

**EXHIBITOR SERVICE KIT FOR
The Advanced Emergency and Acute Care Medicine Conference
Sheraton Atlantic City Convention Center Hotel
September 26 – September 27, 2011**

Exhibitor Registration and Pricing:

The price for a booth is \$950.00. This includes continental breakfast and lunch daily, and access to our nightly hospitality suite for up to two representatives. Please register at www.bestemconference.com by clicking on the Conference Registration link.

Important Dates and Times:

September 6, 2011 (Tuesday)

Last day to book hotel rooms at the special conference rate. Reservations made after this date are subject to availability and prevailing room rates.

September 21, 2011 (Wednesday)

Last day to order electric from to the Sheraton Hotel at the advance discount price. Same day electric orders cannot be accommodated.

September 22, 2011 (Thursday)

First day that advance show freight may arrive at the Sheraton Hotel.

September 25, 2011 (Sunday)

Please join us in our Hospitality Suite for refreshments the night before the show opens. For time and location on this important networking event, please contact Ed Kocher (kochere@alpha-apr.com) the week prior to the show.

September 26, 2011 (Monday)

7:00am – 9:00am – Exhibitor Setup

9:00am – 3:30pm – Exhibits Open:

- 10:00a – 10:30a – Attendee break in the Exhibit Hall
- 11:30a – 12:30p – Attendee luncheon served in the Exhibit Hall
- 2:30p – 3:00p – Attendee break in the Exhibit Hall

September 27, 2011 (Tuesday)

7:30am – 1:00pm – Exhibits Open:

- 7:30am – 9:30am – Attendee Breakfast served in the Exhibit Hall
- 10:00am – 10:30am – Attendee break in the Exhibit Hall
- 11:30am – 12:30pm – Attendee luncheon served in the Exhibit Hall with raffle drawings
- 1:00pm – 3:00pm – Exhibitor Breakdown

Exhibit Hall Location:

All exhibitors will be in the Crowne Ballroom, and this will be the same room used for all attendee Food & Beverage functions on Monday and Tuesday during exhibitor hours. The F&B setup will be at the center of the ballroom.

Exhibit Booth Information:

Each 8-foot x 8-foot booth will contain a 6 foot skirted table (typically maroon colored skirting with a white topper), two chairs, and a wastebasket. **THIS IS PRIMARILY A TABLETOP EVENT.** However, we can accommodate a limited number of 10-foot backdrop booths, subject to space availability, and only if we are notified of your needs no later than 9/21/11. Please note that **THE BALLROOM IS CARPETED AND BOOTH PIPING AND DRAPING WILL NOT BE UTILIZED FOR THIS SHOW.**

Electricity for your Exhibit Booth:

ELECTRIC SERVICE IS NOT AUTOMATICALLY PROVIDED. For those exhibitors requiring electrical outlets at their booths, please note that electric is provided by the hotel at a nominal cost of \$50 + tax for the two exhibit days, and the price includes a Power strip. If you require electric outlets at your booth, you will need to apply for electric service from the Sheraton Hotel. Please see the Sheraton Engineering Order Form in this Exhibitor Service Kit. We strongly encourage you to order electric in advance. **LATE ELECTRIC ORDERS ARE 25% MORE THAN IF ORDERED IN ADVANCE, AND SAME DAY ORDERS CAN NOT BE ACCOMODATED.** Please See Sheraton Engineering Order Form for details. Please note that if you order electric outlets for your booth, then your booth will be located along the perimeter of the ballroom.

Booth Number Assignments:

Booth locations/numbers will be assigned the weekend prior to the conference. When ordering electric or sending shipments to the hotel, please use your company name as the primary reference. The hotel staff will be provided with a complete list of vendor names and their booth assignments the weekend prior to the show.

Other Booth Decorating Requirements not listed in this ESK:

If you have any special needs for your booth that are not specifically listed within this Exhibitor Service Kit, please contact Ed Kocher for assistance. We will be happy to accommodate your requests within the confines of our obligations to the hotel, conference sponsors and fellow exhibitors:

Ed Kocher
Associate Conference Director
973-251-1124
kochere@alpha-apr.com

Special Hotel Room Rates:

A special rate of \$144.00 (plus applicable taxes and resort fees) has been secured for attendees and exhibitors of the Conference. Rooms at this special rate are limited and should be booked well in advance of the conference. **THIS SPECIAL GROUP RATE IS ONLY AVAILABLE FOR BOOKING UNTIL SEPTEMBER 6, 2011.** All bookings are subject to availability. To secure your hotel reservation, use the following web address:

<http://www.starwoodmeeting.com/Book/ema2011>

Show Freight:

WE HIGHLY RECOMMEND THAT ALL SHOW FREIGHT BE SHIPPED DIRECT TO THE SHOW SITE IN ADVANCE. Doing so will avoid delays in getting materials to your booth on the morning of setup.

