Exhibitor Prospectus

The Asthma Team: Making Wishes Come True

Annual Conference
7.31.15 through 8.2.15
The Hyatt Regency
Orange County
Anaheim, CA
The 2015 Association of Asthma Educators (AAE) will be held in Orange County California this year. Often referred to as the “California Riviera” this location is home to nearby Disney Resort, Knotts Berry Farm, Laguna Beach, and great art, music, shopping, restaurants, and of course- our annual meeting of professionals and interested friends who have a passion for asthma. The AAE is the premier inter-professional organization striving for excellence to raise the competency of diverse individuals who educate patients and families living with asthma. We welcome people from many diverse areas of asthma care including: nurses (RN, LPN, LVN), nurse practitioners, (NP), nurse clinicians (NC), respiratory therapists (RRT, CRT), pulmonary function technologists (CPFT, RPFT), pharmacists (RPh, PharmD), doctors MD, DO), physician assistants (PA-C), community health workers and social workers (CSW, LSW), public health professionals/health educators (MPH, CHES), case managers, physical therapists (PT) and occupational therapists (OT).

This meeting will bring professionals together to showcase new techniques, products, medications, and strategies to improve the quality of care and the quality of life for those diagnosed with asthma. We are offering a wealth of information and great opportunities for networking.

Highlights:

- Three days of excellent presentations on a wide range of topics for anyone with a passion about asthma
- 16+ educational hours offered with approval from AARC, CCMC, CA Board of Nursing, AANP, (etc.)
- Poster presentations
- Vendor exhibits with ample time to talk to all the attendees
- Door-prizes, Networking, “Meet and Greet” with new friends
- Great food, great sights and fun in Disneyland’s backyard
- July 30: Pre-conference: “Asthma Pharmacology: A Comprehensive Review for Prescribers” (6 educational hours – separate registration)
- July 30: Community Service Project 6:00-8:00 PM.
- President’s 5K Fun Run/Walk Event for everyone!
- Early conference registration special rates!

The AAE leadership team, Board of Directors, members, and conference participants appreciate your continued support. We have several levels of participation for our exhibitors and sponsors and welcome you to join us for a great meeting of high-energy, motivated asthma care givers, educators, researchers, and friends who look for this conference to be a WIN-WIN for all who attend!
AAE Exhibit Hall Information At-A-Glance

Special offering! Pharmacology Review Course:
We will have a one-day Pharmacology Review Course. This event will be targeting Advance Practice Nurses (nurse practitioners, clinical nurse specialists) and Physician Assistants who are interested in a thorough review of the pharmacotherapy used in managing asthma. We are applying for continuing education credits to satisfy the pharmacology hours required for renewing. A similar course was offered last year at our annual meeting and it was a great success with strong attendance! We are looking for a limited number of sponsors to help us in offering this course.

Conference Exhibit Hours and Special Sponsorship Opportunities:

July 30:  Exhibitor Setup 3:00pm-5:00pm Opening Reception 5:00pm-6:00pm
July 31:  Exhibit Hall Hours: 10:00am-10:30am, 2:00-2:30pm, 4:45-6:15pm
             Sponsorships: Product Theatre, Breakfast, Lunch plus President’s Luncheon
Aug 1:    Exhibit Hall Hours 10:30am-11:30am, 3:00pm-3:15pm
             Sponsorships: Product Theatre, Lunch, Dinner
Aug 2:    Product Theatre, Breakfast
            New sponsorship opportunity! 2nd Annual Pharmacology Review Course

Hotel Information
HYATT REGENCY ORANGE COUNTY
11999 Harbor Boulevard
Garden Grove, CA 92840, USA
Telephone: 888-421-1442
Orangecounty.hyatt.com
When making a reservation – please refer to the “Association of Asthma Educators” conference.

AAE Conference Exhibitor Contacts:
Heather Smink 215-353-2477
Roseann Stadler 610-772-0661
admin@asthmaeducators.org
888-988-7747

The Association of Asthma Educators is the premiere inter-professional organization striving for excellence to raise the competency of diverse individuals who educate patients and families living with asthma.
Hotel Information

HYATT REGENCY ORANGE COUNTY
11999 Harbor Boulevard
Garden Grove, CA 92840, USA
Telephone: 714-740-6015 Fax 714-748-4253
Orangecounty.hyatt.com

The Hyatt Regency Orange County Resort features beautiful rooms and suites with plush Hyatt Grand Beds™ and a perfect Disneyland® location. Centralized off all major routes into Orange County, you will enjoy easy access to our event. If you’re able to bring the family, you can plan some time to visit the Disneyland® Resort, one mile away. The Hyatt Regency Orange County was awarded the 2014 TripAdvisor® Certificate of Excellence.

The hotel offers a Disneyland shuttle service to take guests to and from the parks, with departure every half hour. The cost is $5 per person per day, ages 4-10 are $2 per day, and kids 3 & under are free. Taxi service is available at the hotel.

