



# ACTHIV 2012

A State-of-the-Science Conference for  
Frontline Health Care Professionals in  
Scientific Collaboration with Multiple  
Federal and Independent Agencies

**MAY 10-12**

**SHERATON DOWNTOWN HOTEL  
DENVER, COLORADO**

**ACTHIV**  
THE AMERICAN CONFERENCE  
FOR THE TREATMENT OF HIV



## *Exhibitor Kit*

Visit [www.ACTHIV.org](http://www.ACTHIV.org) for more information!

# BENEFITS FOR ALL EXHIBITORS

The American Conference for the Treatment of HIV invites you to exhibit at the 2012 Conference. This conference uniquely designed for clinicians, physician assistants, nurse practitioners, nurses, pharmacists, and medical case managers providing HIV care for various population groups. Educational sessions at the conference are certified for continuing education credits. This state-of-the-science conference, held in scientific collaboration with multiple federal and independent agencies, will deliver information on new developments and research findings that can be rapidly transferred to the clinical setting.

The following pages outline the 2012 Conference exhibit options available to you. Make the most of your participation; reserve a booth early and please note that all opportunities are available on a first-come, first-served basis.

## *ACCESS*

Gain access to approximately 400+ frontline clinicians who provide HIV care and support to diverse populations

## *POSITIONING*

Conference support will position your organization as a leader in HIV treatment and care

## *VISIBILITY*

Support the conference and earn your organization a high level of visibility, not only to attendees, but also through regional and national press coverage

## *NETWORKING*

Great networking opportunities will be possible throughout the conference and during the receptions, luncheons, and poster sessions. Expected attendee profiles are 35% Physicians, 10% Physician Assistants, 35% Nurse/Nurse Practitioners and 20% Social Workers, Case Managers, Pharmacists, Scientists/ Researchers.



IF YOU ARE INTERESTED IN BECOMING A CONFERENCE EXHIBITOR - Please contact - Tina DeRenzis

The American Conference for the Treatment of HIV (ACTHIV)  
c/o Meeting Masters, Inc.  
Phone: 770-505-1774; Fax: 540-374-5298  
E-mail: [tina.derenzis@meetingmasters.biz](mailto:tina.derenzis@meetingmasters.biz)  
Website: [www.ACTHIV.org](http://www.ACTHIV.org)



ACTHIV - MAY 10 - 12, 2012 - Sheraton Downtown Hotel Denver  
540-368-1739 - [ACTHIV@meetingmasters.biz](mailto:ACTHIV@meetingmasters.biz) - [www.ACTHIV.org](http://www.ACTHIV.org)

# EXHIBIT OPPORTUNITIES

**THANK YOU** for your interest in exhibiting at the upcoming **ACTHIV 2012 Conference**, scheduled for **May 10 - 12, 2012**, at the **Sheraton Downtown Hotel in Denver**. Companies and organizations may purchase a **20' x 20'**, **10' x 20'** or **10' x 10'** exhibit booth while space is still available. Many of our meal and hospitality functions will be held in the Exhibit hall throughout the conference, to maximize booth traffic. The 2012 conference schedule will allow for a minimum of 8 hours of exhibit hall/attendee exposure.



## APPLICATION

Application for space in the exhibit hall must be made in writing on the exhibitor application included in this document. **Application form must be returned to ACTHIV by April 1, 2012.** Applications will be reviewed, considered and approved by the ACTHIV Program Committee. All applicants will be notified in writing via email about the status of the application.

**Please forward your application to:**  
**Tina DeRenzis**  
**ACTHIV Exhibit Manager**  
**770.505.1774 or**  
**tina.derenzis@meetingmasters.biz**

# EXHIBITOR INFORMATION AND PRICING

## EXHIBIT SCHEDULE

Thursday, May 10 - 3 hours - WELCOME RECEPTION

Friday, May 11 - 1 hour - 2 DAILY COFFEE BREAKS

Friday, May 11 - 2 hours - LUNCH / EXHIBITS

Saturday, May 12 - 1 hour - 2 DAILY COFFEE BREAKS

Saturday, May 12 - 1 hour - LUNCH / EXHIBITS

## EXHIBIT BOOTH INCLUSIONS

All booth spaces and the booth fee includes:

- ◆ One (1) 6' Table
- ◆ Two (2) Chairs
- ◆ One (1) ID Sign
- ◆ 3 Complementary Conference Registrations for Booth Staff
- ◆ One (1) Waste Basket
- ◆ Fully Carpeted Exhibit Hall (Additional carpet options are available for an additional fee)
- ◆ E-mail blast announcing a list of exhibitors and locations sent to pre-registered attendees
- ◆ A Listing in the Supporter & Exhibitor Supplement
- ◆ A Listing on the Conference Website



## PRICING

**20' x 20':**

Premium Commercial	\$8,000
Government Organization	\$5,000
Non-Profit Organization	\$3,000

**20' x 10':**

Premium Commercial	\$6,000
Government Organization	\$3,000
Non-Profit Organization	\$2,000

**10' x 10':**

Premium Commercial	\$5,000
Government Organization	\$2,500
Non-Profit Organization	\$1,500



# EXHIBITOR APPLICATION

Sign up today and become involved! Please complete all four sections and return your form with payment.

