

CALL FOR EXHIBITORS & SPONSORSHIPS

2012 Annual Session



April 12-14
Wynfrey Hotel
Birmingham, Alabama

FROM OUR PRESIDENT



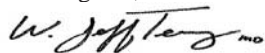
The Medical Association of the State of Alabama is coming off two Annual Sessions that have set recent attendance records. At our 2010 meeting in Huntsville, physicians were presented with challenges facing them and their patients. In 2011, we asked our physician membership to “Step Up” and address head-on those challenges resulting from health care reform legislation passed in early 2010.

At our 2012 Annual Session at the Wynfrey Hotel in Birmingham, April 13 and 14, we’re going to provide our physicians with the tools and skills to become leaders in their professional and personal communities. We’ve engaged national and regional speakers to help our members better understand the need for them to take back their profession.

Our meetings have been successful because of the continued support of you, our corporate partners. It’s a wonderful opportunity to interact with state and national medical and government leaders.

I hope you will see our Annual Session as a special opportunity to support the Medical Association and its physician members. Your generous support allows the Medical Association to represent all physicians across the state in its mission to influence the environment in which they practice.

Best Regards,



W. Jeff Terry, MD

EXHIBIT HALL EVENTS

Join in the fun by incorporating a sports theme in your booth – and be eligible to win a free booth at next year’s meeting. All conference breaks are located in the exhibit area ensuring a steady flow of traffic. See the show schedule for more details.

Opening Ceremony

Meet and greet! Set up early and score extra time with attendees on Thursday evening.

Spectator Sport

Outscore your opponent! Mystery referees will judge your booth based on three criteria: 1) Incorporation of freestyle theme, 2) Attentiveness to attendees, and 3) Information provided to attendees. Winners will be placed in three categories: The gold winner will receive a prize for best booth, and a free booth for the 2013 Annual Session in Mobile; the silver winner will receive a booth for half price at MASA’s 2013 Annual Meeting; and the bronze winner a \$100 discount of the booth price in 2013. The winning booths will receive their prizes at the opening of the exhibit hall on Saturday – so outscore your opponents and put your company at the top!

Wine Reception

Jump into the Reception! All exhibitors are invited to mingle with the physicians without the hassle of staffing a booth.

Exhibitor Relay

Donating a prize? Attract attendees by hosting a sport-themed game at your booth. You pick the game and collect names of your winners. MASA will use those names to draw for your “gold ribbon” prize during the closing ceremony.

Closing Ceremony

Show me the winners! Relay winners’ names will be announced during the strolling brunch on Saturday, so wrap up your games by 10:45 a.m. and turn in the names of your finalists to the registration desk.

More details will be provided in your exhibit packet.

For more information, please contact Amanda Studdard at (334) 954-2500 or astuddard@masalink.org.

Hurry and book today!

SHOW PARTICULARS

Show dates are April 12-14, 2012, at the Wynfrey Hotel. Booth assignments will be made approximately 15 days before the show. Booths in the exhibit hall are 10' wide x 8' deep. The back is draped 8' high and the side rails are 36" from the floor. Booths will include pipe and drape and a 7" x 44" identification sign with company name. Your display must fit in the 10' x 8' booth without blocking your neighbors. Electrical requirements, drayage, furnishing rental, labor and special services will be provided by Veal Convention Services, Inc., (205) 328-1010. All confirmed exhibitors should visit www.vealconventionservices.com to obtain a packet detailing these services. The following username and password are required – Username: **MASA2012** Password: **WYNFREY**.

For information about hotel reservations, visit www.masalink.org/annualsession. The deadline for reserving hotel accommodations is **March 13, 2012**.

Booth prices for 2012 are \$800 in the Riverchase Ballroom and \$1,000 in the Prefunction Area. See Exhibit Hall Events for more details.

Show Schedule:

Exhibit Set-up:	10:00 p.m. - 2:00 p.m.	Thurs., April 12
Opening Ceremonies:	4:30 p.m. - 6:30 p.m.	Thurs., April 12
Spectator Sport:	7:30 a.m. - 1:30 p.m.	Fri., April 13
Wine Reception:	5:30 p.m. - 7:00 p.m.	Fri., April 13
Exhibitor Relay:	7:30 a.m. - 10:45 a.m.	Sat., April 14
Closing Ceremonies:	10:45 a.m. - 12:00 p.m.	Sat., April 14
Take Down:	12:00 p.m. - 4:00 p.m.	Sat., April 14

SHIPPING INSTRUCTIONS

DO NOT ship directly to the Wynfrey Hotel. Exhibit materials may be shipped to our drayage provider, Veal Convention Services, Inc. (VCS), for delivery to the convention. Veal personnel will also be available on April 14 to accept materials for shipment after the show closes. Freight shipped directly to hotel may incur fees on behalf of VCS. Contact VCS at (205) 328-1010 for drayage pricing and instructions.