Transportation:
John Wayne/Orange County Airport (SNA) Distance: 13 miles
Super Shuttle: $11 per person/one way Disneyland® Resort Express Bus: $20 per person/from hotel to airport only

Los Angeles International Airport (LAX) Distance: 35 miles
Super Shuttle: $17 per person/one way Disneyland® Resort Express Bus: $30 per person/from hotel to airport only

OC Trolley Service
The OC Trolley offers complimentary transportation to and from popular shopping, dining and entertainment venues. Stops include The Outlets at Orange and Anaheim GardenWalk, and it leaves right the hotel’s front drive multiple times throughout the day. During the summer an additional route to Huntington Beach pier is available for a fee.

Room Rates: We have special room rates for the AAE conference –
Single occupancy $139.00*
Double occupancy $139.00*
Triple occupancy $169.00*
Quadruple occupancy $199.00*
One bedroom and two bedroom suites are available (Kids, Queen, King)

*IMPORTANT:
Rates are exclusive of applicable state and local taxes (currently 14.5% Occupancy Tax, 2.5% GGTID Assessment Fee and a $0.11 Ca State Assessment Fee).
The AAE rooms are available at the special rates until June 27, 2015. After this cut-off, reservations will be based on availability and at the Hotels going rate.
When making a reservation – please refer to the “Association of Asthma Educators” conference.
Levels of Sponsorship

New this year - Product Theatre: $15,000-$25,000

Product theaters: 60-minute marketing presentations about your company’s products or services. These sessions do not offer CME credit; rather, they give exhibitors the freedom to create a presentation centered on their company’s products.

This is a 60-minute time slot. Each time slot includes:

- Seating for up to 200 people.
- Program signage outside the theater (no more than 10 feet from entrance to Product Theater).
- On site admission tracking.
- AV equipment (two lavaliere microphones, one podium microphone, one wired aisle microphone, LCD projector and screen, sound amplification and mixer system, and VGA switcher) and electricity.
- Listed in the AAE Conference program, and announced via the website 2 weeks leading up to the event for attendees to plan accordingly and are cordially invited to attend.

Each of these Product Theatres are associated with a meal and is reflected based on Breakfast, Lunch and Dinner variances and will be very well-attended by our conference attendees. The AAE Conference schedule will has been designed to allow for several excellent times to have high volume exhibit times to help you interact with the attendees in a significant way. We want this to be a Win-Win situation!

Opportunities and Benefits for Exhibitors and Sponsors

All exhibitors and sponsors receive the following Benefits Package:

1. Recognition of sponsorship on all printed materials distributed to the conference attendees
2. The right to place approved materials into the AAA Conference bag
3. Complimentary registration for one representative. Additional representatives may attend sessions at the AAE member rate
4. 8’ by 10’ Exhibition booth space
5. Conference attendee list
6. Draped table, 6 ft in length, back wall, side drape, two chairs, wastebasket, and an ID sign
**Gold Sponsor** contributes $10,000+ and receives the Benefits Package plus
- recognition as Gold sponsorship
- advertising space in the conference program
- logo and link placed on a website

**Silver Sponsor** contributes $5,000+ and receives the Benefits Package plus
- recognition as Silver Sponsorship
- logo and link placed on a website

**Bronze Sponsor** contributes $1000+ and receives the Benefits Package plus
- recognition as Bronze sponsorship
- Listed in the conference program

**Lunch Sponsor** contributes $7000 and receives the Benefits Package plus
- recognition as a lunch sponsor

**Conference Bag Sponsor** contributes $3000 and receives the Benefits Package plus
- recognition as a Conference Bag sponsor

**Refreshment Break and/or Dessert Sponsor** contributes $1200 and receives the Benefits Package plus
- recognition as a Refreshment Break Sponsor

**Presidents 5K Fun Run/Walk** contributes $150.00 receives name/logo on the finish line poster advertising the event (displayed throughout the conference), name/logo listed on the T-shirt, 2 participants in the event. Multiple sponsorships available.

**Exhibitors**

**Commercial Exhibitor** contributes $850 and receives the Benefits Package.

**Nonprofit Exhibitor** contributes $300 and receives the Benefits Package. Nonprofit exhibitors are incorporated as a 501 (c ) 3.

**Cancellation policy**

50% of the exhibit fee will be refunded if cancellation request is received before June 20th 2015. There are no refunds after June 20th

*Fees may be waived with board approval of quid pro quo agreements. An administration fee of $200 is charged for vendors who would like to have materials included in the conference package in lieu of exhibiting*
**Sponsor/Exhibitor Form**

Upon receipt of your exhibit or a registration form, you will be sent a floor plan of the hotel’s exhibit space with the opportunity to give your preferences of booth location on a first-come first-served basis.

