



# **EXHIBIT PROSPECTUS**

**AMSSM 15<sup>th</sup> Annual Meeting  
April 29 - May 3, 2006  
Wyndham Miami Beach Resort  
Miami Beach, Florida**

# EXHIBIT PROSPECTUS

## GENERAL INFORMATION

Exhibiting at the AMSSM Meeting provides you with exposure to the ever-growing sports medicine market. Choose to exhibit at the AMSSM Annual Meeting on April 29 –May 3, 2006 with an estimated attendance of 450 physicians.

**AMSSM Mission Statement** - The Mission of the American Medical Society for Sports Medicine, Inc. is to offer a forum that fosters a collegial relationship among dedicated, competent sports medicine physicians as they seek to improve their individual expertise and raise, with integrity, the general level of sports medicine practice.

**Purpose of the Annual Meeting** - The annual meeting is designed to be a review and update covering a wide range of sports medicine topics, utilizing a multi-disciplinary approach. The purpose of the meeting is to foster a collegial relationship among dedicated, competent sports medicine physicians who are recognized as experts by their peers and to provide a quality educational experience. The exposition is designed to update the sports medicine practitioner's knowledge of products, information services, literature and equipment pertinent to the treatment of their patients. Materials exhibited must enhance the education of the attendees.

**Target Audience** – AMSSM members and other physicians interested in the field of sports medicine.

**Exhibit Space Reservation** - Space reservations will be accepted in the order of "Exhibit Space Application and Contract" forms received. Companies wishing to exhibit must submit a completed application by mail with the deposit check made payable in US dollars to AMSSM. Booths will be assigned space in March. Exhibiting companies will receive booth number(s), an Exhibit Service Manual, registration forms, and an invoice for the remaining amount due. AMSSM reserves the right to make changes in assignments that may be necessary for overall continuity and form in the exhibition hall.

**Payment** - A deposit check in the amount of \$300 in US dollars for each booth requested must accompany the application for space. The balance due on the cost of space assigned must be paid on or before March 22, 2006. Failure to submit final payment by March 22, 2006 will result in cancellation of booth space and forfeiture of deposit. Advance notice will be given before booth space is canceled.

**Cancellation** - Cancellation of booth space must be made in writing. The policy on cancellation is as follows:

- 1) If an exhibiting company cancels its space after booth assignments are made, on or before March 22, 2006, the deposit will be forfeited.
- 2) Cancellations received March 23, 2006 or after will result in total forfeiture of the cost of booth space.

**Registration** - The registration desk will open in the registration area during the installation of exhibits on Saturday, April 29, 2006 and throughout the meeting. Each exhibitor is encouraged to pre-register if possible.

## EXHIBIT HALL BENEFITS

*By exhibiting at the Annual Meeting Exhibit Hall you are entitled to the following:*

- *Access to more than 450 physicians specializing in sports medicine.*
- *A reception on Saturday evening provides you with the opportunity to meet attendees during unopposed exhibit time.*
- *Continental breakfast and refreshment breaks will be held in the exhibit area providing your company with uninterrupted time to visit with the sports medicine audience.*
- *Four complimentary registrations per 10-foot **wide** by 8-foot **deep** booth.*
- *Complimentary table and two chairs, sign and wastebasket for each booth.*

**Waiting List** - The AMSSM reserves the right to limit the number of companies on the waiting list once all booths are sold. Available booths will be assigned according to the date of receipt of application. If the exhibiting company is not assigned booth space by the time the course begins, all deposit money will be refunded in full after the exhibition or upon written request on company letterhead prior to exposition. Applications received after the waiting list is full will be returned and full refunds will be made.

**Exhibit Schedule** - A reception will be held in the exhibit hall on Saturday, April 29<sup>th</sup>, from This event is scheduled during noncompetitive time. In addition to the Reception, Continental Breakfasts and Refreshment Breaks will be held in the exhibit area. Announcements will be made at the general sessions and in the official program encouraging registrants to visit the exhibit hall. A detailed exhibit schedule will be mailed with your confirmation.

