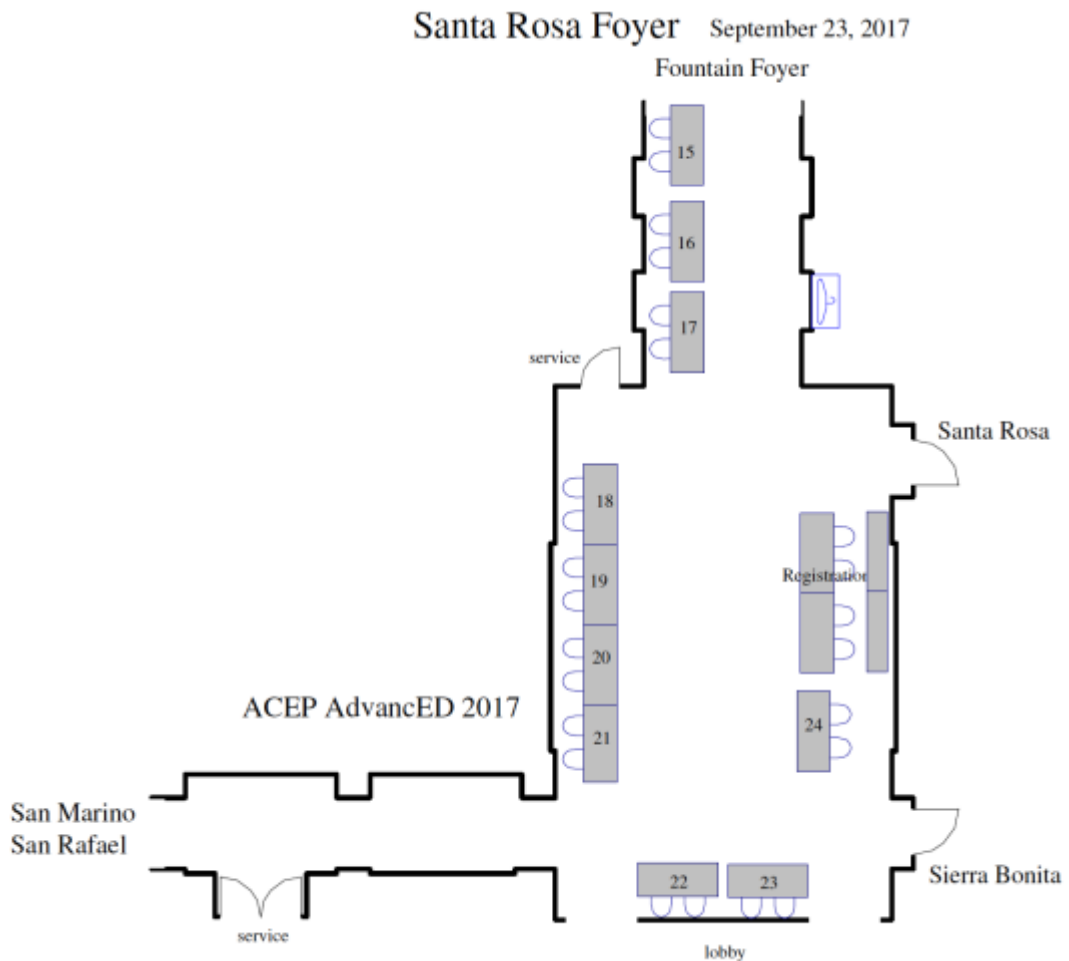
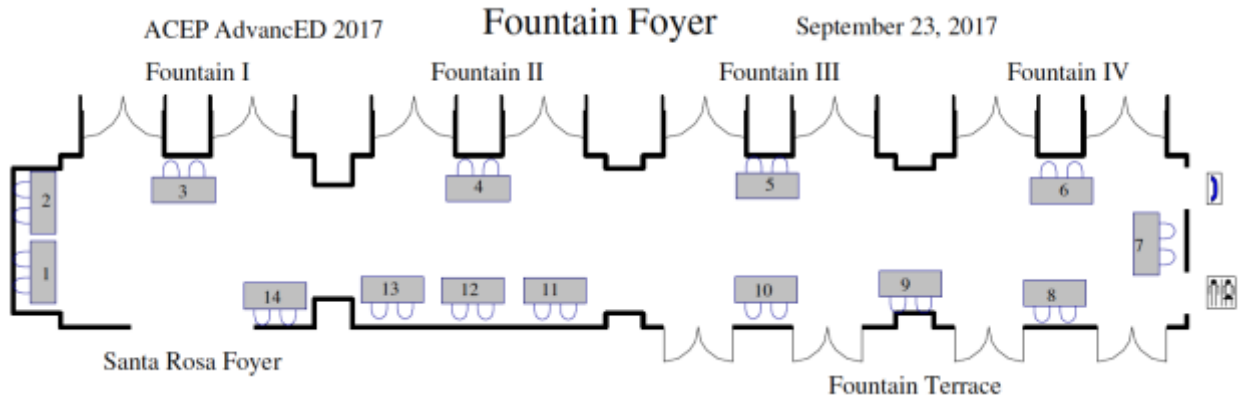
Note: Resident Simulation Track (**SIMULATED**) and Medical Student Track (**MATCHED**) Breakout  
10:00am – 12:00pm, then 1:20pm – 3:20pm