SHOW REGULATIONS

- All exhibits must be in place by 2:00 p.m., Thursday, April 12, 2012. Booths must be staffed at all times during viewing hours.
- Aisles must be kept clear. No banners, signs, etc., that interfere with views of adjacent or nearby booths will be allowed.
- No subletting or sharing exhibit space by more than one company or organization will be permitted.
- Proper and ample protection, such as tube shields or metallic screens, must be provided by the exhibitor for X-ray and similar apparatuses.
- Electrical and other apparatuses must be operated so that noise or odor will not interfere with other exhibitors.
- Only exhibiting companies may distribute literature or samples. Evidence of violation of this rule should be reported immediately to the exhibit manager.
- Exhibitors who make booth reservations by **March 12, 2012**, will be listed in the official show program given to all attendees.
- It is expressly understood that in purchasing and using space, the exhibitor agrees to abide by these regulations; moreover, the Medical Association of the State of Alabama (MASA), in accepting an order for space, agrees to furnish ordinary facilities and services.
- It is expressly understood that exhibitors assume entire responsibility and hereby agree to protect, indemnify, defend and hold harmless MASA, VCS, The Wynfrey Hotel, its owners, employees and agents against all claims, losses and damages to persons or property, governmental charges and/or fines, and attorney's fees arising out of or caused by the exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or part thereof, excluding any such liability caused by the sole negligence of the Wynfrey Hotel its owners, employees and agents. In addition, the exhibitor acknowledges that MASA, VCS, and Wynfrey Hotel do not maintain insurance covering exhibitor's property and that any such insurance, if desired, is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such loss by the exhibitor. MASA reserves the right to reject a company as an exhibitor, without explanation.
- Freight handling service will be provided by VCS for an additional fee. Call (205) 328-1010. Do not send materials to the Wynfrey Hotel.
- A signed reservation form constitutes a contract for your attendance and participation as an exhibitor at this year's show. Failure to fulfill this contract may result in not being allowed to exhibit in future shows. Exhibits cannot be a condition of the provision of commercial support for CME activities.
- Commercial/promotional materials may not be displayed or distributed in the same room immediately before, during or immediately after the CME activity.
- Representatives of commercial supporters and exhibitors may attend the CME activity if they wish, but must not engage in sales activity in the room where the educational activity is conducted.



Meet and Greet,
Compete and Win!

Wynfrey Hotel
April 12-14
Birmingham, Alabama

THE MEDICAL ASSOCIATION OF THE STATE OF ALABAMA

**Don't pass up
an opportunity
to score with
Alabama Physicians!**

**Reservation Deadline:
March 12, 2012**

www.masalink.org/annualsession

MEDICAL ASSOCIATION OF THE STATE OF ALABAMA
2012 ANNUAL SESSION • APRIL 12-14
WYNFREY HOTEL • BIRMINGHAM, ALABAMA

Exhibiting Company Name: _____
 Contact Person: _____
 E-mail: _____
 Address: _____
 City, State, Zip: _____
 Phone: _____
 Website address: _____
 Product/Service Description: _____

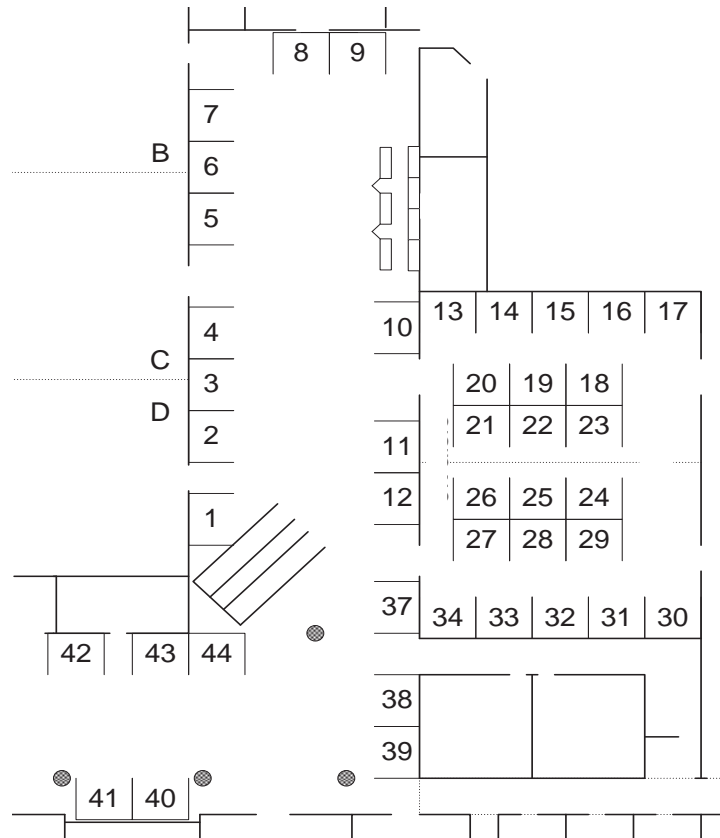
Contact person to receive all correspondence for the show:
 Name: _____
 Email: _____

Contact person for billing issues or receipt of payment:

_____ **Riverchase Ballroom** (13-34) **\$800**
 _____ **Pre-Function Area:** (1-12, 37-44) **\$1,000**

Booths are assigned on a first-come, first-serve basis.

List Booth Numbers Preferred:
 1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____



Company Name as it should appear on sign: _____

Competitors NOT to be located near: _____

NO REFUNDS AFTER MARCH 1, 2012

I have read and agree to abide by the information in this prospectus on regulations governing exhibitors. Furthermore, I agree that my signature constitutes a contract for booth space.

Signature: _____ Title: _____ Date: _____

Payment: **Check** **Visa** **MasterCard** **American Express**

Make check payable to: MASA

Cardholder: _____ Card Number: _____

Exp. Date: _____ 3 or 4-Digit Security Code: _____ Billing Zip Code: _____ Amount: _____

Signature: _____

Note: Your signature constitutes an agreement to pay the amount indicated.

MAIL RESERVATION FORM AND PAYMENT TO:

AMANDA STUDDARD • PO BOX 1900 • MONTGOMERY, AL 36102-1900 • MASA TAX ID # 63-0268042
 FOR MORE INFORMATION CALL AMANDA AT (334) 954-2500 OR (800) 239-6272 • FAX: (334) 269-5200