We prefer that our exhibit booth not be located near the following company: _______________________

Choose your exhibitor sponsor level and specify the amount where indicated

- ____ Product Theatre Sponsor  $25,000 +  $ _______
- ____ Gold Sponsor  $10,000 +  $ _______
- ____ Silver Sponsor  $5,000 +  $ _______
- ____ Bronze sponsor  $1,000 +  $ _______
- ____ Lunch sponsor  $7000
- ____ Conference bag sponsor  $3000
- ____ Refreshment break sponsor  $1200
- ____ Commercial exhibitor  $850 by June 20th ($900 after June 20th)
- ____ Commercial double booth  $1300 by June 20th ($1350 after June 20th)
- ____ Non-profit exhibitor  $300
- ____ Presidents 5K Fun Run/Walk  $150 +  $ _______

**Sponsor/Exhibit Information**

Mail or fax form (215-361-9920) to Association of Asthma educators, Suite 900, #330, 70 Buckwalter Road, Royersford, PA 19468. Phone 888 988 7747  email: admin@asthmaeducators.org

**Company information**

- Company name
- Exhibitor contact name
- Address
- City  State  Zip
- Phone number  Fax number
- Email address  Website
- Booth staff name  Booth staff name

**Method of payment**

- Authorized applicant signature  Print name  Date
- $ __________________________
- Indicate Total Payment Amount

Choose one  ____Check  ____MasterCard  ____Visa  ____ AMX  ____ Discover
- Card number  Expiration date  Security code
- Name of cardholder (please print)  Signature of cardholder
- Cardholder address (if different from above)
For those companies who want to join the AAE

Company Membership Application
Mail or fax form to Association of Asthma educators, Suite 900, #330, 70 Buckwalter Road, Royersford, PA 19468.
Phone 888 988 7747  email: admin @ asthma educators.org

Company information

__________________________________________________________
Company name                                                Representative name and credentials
__________________________________________________________
Current Position/Title of representative

__________________________________________________________
Address
City                                                        State            Zip
__________________________________________________________
Phone number                                                Fax number
__________________________________________________________
Email address                                                Website

Method of payment

__________________________________________________________
Authorized applicant signature                                Print name                        Date

$ ________________________________________________________
Indicate Total Payment Amount

Choose one       ____Check       ____MasterCard       ____Visa       ____AMX       ____Discover

__________________________________________________________
Card number     Expiration date  Security code

__________________________________________________________
Name of cardholder (please print)                           Signature of cardholder

__________________________________________________________
Cardholder address (if different from above)
Past Exhibitors and Sponsors

3M Pharmaceuticals  
Advance/Merion Matters  
Aerocrine  
Aerus Electrolux  
Allergy and Asthma Network-Mothers of Asthmatics  
Allergy Control Products  
Alliance Tech Medical, Inc.  
American Lung Association-SE Region  
AmeriChoice of Pennsylvania  
AmeriHealth Caritas  
Apieron, Inc.  
Ascent Pediatrics  
Asthma and Allergy Foundation of America  
Asthma and Allergy Teaching Unit  
Asthmatx  
AstraZeneca  
Boston Scientific  
BreatheSleeve  
Centers for Disease Control and Prevention  
Cornerstone Therapeutics  
Clement Clarke International  
CSL Behring Biotherapies for Life  
Dey Pharma L.P.  
Ferraris Respiratory  
Genentech  
GlaxoSmithKline  
Graceway Pharmaceuticals, LLC  
InhalerMate Educational Resources  
International Medical Inc.  
Institute for Healthcare Advancement  
Jones Medical Instrument Co.  
JourneyWorks Publishing  
King Pharmaceuticals  
Krames  
Legacy Products, Inc.  
MEDA Pharmaceuticals  
MediAlert Foundation  
Merck & Company Inc.  
Methapharm  
Micro Direct, Inc.  
Monaghan Medical Corp.  
National Allergy Supply  
National Jewish Health  
National Respiratory Training Center  
NDD Medical Technologies  
NeilMed Pharmaceuticals, Inc  
Nephron Pharmaceuticals Corp.  
Novartis Pharmaceuticals  
nSpire Health  
Omron Healthcare  
PARI Respiratory Equipment, Inc.  
Pfizer Pharmaceuticals, Inc.  
Pharmaxis, Inc.  
Phileps Respironics  
Raley Medical  
Sanofi Aventis  
Schering-Plough  
Sepracor, Inc.  
Spirometrics  
Starlight Starbright Foundation  
Stay Well  
TEVA Pharmaceuticals  
Trane Residential Systems  
UCB, Inc.  
Vitalograph  
Verus Pharmaceuticals, Inc.  
Westmed

The AAE is a 501(c)3 non-profit organization dedicated to the provision of quality education to a multidisciplinary group of asthma educators. Founded in 1998, the AAE serves as the premier inter-professional organization representing health care professionals who identify themselves as asthma educators, many of whom hold the national recognition of being Certified Asthma Educators (AE-C). The AAE’s primary purpose is to promote asthma education as an integral comprehensive asthma program, to raise the competence of healthcare professionals who educate individuals and families affected by asthma, and to raise the standard of care and quality of asthma education to those with asthma. The association is the only organization whose sole purpose is to improve asthma care and asthma education. The AAE assembles this unique group of providers and educators who can improve their patient service through the use of your products.