# ADVANCED 2017

## EXHIBITED

<b>Expo Hall Open</b>	Saturday, September 23 <sup>rd</sup> , 2017 – 8:00am – 5:00pm
<b>Table Price</b>	\$950
<b>Projected Attendance</b>	200+ Emergency medicine professionals from around California
<b>Room Rates</b>	Rooms start at \$189/night + taxes and fees <a href="#">Room link here</a> Available on a first-come, first-served basis until August 31 <sup>st</sup> , 2017. Space is limited and not guaranteed.
<b>Nearest Airports</b>	Bob Hope Airport (BUR) – 16 miles (Burbank) Los Angeles International Airport (LAX) – 28 miles Long Beach Airport (LGB) – 30 miles Ontario International Airport (ONT) – 36 miles John Wayne Airport (SNA) – 40 miles (Santa Ana)
<b>Parking</b>	Valet – \$18 Daily or \$17 overnight Self – \$16 Daily or \$12 overnight
<b>Expo Hall Set Up</b>	Saturday, September 23 <sup>rd</sup> , 2017 from 7:00am – 8:00am
<b>Expo Hall Tear Down</b>	Saturday, September 23 <sup>rd</sup> , 2017 after 5:00pm
<b>Registration/Payment Due</b>	Friday, August 25 <sup>th</sup> , 2017
<b>Tables Include</b>	One six-foot draped table Two chairs Two exhibitor badges (additional badges available for \$75) One set of attendee mailing labels Access to Exhibitor Lounge, with complimentary food & beverage Table numbering and listing in conf. exhibitor/sponsor program Listing on conference web page, with link to exhibitor website Acknowledgement in one issue of LIFELINE 50% discount on ad of choice in LIFELINE (used by Dec 2017 issue)
<b>Raffles</b>	Exhibitors are welcome to raffle items at their tables, but must be disclosed to California ACEP in advance of the event.

# ADVANCED 2017 EXHIBITED



# ADVANCED 2017

## SPONSORED

Note: Due to Continuing Medical Education Requirements, sponsorships do not come with exhibiting tables.

*\*Sponsor is responsible for the production and shipping costs associated with the item.*

Items not marked with an asterisk (\*) will include signage near each event or registration.