### Exhibit Hall Set-Up and Tear Down Hours

**Saturday, April 29**    10:00 a.m. - 3:00 p.m.    **Exhibit Hall Set-Up**

**Monday, May 1**        3:00 p.m. - 5:00 p.m.    **Exhibit Tear Down**

### WYNDHAM MIAMI BEACH RESORT: DEADLINE March 15, 2006

All the educational sessions and exhibits will be held at the Wyndham Miami Beach Resort in Miami Beach, Florida. A block of rooms has been reserved at a single / double rate of \$ 175.00. This does not include the 13% applicable taxes. The Wyndham Miami Beach Resort requires a first or last nights deposit of \$175.00 plus tax to hold your reservation, refundable up to 3 days before the conference begins. This advance payment may be provided by credit card, money order or guest check. Room and rate availability can only be guaranteed until **March 15, 2006** or until the block of rooms is sold out. **PLEASE MAKE YOUR RESERVATIONS EARLY BY CALLING THE RESERVATIONS OFFICE DIRECTLY AT 1-305-532-3600.**

Be sure to identify yourself as participant in the AMSSM Annual Meeting in order to receive the special negotiated rate. Make your reservations early!

**Wyndham Miami Beach Resort**  
**4833 Collins Avenue**  
**Miami Beach, FL 33140**  
**Tel: 305-532-3600**

## SPECIFICATIONS

**Booth Construction** – Each booth will be set 8' high. Booths are ten feet wide and eight feet deep. Each exhibitor will be supplied with a six foot skirted table, two chairs, wastebasket, and a standard 7" X 44" sign displaying company name and booth number. An eight-foot back drape and three-foot dividers will be supplied. The floor of the Exhibit Hall is already carpeted. All aisles will be cleaned nightly at no cost to the exhibiting company. After the exposition, it is the responsibility of each exhibiting company to return its space to the condition in which it was assigned. Any damage to that space will be the responsibility of the exhibitor. It must be restored to its original condition at the exhibitor's expense.

**Installation** – An exhibit service contractor will be available on the set up day in accordance with advance orders. Exhibitors are urged to order all services in advance. A complete set of service forms will be forwarded to each exhibiting company. All exhibit material must be unpacked by 3:00 p.m. on Saturday, April 29, 2006 to facilitate removal of empty crates and cartons from the exhibit area. Any exhibit not unpacked by this time will be placed in storage and can be returned only after exhibits close on the first day, or set up may be ordered by the Exhibits Manager and the cost charged to the exhibitor. Children under the age of 18 are not allowed in the exhibit area during set-up and tear-down.

The official decorating company is:

**Vista Convention Services – South**  
**Phone (305) 673-1123**

**Fire Regulations** - Materials used in all parts of exhibit construction, together with all curtains, draperies, and other decorative material must be flameproof. The fire marshal reserves the right to examine all exhibits and test construction and decorative material prior to the opening of the exhibit. No combustible materials, such as crepe paper, tissue paper, cardboard, corrugated board or paper, or inflammable fluids shall be used in the construction of any exhibit. All packing containers, excelsior and wrapping paper must be removed from the floor and not be stored under or behind displays.

**Removal of Exhibits** - Exhibitors shall start taking down displays at 3:00 p.m. on Monday, May 1, 2006. No packing of equipment, literature, etc., or dismantling of exhibits will be permitted until the official closing time. Exhibitor cooperation is appreciated. Violators will not be invited to exhibit at future meetings.

**Electricity** - An electrical order form will be included in the Exhibitor Service Manual. Exhibitors are urged to order electrical requirements in advance to avoid higher late order rates. All electrical work and wiring must be approved and installed in accordance with regulations established by the local authority.

**Shipping** – Vista Convention Services – South will receive crated exhibits and exhibit material at their warehouse, store it up to 30 days free prior to set-up time, delivery to exhibitor's booth at the exhibit hall, remove, store, and return empty containers and reload for outbound shipment. Empty crate and cartons will be picked up at each booth and held until scheduled breakdown when it will be returned to the exhibitor. More details of shipping arrangements will be included in the Service Manual.

**Service Manual** - A Service Manual will be mailed to order material handling, electrical services and custom cleaning. Contractors not appointed by show management may be used for other services and must submit the necessary certificates of insurance in advance in order to operate each exhibiting company after booth space is assigned in March. This kit includes information on ordering furniture, carpeting, labor and rental display units. An exhibitor service desk will also be open during scheduled installation.

**Labor** - Labor will be available based on advanced orders from exhibitors. If rental equipment is needed from the decorator, exhibitors will be required to hire one of their personnel to use the equipment. Exhibitors choosing to bring in their own material must carry sufficient liability and workman's compensation insurance. All exhibitors must use the official contractor for furniture rentals, material handling, electrical services and custom cleaning. Contractors not appointed by show management may be used for other services and must submit the necessary certificates of insurance in advance in order to operate.