## SECTION 1: YOUR INFORMATION

Company Name \_\_\_\_\_ Contact Person \_\_\_\_\_  
Email \_\_\_\_\_ Phone \_\_\_\_\_  
Street Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

## SECTION 2: EXHIBIT BOOTH OPTIONS

### EXHIBIT OPPORTUNITIES

- |   |   |
|---|---|
| <input type="checkbox"/> <b>20' x 20' Booth</b><br>____ \$ 8,000 Premium Commercial<br>____ \$ 5,000 Government Organization<br>____ \$ 3,000 Non-Profit Organization | <input type="checkbox"/> <b>10' x 10' Booth</b><br>____ \$ 5,000 Premium Commercial<br>____ \$ 2,500 Government Organization<br>____ \$ 1,500 Non-Profit Organization |
| <input type="checkbox"/> <b>20' x 10' Booth</b><br>____ \$ 6,000 Premium Commercial<br>____ \$ 3,000 Government Organization<br>____ \$ 2,000 Non-Profit Organization |   |

## SECTION 3: PAYMENT INFORMATION

Payment in the amount of \$ \_\_\_\_\_ will be submitted by Check or Credit Card (Please circle one):

**A check is enclosed** (payable to "ACTHIV").  **Please charge my:**  American Express  MasterCard  VISA

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

Support Terms: The supporter agrees that all provisions are part of a formal contract for each exhibitor. Each supporting company must email their logo in both EPS and JPG format to [tina.derenzis@meetingmasters.biz](mailto:tina.derenzis@meetingmasters.biz) for inclusion on the website and in the Supporter & Exhibitor Supplement. All of the above opportunities are exclusively reserved for ACTHIV supporters.

## SECTION 4: ACKNOWLEDGEMENT OF TERMS & CONDITIONS

*Please read the attached Terms & Conditions and sign below.*

I am an authorized representative of the company named above with the full power and authority to sign and deliver this application. The company listed on this application agrees to comply with all of the policies, rules, terms and regulations contained in the Terms and Conditions, and all policies, rules, terms, and regulations adopted after publication of the original prospectus, which we accept as part of the agreement. I further acknowledge that ACTHIV reserves the right, in its absolute discretion, to reject this application. This application shall not become a binding contract until fully executed by both parties (the exhibitor and the conference).

Print Name \_\_\_\_\_ Title \_\_\_\_\_

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

**Send this completed form with payment to:** ACTHIV, Attn: Tina DeRenzis, Exhibits Manager  
15 Tally Ho Drive, Fredericksburg, VA 22405 • Phone (770) 505-1774 • Fax (540) 374-5298 • [tina.derenzis@meetingmasters.biz](mailto:tina.derenzis@meetingmasters.biz)

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## FDA Regulations

It is the responsibility of each exhibitor to be aware of and abide by Pharmaceutical Research and Manufacturers American (PhRMA) Code on interaction with healthcare professionals. Please go to [www.phrma.org](http://www.phrma.org) for additional information.

## General Exhibitor Information

In accordance with the following terms, conditions and regulations, the undersigned hereby makes application for exhibit space(s) which, when accepted by ACTHIV, becomes a contract. The undersigned agrees to abide by all rules, requirements, restrictions and regulations as set forth in this agreement or as may especially be designated by ACTHIV or the Sheraton Downtown Hotel, Denver. Failure to abide by such rules and regulations results in forfeiture of all monies paid or due to ACTHIV under terms of this agreement. The supporter agrees that all provisions are part of a formal contract for support. All of the above opportunities are exclusively reserved for ACTHIV supporters.

The exhibit booth rate includes 3 Complementary Booth Staff Registrations. The Exhibits Manager will contact you with instructions on how to register your 3 complementary booth staff. If you or your booth staff would like to attend the sessions, you will need to register online at [www.acthiv.org](http://www.acthiv.org) as a full conference attendee. Commercial interest (pharmaceutical/device) representatives may attend CME activities at the discretion of ACTHIV for the direct purpose of the representatives' own education; however, they may not engage in sales or marketing activities while in the space or place of the educational activity. Information on the identity of learners at CME activities is considered to be the confidential property of ACTHIV. Information on learners will only be released to third parties when learners have prospectively signed a document authorizing this release of information. Product-promotion material or product-specific advertisement of any type is prohibited in or during CME activities. Advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after a CME activity. Learners shall not be forced to interact with exhibitors and/or promotional activities. Commercial Interests are not allowed to engage in sales or promotional activities while in the space or place of the CME activity.