## Package A - \$2,500

Select one of the following

Conference Bags\*

Conference Lanyards\*

Conference Mobile App

Mobile Device Chargers\*

## Package B - \$1,500

Select one of the following

Educational Track

EMPOWERED > MATCHED > SIMULATED

Reusable Water Bottles\*

Pens\*

Notepads\*

# ADVANCED 2017

## SPONSORED

### Food & Beverage - \$1,500

Select one of the following

Breakfast

Lunch

AM or PM Break  
*Or both for \$2,000!*

Reception Bar or Appetizers  
*Or both for \$2,000!*

### General Sponsorships

Platinum  
\$5,000+

Gold  
\$4,000 - \$4,999

Silver  
\$3,000 - \$3,999

Bronze  
\$2,501 - \$2,999



# ADVANCED 2017

## PROVISIONS

### Sponsors and Exhibitors will provide:

- Company Logo** Please submit a high-resolution company logo to Brandon J. Craig at [bjc@wheelerco.com](mailto:bjc@wheelerco.com). This logo will be used on the website, in LIFELINE, and, if applicable, for signage and e-mails.
- Shipping Info** Shipping confirmation and tracking numbers for all sponsorship items must be provided. Please submit that information to Brandon J. Craig at [bjc@wheelerco.com](mailto:bjc@wheelerco.com).
- Raffle Info** If an exhibitor decides to raffle an item, please submit the item information to Brandon J. Craig at [bjc@wheelerco.com](mailto:bjc@wheelerco.com).

### California ACEP will provide:

- Mailing Labels** California ACEP will provide one (1) set of attendee mailing labels following the conclusion of the event.
- LIFELINE Discount** For sponsorships of \$1,500 or more, sponsors will receive a 50% discount on one (1) advertisement of choice in LIFELINE (must be used within three months of the event).
- LIFELINE Ad** For sponsorships of \$2,000 or more, sponsors will receive a complementary advertisement in one (1) issue of LIFELINE (must be used within three months of the event on a ¼-page, full-color display ad).
- Website Link** California ACEP will list the sponsor/exhibitor on the conference website, with a link to the company's website.
- Recognition** Sponsors and exhibitors will receive acknowledgement in one (1) issue of LIFELINE, recognition on signage during the event, and verbal recognition throughout the event.

# ADVANCED 2017

## EXHIBITED Registration – Page 1 of 3

Fax completed registrations to 916.442.3616 or e-mail to [bjc@wheelerco.com](mailto:bjc@wheelerco.com).

Please complete all fields as you would like them to appear in the directory.

**Company Name** \_\_\_\_\_

Street Address \_\_\_\_\_

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

Company Phone \_\_\_\_\_ Fax \_\_\_\_\_

Company Website \_\_\_\_\_

Company Twitter \_\_\_\_\_

**Contact Name** \_\_\_\_\_

Title \_\_\_\_\_

E-Mail \_\_\_\_\_ Phone \_\_\_\_\_

Address (if different) \_\_\_\_\_

**Onsite Contact Name** \_\_\_\_\_

Title \_\_\_\_\_

E-Mail \_\_\_\_\_ Phone \_\_\_\_\_

Address (if different) \_\_\_\_\_

**Table Choices**      1<sup>st</sup> \_\_\_\_\_      2<sup>nd</sup> \_\_\_\_\_      3<sup>rd</sup> \_\_\_\_\_

Space is allotted on a first-come, first-served basis and California ACEP does not guarantee your top choices.

# ADVANCED 2017

## EXHIBITED Registration – Page 2 of 3

Fax completed registrations to 916.442.3616 or e-mail to [bjc@wheelerco.com](mailto:bjc@wheelerco.com).

**Initials**

**Company** \_\_\_\_\_

\_\_\_\_\_ I understand that my company is responsible for providing a company logo. I understand that, without it, California ACEP will not be able to place the logo on the conference website, relevant signage, or any other places logos would be in use.

\_\_\_\_\_ I understand my company is responsible for submitting full payment on or before Friday, August 25<sup>th</sup>, 2017 and failure to do so may prevent my company from participating in this event.

\_\_\_\_\_ I understand refunds on or before Friday, August 25<sup>th</sup>, 2017 will be assessed a \$50 administrative fee. I further understand refunds after Friday, August 25<sup>th</sup>, 2017 will be 50%, plus an additional \$50 administrative fee.