**Security** - Although hotel security will be on duty during non-exhibit hours, it is expressly agreed that the AMSSM and Vista Convention Services – South shall not be liable for any loss of, or damage to, goods or property of any exhibitor on consignment, or otherwise, prior to, during or subsequent to the time of the exhibition. Exhibitors are responsible for their property.

**Property Damage** - The exhibitor is responsible for all damage to property. No signs or other articles may be affixed, nailed or otherwise attached to walls, doors, *etc.*, in such a manner as to deface or destroy them. Likewise, no attachments may be made to the floors by nails, screws, or any other devices that would cause damage. Any exhibitor planning to dispense liquids of any kind must take whatever precautions are necessary to protect the floor/carpeting in the exhibit hall. All space is leased subject to these restrictions.

## **Policies and Regulations**

**Code of Conduct** - The following practices are prohibited by AMSSM:

- 1) Canvassing or distribution of any materials outside the exhibitor's assigned space.
- 2) The use of billboard advertisements and/or display of signs outside the exhibit area.
- 3) Publicizing and/or maintaining any extracurricular activities, inducements, demonstrations or displays away from the exhibit area during hours of the Annual Meeting or exposition.
- 4) Entry into another exhibitor's booth without permission.
- 5) Photographing or examining another exhibitor's equipment without permission.

**Inspection of Booths** - The sponsoring organization reserves the right to reject any application for exhibit space or restrict any exhibit considered undesirable. This restriction includes articles, conduct, printed matter or anything objectionable to the exhibits as a whole. Statements made in booth display or literature for distribution is subject to evaluation for scientific accuracy.

**Booth Staffing** - As a courtesy to all participants and exhibitors, the sponsoring organizations request full cooperation in exhibits being opened on time each morning and being staffed during scheduled times through closing. Exhibitors should not leave booths unattended during exhibit hours. Aisles must be kept clear and exhibits arranged so that exhibit personnel are inside the space rented. Exhibit personnel are expected to dress in attire consistent with the decorum of the meeting and be knowledgeable in products and policies of the represented company.

**Badges** - Each person working in or visiting the exhibits will be required to register and wear an identification badge provided by show management. This includes set-up times. An exhibitor will be permitted to register four members for each single booth space reserved. Any company requiring badges in excess of the stated allotment, may write to the AMSSM Exhibits Manager stating the reason for additional badges and the amount required. Each representative must wear the official badge at all times while in the exhibit area. Supplementing this identification with buttons, business cards, ribbons or company badges is not permitted. Exhibitor badges may be made out only in the name of the company shown on the application for space.

**Liability** - AMSSM and the Wyndham Miami Beach Resort in Miami Beach, Florida will take all reasonable precautions against damage or loss by fire, water, storm, strikes and other emergencies, but do not guarantee or insure the exhibitors against loss by reasons thereof., In the event of cancellation of the exhibition due to any of these circumstances or other causes beyond the sponsoring organizations control, the sponsoring organizations will not be held liable for failure to hold the Annual Meeting as scheduled.

The exhibitor will indemnify and hold harmless AMSSM and/or Wyndham Miami Beach Resort in Miami Beach, Florida and/or Vista Convention Services – South from any and all damage and liability for anything whatsoever arising from or out of the occupancy of space by the exhibitor, or the exhibitor's agents or servants, and from any loss or damage arising from any fault or negligence by the exhibitor, or any failure on the exhibitor's part to comply with any of the covenants, terms and conditions herein contained, or otherwise whether or not it be caused by, due to, the failure of AMSSM, Wyndham Miami Beach Resort in Miami Beach, Florida or Vista Convention Services - South to perform any of these covenants herein, expressed or implied, to be performed by diem.

**Insurance** - AMSSM, the Wyndham Miami Beach Resort and Vista Convention Services - South do not maintain insurance covering the exhibitor's property. It is the sole responsibility of the exhibitor to obtain the appropriate amount and type of insurance to cover their property, agents, or employees, from theft, damage by fire, accident or any other cause. A certificate of insurance naming AMSSM as additional insured must be provided to show management prior to the exhibition.

**Hospitality Suites** - Hospitality suites or similar entertainment activities are not permitted during the hours of the general sessions. Arrangements for hospitality suites must be made through the AMSSM Exhibits Manager.

**Smoking** - Smoking is not permitted in the exhibit hall.

**Subletting of Space** - No subletting of space is permitted. Any person or firm subletting all or part of their space will risk cancellation of contract.