Exhibitors will receive a listing in the Exhibitor Directory, Supporter & Exhibitor Supplement and conference website. All exhibitors must email their logo in both EPS and JPG format to [tina.derenzis@meetingmasters.biz](mailto:tina.derenzis@meetingmasters.biz).

### GENERAL

The terms "ACTHIV" shall mean the American Conference for the Treatment of HIV, its officers, committees, agents or employees acting for it in the management of the Exhibition. The term "Exhibition" shall mean ACTHIV and the Exhibition to be held in Denver, Colorado, May 10-12, 2012. The term "Exhibitor" shall mean any person, organization or other entity that is approved to maintain an Exhibit at the Exhibition. ACTHIV shall have full power in the interpretation and enforcement of all TERMS AND CONDITIONS governing the Exhibition. All matters and questions not covered by these TERMS AND CONDITIONS shall be subject to the final judgment and discretion of ACTHIV. ACTHIV will establish the schedule for setting up, opening, closing and dismantling of the Exhibits. These TERMS AND CONDITIONS may be amended at any time by ACTHIV upon written notice to such Exhibitors as may be affected by them.

### INSURANCE

Exhibitors wishing to insure their exhibit materials, goods and/or wares of exhibits against theft, damage by fire, accident or loss of any kind, must do so at their own expense. Each exhibiting company is responsible for obtaining insurance (liability and fire/theft) in such amounts as deemed appropriate to comply with its obligations hereunder and for its own protection.

### LIABILITY

The exhibitor agrees to protect, save and keep ACTHIV, the Sheraton Downtown Hotel, Denver, and The General Contractor, forever harmless for any damage or charges imposed for violation of any law or ordinance by the exhibitor, his/her employees or agents. As well as to strictly comply with the applicable terms and conditions contained in this agreement between, against and from any and all loss, cost, damage, liability, or expense which arises out of, from, or by any reason of any act or omission of exhibitor, his/her employees or agents.

### AMERICANS WITH DISABILITIES ACT

Each exhibitor shall be responsible for compliance with the Americans with Disabilities Act within their assigned exhibit space.

### SELLING OF PRODUCTS AND SERVICES

The purpose of the exhibits is to further the education of meeting attendees through product and service displays and demonstrations. Sales order taking are permitted provided all transactions are conducted in a manner consistent with the professional nature of the meeting. No signage or advertising of product pricing will be allowed. Products for sale must be the exhibitor's own, unaltered, marketed products and the products or services must be pertinent to the attendee's professional interest. ACTHIV reserves the right to restrict sales activities that it deems inappropriate or unprofessional. Exhibitors are responsible for complying with all business license, sales and tax requirements.

### REFUND FOR CANCELLATION

All cancellations by Exhibitors must be in writing and must be submitted to ACTHIV Management office by March 1, 2012. A \$500.00 cancellation fee for each booth space is non-refundable regardless of date of notice of cancellation. Persons whose written cancellations are received by the ACTHIV Exhibit Management office after March 1, 2012 shall forfeit all payments made and be obligated in full for the total Exhibit rental fee. If the Exhibition is cancelled for any reason beyond the control of ACTHIV, ACTHIV will refund each Exhibitor's rental payment on a prorated basis after all related Exhibition expenses incurred to that date have been met, thereby canceling the rental charge and lease of space. The Exhibitor agrees that this prorated refund shall release the exhibitor from its obligations under its contract with ACTHIV and shall release the ACTHIV from any liability to the Exhibitor.

### EXHIBIT SPACE DISPLAY

No Exhibit will be permitted to interfere with the light, space, comfort or view of another Exhibit.

Displays shall comply with the following:

- Backwall shall not be higher than 8 feet overall.
- Sidewalls shall not be higher than 36 inches except on island spaces.
- All backwall illumination must either be indirect or muted by translucent panels.
- Aisles must be kept clear from flooring to ceiling.