\_\_\_\_\_ I understand that my company is responsible for the shipping of all materials for use in the Expo Hall.

\_\_\_\_\_ I understand that my company must set up by 8:00am on Saturday, September 23<sup>rd</sup>, 2017. I further understand that my company will not break down until 5:00pm on Saturday, September 23<sup>rd</sup>, 2017, or we may be denied access to future events.

\_\_\_\_\_ I understand that my company will have a six-foot table and displays which extend beyond reasonable dimensions must be removed.

\_\_\_\_\_ I understand that my company will receive mailing labels for all attendees following the conclusion of the event.

\_\_\_\_\_ I understand that the Expo Hall layout may be altered for any reason before the event.

I fully acknowledge all of the above statements and will execute them to my fullest abilities.

**Signature** \_\_\_\_\_

**Date** \_\_\_\_\_

**Printed Name** \_\_\_\_\_

**Title** \_\_\_\_\_

# ADVANCED 2017

## EXHIBITED Registration – Page 3 of 3

Fax completed registrations to 916.442.3616 or e-mail to [bjc@wheelerco.com](mailto:bjc@wheelerco.com).

**Exhibitor Badges** (Two included with registration – Additional available for \$75)

**1. Name** \_\_\_\_\_

Title \_\_\_\_\_

E-Mail \_\_\_\_\_ Phone \_\_\_\_\_

**2. Name** \_\_\_\_\_

Title \_\_\_\_\_

E-Mail \_\_\_\_\_ Phone \_\_\_\_\_

**3. Name (\$75)** \_\_\_\_\_

Title \_\_\_\_\_

E-Mail \_\_\_\_\_ Phone \_\_\_\_\_

**4. Name (\$75)** \_\_\_\_\_

Title \_\_\_\_\_

E-Mail \_\_\_\_\_ Phone \_\_\_\_\_

### TOTALS

Table(s) \_\_\_\_\_

x \$950 = \$ \_\_\_\_\_

Add'l Badge(s) \_\_\_\_\_

x \$75 = \$ \_\_\_\_\_

TOTAL = \$ \_\_\_\_\_

### PAYMENT INFORMATION

Payment: Check # \_\_\_\_\_ / Visa \_\_\_\_\_ / MasterCard \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

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

# ADVANCED 2017

## SPONSORED Registration – Page 1 of 3

Fax completed registrations to 916.442.3616 or e-mail to [bjc@wheelerco.com](mailto:bjc@wheelerco.com).

Please complete all fields as you would like them to appear in the directory.

**Company Name** \_\_\_\_\_

Street Address \_\_\_\_\_

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

Company Phone \_\_\_\_\_ Fax \_\_\_\_\_

Company Website \_\_\_\_\_

Company Twitter \_\_\_\_\_

**Contact Name** \_\_\_\_\_

Title \_\_\_\_\_

E-Mail \_\_\_\_\_ Phone \_\_\_\_\_

Address (if different) \_\_\_\_\_

**Onsite Contact Name** \_\_\_\_\_

Title \_\_\_\_\_

E-Mail \_\_\_\_\_ Phone \_\_\_\_\_

Address (if different) \_\_\_\_\_

# ADVANCED 2017

## SPONSORED Registration – Page 2 of 3

Fax completed registrations to 916.442.3616 or e-mail to [bjc@wheelerco.com](mailto:bjc@wheelerco.com).

**Initials**

**Company** \_\_\_\_\_

\_\_\_\_\_ I understand that my company is responsible for providing a company logo. I understand that, without it, California ACEP will not be able to place the logo on the conference website, relevant signage, or any other places logos would be in use.

\_\_\_\_\_ I understand my company is responsible for submitting full payment on or before Friday, August 25<sup>th</sup>, 2017 and failure to do so may prevent my company from participating in this event.

\_\_\_\_\_ I understand refunds on or before Friday, August 25<sup>th</sup>, 2017 will be assessed a \$50 administrative fee. I further understand refunds after Friday, August 25<sup>th</sup>, 2017 will be 50%, plus an additional \$50 administrative fee.