**Sponsoring Organization Insignia** - The use of the insignia (seal) of the sponsoring organizations by exhibitors in any form is forbidden.

**Product Demonstrations** - Although the demonstration of motor-operated equipment is permitted, actual hook-up and operation of X-ray machines to full-current use, as for radiographic purposes, is not permitted. Demonstration of apparatus of any kind that is noisy or distracting is not permitted. No objection is made to utilizing electricity for illuminating purposes or for operating instruments and apparatus in a non-disturbing way. The use of open audio systems or motion pictures is discouraged. Requests to use such equipment must be approved by the show management, and the exhibitor must agree to discontinue its use if it is deemed to be objectionable to the registrants or adjacent exhibitors.

**Photography/Video Taping** - The use of photographic/video equipment is prohibited in the exhibit hall unless special permission is granted from show management.

**Cooperation of Exhibitors** - The aforementioned regulations have been formulated in the best interests of the exhibitor and their cooperation is therefore requested. These regulations are a part of the agreement between the exhibitor and the sponsoring organizations. Any matters not specifically covered in this prospectus are subject to decision by the sponsoring organizations. We reserve the right to make such changes, amendments and additions to these rules as it considers advisable for the proper conduct of the exhibit, with the provision that all exhibitors will be advised of any such changes.



**FOR MORE INFORMATION, CONTACT:**

**American Medical Society for Sports Medicine  
11639 Earnshaw  
Overland Park, KS 66210  
Phone (913) 327-1415  
Fax (913) 327-1491  
[www.amssm.org](http://www.amssm.org)  
[office@amssm.org](mailto:office@amssm.org)**

**AMSSM 15<sup>TH</sup> ANNUAL MEETING**  
**APPLICATION AND CONTRACT**  
**APRIL 29 – May 3, 2006**  
**MIAMI BEACH, FLORIDA**

You are hereby authorized to reserve space for one use in the exhibit hall at the AMSSM 15<sup>th</sup> Annual Meeting. This application is made with the understanding that the applicant agrees to abide by all regulations outlined in the exhibit prospectus which becomes part of the accepted contract along with the other rules and directives which may be used by the sponsoring organizations in connection with these scientific sessions.

AMSSM strives to offer exhibitors the most advantageous location for conduct of business. Please list exhibitors we should avoid placing adjacent or opposite your display.

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As an added benefit, we will list your company name, address, telephone, and a brief description of products or services in the Course Syllabus. **Please provide, in 25 words or less, a description of your products or services.** Please explain how your product or service is relevant to the professional needs of the attendees.

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**RENTAL RATES:**

A standard booth is \$800 US dollars  
Booth Size: All booths are 10-feet wide by 8-feet deep

**PAYMENT:**

Deposit due: \$300 in US dollars per booth  
Final payment due MARCH 22, 2006

We are enclosing with this application a deposit of \$300 in US dollars for each booth requested. We agree to pay the balance of the space assigned on or before MARCH 22, 2006. We understand that failure to submit final payment by MARCH 22, 2006 will result in cancellation of booth space and forfeiture of deposit. Advance notice will be given before booth space is cancelled.

(Over Please)

**Please type your company name and address as you wish it to appear in the Course Syllabus.**

**Please indicate if Service Manual should be sent to a different address**

Firm Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Company E-Mail: \_\_\_\_\_

Company website address: \_\_\_\_\_

Number of contact person: \_\_\_\_\_  
(person to whom all correspondence and exhibit service manual should be sent)

Contact person's telephone number: \_\_\_\_\_

Contact person's e-mail address: \_\_\_\_\_

Signature of Authorizing Officer: \_\_\_\_\_

**Please make check payable to:  
American Medical Society for Sports Medicine  
11639 Earnshaw  
Overland Park, KS 66210  
(913) 327-1415 (Phone)  
(913) 327-1491 (Fax)  
office@amssm.org**

Please complete the entire application. Signature of authorizing officer must be included. Incomplete applications will be returned and will delay the processing of application.

**Alternate Address to Send Service Manual:**

Firm Name: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Country if other than U.S.A. \_\_\_\_\_



**FOR FURTHER INFORMATION, CONTACT:**

**Jody Gold, Exhibits Manager  
American Medical Society for Sports Medicine  
11639 Earnshaw  
Overland Park, KS 66210  
(913) 327-1415 (Phone)  
(913) 327-1491 (Fax)  
office@amssm.org**