Floodlights, if used, must be directed to shine entirely within the booth area so that no interference with neighboring booths results. All draperies, carpets, decorations, etc., used in the display must be of a nonflammable nature. Animated signs or flashing lights (other than animation of product or actual product operation) are prohibited on or in the area of the Exhibit floor. Signs, handbills or other devices are strictly limited to the booth space assigned. Loudspeakers will not be permitted. Musical instruments, radios, projection machines, record players, VCRs, televisions, or any noise creating device or amplifying systems shall be operated only at a level which will not interfere with other Exhibitors or add unduly to general acoustic inconvenience, and their operation must conform to the Exhibit Manager's requirements. All audiovisual and sound devices must be relevant to the Exhibitor's products. Each Exhibitor must keep an attendant in the display booth during the open hours of the Exhibit. Attendants must be bona fide employees or representatives of the Exhibitor. There is no restriction on the number of attendants per booth; however, attendants must wear Exhibit badges and be fully registered as Exhibitors. The Exhibitor must pay all costs incurred in the operation of its booth. This provision specifically covers expenditures incurred for lights, power, water and other utilities or services in connection with its own booth. ACTHIV shall provide aisle carpeting. Measurements shown on the floor plan of the Exhibitor's Prospectus are not warranted but are as accurate as possible. The Exhibit Manager reserves the right to modify these plans, as necessary, to meet the needs of Exhibitors and the Exhibition.

### BOOTH CONSTRUCTION AND ARRANGEMENT

Exposed parts of the display must be finished so as not to be objectionable to other Exhibitors and/or ACTHIV or such parts will be ordered draped by ACTHIV and billed to the Exhibitor. Equipment or products exceeding the height limitation may be permitted for island Exhibitors provided written approval is granted by ACTHIV. Overhead canopies or simulated ceilings cannot extend out over the front two feet of the booth space. Sidewalls of booths are limited to the same height as the backwall, but to within 4 feet of the front line and from that point to the aisle—42 inches. No display equipment over 42 inches in height may be placed in the front 2 feet of Exhibit space. In all single booth corner locations, the backwall is considered the same as the backwall of all other booths in the same continuous row except for those Exhibitors that have reserved the two end corner booths adjoining each other. Electrical, pneumatic and hydraulic equipment must meet requirements of all electrical, safety and other applicable codes.

### EXHIBIT DISMANTLING

Exhibits will close promptly at 2:00 p.m. on Saturday, May 12, 2012 and must be dismantled/packed or removed no later than 6:00 p.m. Shipping labels and shipping bills of lading must be prepared and provided for the return of all crates, cartons, etc. Company employees must be present for the dismantling and packing of the displays until the booth area is empty.

### EARLY TEARDOWN POLICY

Early teardown or dismantling of booths by exhibitors is strictly prohibited. Early teardown or dismantling disrupts the integrity of the show and endangers attendees still in the exhibit hall. By signing the booth space agreement, exhibitors agree to remain on the exhibit hall floor with their booths fully in place until the official close of the trade show, as stated above. Any exhibitors dismantling their booths prior to the scheduled time will be penalized a \$300 fine. This fine must be paid before the exhibitor may apply to exhibit at future shows. Show Management will monitor and enforce this policy. Please plan your travel accordingly.

### CONTRACTOR SERVICE AND INFORMATION

ACTHIV has an official contractor to provide service to Exhibitors. The contractor will provide labor, equipment and supervision. Complete information, instructions and schedule of prices regarding shipping and drayage, labor for erecting and dismantling, electrical, furniture and carpet rental, cleaning, etc., will be included in the Exhibitor's Service Kit to be posted at ACTHIV.org. Show management will provide vacuum sweeping of aisles once each night during open days. Aisles will be maintained during show hours. Any individual booth cleaning shall be contracted at the Exhibit Service Coordinator Service desk.

### CIRCULATION AND SOLICITATION

Distribution of circulars or promotional material may be made only within the booth assigned to the Exhibitor presenting such material. No organization will be permitted to solicit business within the Exhibit area unless it has assigned space at the Exhibition.

### EXHIBIT INSPECTION

All Exhibits will be subject to inspection by the Exhibit Manager one hour before the opening of the Exhibits. Exhibitors found to be in violation of the rules will be requested to comply, or dismantle their Exhibits.

### REPAIR OF DAMAGES

The cost of repairing any damage caused by the Exhibitor, its employees, representatives or agents to the property of others and the Sheraton Downtown Hotel, shall be the responsibility of the Exhibitor. Nothing will be posted on, tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, ceiling, furniture or property of others or of the Exhibit area.

### SECURITY

General overall 24-hour access control will be provided by ACTHIV for the Exhibition period including move-in and move out. However, ACTHIV is not responsible for the loss of any material by or for any cause, and urges the Exhibitor to exercise normal precautions to discourage pilferage. Exhibitors will be provided specified time periods, prior to each day's show opening and subsequent to each day's show closing, to prepare, adjust, alter, etc. their Exhibit area. Only registered Exhibition Attendees and Exhibitors and registered guests will be authorized to enter during Exhibit periods.



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