\_\_\_\_\_ I understand that my company is responsible for the production and shipping/holding costs associated with any sponsored items. I further understand that I must provide the shipping information to Brandon J. Craig at [bjc@wheelerco.com](mailto:bjc@wheelerco.com). I understand that, if the sponsored items are not received by the Westin Pasadena by Thursday, September 21<sup>st</sup>, 2017, they may not be included in the attendee bags.

\_\_\_\_\_ I understand that California ACEP is not responsible for the art, layout, or creation of any sponsored items.

I fully acknowledge all of the above statements and will execute them to my fullest abilities.

**Signature** \_\_\_\_\_

**Date** \_\_\_\_\_

**Printed Name** \_\_\_\_\_

**Title** \_\_\_\_\_

# ADVANCED 2017

## SPONSORED Registration – Page 3 of 3

Fax completed registrations to 916.442.3616 or e-mail to [bjc@wheelerco.com](mailto:bjc@wheelerco.com).

### Sponsor Choices

#### Package A (\$2,500)

- Bags
- Lanyards
- Mobile App
- Phone Charger

#### Package B (\$1,500)

- Notepads
- Water Bottles
- Pens
- Educational Track
  - EmpowerED
  - MatchED
  - SimulatED

#### Food & Beverage (\$1,500)

- Breakfast
- Lunch
- One Break
  - Both Breaks (\$2,000)
- Reception Bar or Appetizers
  - Both Bar and Appetizers (\$2,000)

#### General

- Platinum (\$5,000+)
- Gold (\$4,000 – \$4,999)
- Silver (\$3,000 – \$3,999)
- Bronze (\$2,501 - \$2,999)

*Sponsorships are allotted on a first-come, first-served basis and California ACEP does not guarantee your top choice will be available. You will be notified at the time of registration.*

### TOTALS

Package A \$ \_\_\_\_\_

Package B \$ \_\_\_\_\_

Food & Bev \$ \_\_\_\_\_

General \$ \_\_\_\_\_

TOTAL = \$ \_\_\_\_\_

### PAYMENT INFORMATION

Payment: Check # \_\_\_\_\_ / Visa \_\_\_\_\_ / MasterCard \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

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

**EXHIBIT CONFERENCE:** ACEP AdvancED 2017  
**EXHIBIT DATE:** September 23, 2017

Exhibit Set Up is from 7am-8am on September 23, 2017. No exhibit set up will be available prior to 7am  
Exhibit Teardown is at 5:00pm on September 23  
Exhibits **MUST BE** taken down **IMMEDIATELY** following the show. Nothing can be stored in the hotel overnight. Anything left after the show will be discarded  
Please do not have boxes shipped to arrive at the hotel prior to September 20. Shipments arriving prior to September 20 will incur a \$25.00 per box per day storage fee  
Inbound box handling fees are listed below. Handling fees are charged for all boxes unless you personally carry them in **AND** out of the hotel  
Outbound box handling requires you to provide your own shipping lables.  
Hotel does not provide shipping lables and the Exhibitor is responsible for scheduling pick up the day the show ends  
**NO BOXES WILL BE DELIVERED TO EXHIBIT AREA WITHOUT A FORM OF PAYMENT IN ADVANCE**

**EXHIBITOR INFORMATION:** Please print clearly **BOOTH #:** \_\_\_\_\_  
(If applicable)

**COMPANY NAME:** \_\_\_\_\_

**MAIN CONTACT:** \_\_\_\_\_ **ON-SITE CONTACT:** \_\_\_\_\_  
(If different from Main Contact)

**ADDRESS:** \_\_\_\_\_

**PHONE #:** \_\_\_\_\_ **FAX #:** \_\_\_\_\_

**E-MAIL:** \_\_\_\_\_

Please print clearly

**SERVICES AVAILABLE:**

- |  |   |
|--|---|
| # _____ BANNER HANGING @ \$150.00 plus tax per banner                        | # _____ BOX FEE @ \$5.00 each (0-5lbs per box)    |
| Banners must have grommet holes, large banners may incur higher fees         | # _____ BOX FEE @ \$10.00 each (6-20lbs per box)  |
| # _____ DID LINE TELEPHONE @ \$150.00 per line per day + tax & COST OF CALLS | # _____ BOX FEE @ \$15.00 each (21-50lbs per box) |
| WiFi is complimentary and a password will be provided onsite                 | # _____ BOX FEE @ \$25.00 each (51+ lbs per box)  |