Show Freight can be handled one of two ways:

- **Shipped Direct to Show Site in Advance:**

Please label all packages as follows:

Your Company Name and on-site contact name

(Example: ABC Corp/John Jones)

EMA Annual Conference - Attn: Lori Dodson

Crown Ballroom – Sept 26 & 27, 2011

c/o Sheraton Atlantic City

Two Miss America Way

Atlantic City, NJ 08401

Box ____ of ____ (*Multiple boxes MUST be numbered*)

IMPORTANT NOTES for advance shipments:

- **All shipments to the show site must arrive on or after 9/22/11.** The hotel may refuse shipments arriving prior to this date.
- Please notify Ed Kocher (kochere@alpha-apr.com) **IN ADVANCE** if you will be shipping any large crates or pallets to the hotel.
- The hotel will charge a nominal package-handling fee for all advance shipments (subject to change without advance notice):
 - 0-5 pounds \$5 per piece
 - 6-20 pounds \$10 per piece
 - 21-50 pounds \$15 per piece
 - Over 50 pounds \$25 per piece
 - Each Crate \$50
 - Each Pallet \$75
- Please provide your own labels and shipping supplies for any return shipments. The hotel will not be able to provide labels or packing materials. There is a \$5 (per piece) charge for each outbound box handled by the hotel.

Show Freight: (cont.)

- **Delivered via your own automobile to the Hotel on the morning of 9/26/11:**

ALL FREIGHT DELIVERED TO THE SHERATON VIA PRIVATELY OWNED VEHICLES SHOULD BE BROUGHT TO THE CONVENTION SERVICES LOADING DOCK ON BALTIC AVE.

THERE ARE NO DRAYAGE FEES FOR SAME DAY DELIVERIES VIA THE LOADING DOCK. However, tipping the hotel employees who assist you will be greatly appreciated.

SHERATON BELLMEN ARE NOT REQUIRED TO HANDLE SHOW FREIGHT AT THE HOTEL'S FRONT ENTRANCE. They may choose to do so only after other hotel guests have been assisted and the hotel is not experiencing a large volume of check-ins or checkouts. For this reason, we ask that you please utilize the hotel's loading dock on Baltic Avenue.

Directions to the loading dock:

- Take the Atlantic City Expressway eastbound towards AC and follow the Expressway all the way into the city.
- Proceed to the second light (Arctic Avenue) – make a left onto Arctic Avenue. Proceed to the second light (Michigan Avenue). Make a left onto Michigan Avenue.
- Take left at Next Light onto Baltic Avenue and make an IMMEDIATE right turn into the Loading Dock.

Questions:

Should you have additional questions or concerns regarding any aspect of the 2011 Advanced Emergency and Acute Care Medicine Conference, please do not hesitate to contact us:

Vendor related and logistical questions should be directed to:

Ed Kocher
Associate Conference Director
973-251-1124
kochere@alpha-apr.com

All other questions to be directed to:

Scott Serbin
Conference Director
973-251-1075
serbins@alpha-apr.com



**Sheraton Atlantic City Convention Center Hotel
2009 Engineering Order Form**

Group Name: EMERGENCY MED. ASSOC. **BEO Number:** _____

Contact Name: _____ **CSM/Event Manager:** LORI DODSON

Set-up Date/Time: To be installed by 7:00am on 9/13/10

Removal Date/Time: To be removed after 1:30pm on 9/14/10

Meeting Room: CROWNE BALLROOM - Booth number to be advised

Credit Card: _____

Comments: Exhibiting Company Name: _____

Electrical

Quantity	Equipment	Charge	Late Fee*	Total Charges
	110 Outlet with Extension Cord and Power Strip	\$25.00 Daily	\$31.25 Daily	
	One (1) 60 Amp Power Single or Three Phase	\$125.00 Per Day	\$156.25 Per Day	
	One (1) 100 Amp Power Three Phase	\$225.00 Per Day	\$281.25 Per Day	
	One (1) 200 Amp Power Panel	\$275.00 Per Day	\$343.75 Per Day	

Phone/Data

	Telephone Line with Phone	\$125.00 Set up Fee (Plus Usage Fees)	\$156.25 Set up Fee (Plus Usage Fees)	
	Phone Line/ Credit Card, Fax line, Modem Line (Analog) (Plus Usage Fees)	\$105.00 Set up Fee (Plus Usage Fees)	\$131.25 Set up Fee (Plus Usage Fees)	
	Telephone Line with Speaker Phone (Conference) (Plus Usage Fees)	\$175.00 Set up Fee (Plus Usage Fees)	\$218.75 Set up Fee (Plus Usage Fees)	

**This form should be faxed to the Sheraton. It should not be returned to EMA
Prices are subject to change without prior notice.**

	Sub Total		
	7% State Sales Tax		
	TOTAL		

***SPECIAL NOTES: Orders placed within 72 hours of the First Day of the Event are considered
LATE ORDERS and will incur a 25% Increase to Regular Prices.**

Mail or Fax Completed Form to: **Convention Service Department**
(609) 348-4336 Sheraton Atlantic City - Convention Center Hotel
Two Miss America Way
Atlantic City, NJ 08401

cc: Accounting / Engineering / F&B

Customer Signature _____