**POWER:** There is a limited supply of power. It is first come first serve and should be ordered in advance  
There is no charge to use an existing 20amp wall outlet but there are a limited number of outlets and there may not be a convenient wall outlet available

\_\_\_\_\_ **CHECK HERE IF NO SERVICES ARE REQUIRED**  
If no services are ordered in advance a \$100.00 "last minute" labor fee will apply to all power, internet and phone installations

**Be sure and bring your tracking numbers for all boxes to be brought to your booth. We are unable to assist in locating boxes without your tracking numbers and the exact number of boxes delivered.**  
**All boxes MUST be addressed to the Exhibitor Company name and include the name of the ONSITE Contact**



**AUDIO VISUAL (charges are per day):**

- # \_\_\_\_\_ **SCREEN PACKAGE:** 8x8 Includes 34" Rolling Cart w/Skirt and all cables necessary for proper Installation, Tripod Screen & Pre-Testing and Removal of Equipment \$180.00 (\$243.85 inclusive)
  - # \_\_\_\_\_ **20" LCD FLAT PANEL COMPUTER MONITOR:** with applicable cables \$140.00 (\$189.66 inclusive)
  - # \_\_\_\_\_ **32" LCD MONITOR:** with Cart and Drape (With VHS VCR OR DVD PLAYER add \$55.00++) \$245.00 (\$331.91 inclusive)
  - # \_\_\_\_\_ **50" PLASMA MONITOR:** Cart and Drape included (WITH VHS VCR OR DVD PLAYER ADD \$55.00++) \$335.00 (\$453.83 inclusive)
  - # \_\_\_\_\_ **FLIPCHART PACKAGE:** 50 Sheet PostIt Pad with Markers \$70.00 (\$94.83 inclusive)
  - # \_\_\_\_\_ **POWER STRIP AND EXTENSION CORD:** \$40.00 (\$54.19 inclusive per day)
  - # \_\_\_\_\_ **LASER POINTER:** \$55.00 (\$74.51 inclusive)
  - # \_\_\_\_\_ **Hardwire High Speed Internet Line\*** @ \$350 per day per IP Address. Includes installation and 1 day use 10mbps (\$474.15 inclusive)  
\*User name and Password required for all high speed internet. Be sure your email address is clear above so we can email you your username and password
- Other Audio Visual Pricing: Please call 626-304-1418 or email JPacheco@PSAV.com**

**PLEASE NOTE:**

All Equipment is provided/charged on a daily basis and the rates above are SINGLE DAY RATES.  
Inclusive pricing includes equipment, labor, all power extension cords and safety tape down of cables.  
Technicians are available (4 hour minimum) on Monday through Friday from 7:00AM until 5:00PM. All other times are charged time and a half contact PSAV directly

**Prices are subject to change without notice. 72 hour cancellation notification required.**

**This form must be received by the Hotel NO LATER than September 13, 2017**

**ORDERING:**

**Please return this form to Bobby Elsasser and you will receive a secure E Authorization form from Reservation Connection for payment Bobby Elsasser 626-795-7669-fax or scan and email to Bobby.Elsasser@WestinPasadena.com**

**All forms of payment MUST be submitted in advance. The hotel does not have the ability to accept a form of payment onsite**

The Westin Hotel will not be held liable for any exhibits lost, stolen or left unattended overnight or for exhibits or materials hotel staff is required to move.

**Hotel Staff is not available to set up, tear down or move your exhibits. You must bring labor with you if any assembly is required**

All prices are subject to applicable service charges and taxes.