



# EXHIBITOR PROSPECTUS



2011 JOINT AAPM/COMP MEETING · JULY 31 - AUGUST 4 · VANCOUVER





## Table of Contents

- **Exhibitor Dates to Remember**
- **Exhibit Dates and Hours at a Glance**
- **General Information**
- **Exhibit Space Information**
- **Exhibit Space Application**
- **Exhibit Hall Floorplan**
- **Exhibit Rules and Regulations**
- **Booth Design Rules and Regulations**
- **Exhibitor Personnel Activities**
- **Exhibitor Personnel Registration Information**
- **Marketing Opportunities**
- **Additional Services and Information**



2011 JOINT AAPM/COMP MEETING · JULY 31 - AUGUST 4 · VANCOUVER

## Exhibitor Dates to Remember

### Dates to Remember

|                       |   |
|-----------------------|---|
| <b>February 24</b>    | <ul style="list-style-type: none"> <li>Exhibit Space Application due to AAPM/COMP for first consideration in space assignment.</li> <li>Exhibitors will be sent invoice for booth space payment as Exhibitor Space Applications are received</li> </ul> |
| <b>By March 9</b>     | Booth payment must be received for first consideration in space assignment  |
| <b>March 16</b>       | Booth Assignment Confirmation Notices - Exhibitors will be notified via email   |
| <b>March 16</b>       | Housing Information Available - Exhibitors will be notified via email   |
| <b>March 30</b>       | Buyers Guide Entry Opens  |
| <b>April 13</b>       | Activation of On-line Service Kit   |
| <b>April 27</b>       | Buyers Guide Information Entry closes   |
| <b>May 4</b>          | Last date to receive a Refund For Booth Space Cancellation (minus 10%)  |
| <b>May 11</b>         | <ul style="list-style-type: none"> <li>Submission of Scale Drawing for Island Formations due</li> <li>Submission of request for Hanging Sign for Island Formations</li> <li>Submission of Lighting Truss System</li> </ul>                              |
| <b>May 25</b>         | On-line Exhibitor Personnel Registration available  |
| <b>June 1</b>         | Meeting Registrant Mailing Label Order Form available   |
| <b>June 17</b>        | Exhibitor Housing Form due to Housing Bureau  |
| <b>July 6</b>         | Last day for Exhibitors Personnel Registration in order to prepare badges for mailing   |
| <b>Week of July 7</b> | Exhibitor Personnel Badges mailed to Exhibitor Contact  |



2011 JOINT AAPM/COMP MEETING · JULY 31 - AUGUST 4 · VANCOUVER

**Exhibit Dates and Hours at a Glance**

| DAY/<br>DATE            | EXHIBITOR<br>REGISTRATION | FREIGHT<br>MOVE-IN      | EXHIBIT SET<br>UP  | EXHIBIT<br>HOURS        | REFRESHMENT<br>BREAKS in<br>EXHIBIT HALL  | EXHIBIT<br>DISMANTLING   |
|-------------------------|---------------------------|-------------------------|--|-------------------------|---|--|
| <b>THURS</b><br>July 28 |                           | 8:00 am<br>-<br>8:00 pm | Noon<br>-<br>11:00 pm  |                         |   |  |
| <b>FRI</b><br>July 29   | 8:00 am<br>-<br>6:00 pm   | 8:00 am<br>-<br>8:00 pm | 8:00 am<br>-<br>11:00 pm   |                         |   |  |
| <b>SAT</b><br>July 30   | 7:30 am<br>-<br>6:30 pm   | 8:00 am<br>-<br>3:00 pm | 8:00 am<br>-<br>8:00 pm<br><br><b>Exhibit Hall<br/>Lighting Check:</b><br><br>3:00am<br>-<br>5:00 pm |                         |   |  |
| <b>SUN</b><br>July 31   | 7:30 am<br>-<br>6:30 pm   |                         | 8:00am<br>-<br>12:00 pm  | 1:00 pm<br>-<br>6:00 pm | Breaks:<br>1:00 pm - 1:30 pm<br><br>3:00 pm - 4:00 pm   |  |
| <b>MON</b><br>Aug 1     | 7:30 am<br>-<br>6:30 pm   |                         |  | 9:30 am<br>-<br>6:00 pm | Break:<br>10:00 - 10:30 am<br><br>Lunch:<br>12:30 pm - 2:00 pm<br><br>Break:<br>3:50 pm - 4:30 pm |  |
| <b>TUES</b><br>Aug 2    | 7:30 am<br>-<br>6:30 pm   |                         |  | 9:30 am<br>-<br>6:00 pm | Break:<br>10:00 - 10:30 am<br><br>Lunch:<br>12:30 pm - 2:00 pm<br><br>Break:<br>3:50 pm - 4:30 pm |  |
| <b>WED</b><br>Aug 3     | 7:30 am<br>-<br>6:30 pm   |                         |  | 9:30 am<br>-<br>2:00 pm | Break:<br>10:00 - 10:30 am<br><br>Lunch:<br>12:30 pm - 2:00 pm                                    | Booths located in<br>Hall C must vacate<br>by 9:00 pm<br><br>Booths located in<br>Halls A and B<br><br>2:00 pm<br>-<br>8:00 pm |
| <b>THUR</b><br>Aug 4    |                           |                         |  |                         |   | Booths located in<br>Halls A and B<br><br>8:00 am<br>-<br>8:00 pm  |



## General Information

### Convention Centre

The **2011 Joint AAPM/COMP Meeting and Technical Exhibitions** will be held at the **Vancouver Convention Centre** 1055 Canada Place in Vancouver, BC. Visit the **The Greater Vancouver Visitors and Convention Bureau** for information on Vancouver and points of interest.

AAPM/COMP will use West Halls ABC on the **Exhibition Level** of the Vancouver Convention Centre. The exhibit hall will have a combination of 10 feet x 10 feet and larger island booths. Standard Poster sessions will be held in Exhibit Hall C.

The Scientific Sessions will be conducted on West Levels 1, 2 and 3.

#### **Please Note:**

#### **Exhibit Hall Ceiling Height**

Halls A, B, C have a ceiling height of 30 feet.

#### **Exhibit Hall Columns**

Hall A, B, C has 18 6X6 feet columns on 120 foot centers.

#### **Electrical Information**

Electrical Service is provided exclusively by Vancouver Convention Centre. Electrical originates from floor boxes on 30 foot centers. All hookups to building electrical service must be made or approved by the Vancouver Convention Centre.

#### **Exhibit Hall Entrances**

There are four entrances into the Exhibit Halls. The entrances are indicated on the floor plan so please note when selecting your requested booth spaces.

### NEW! Technical Exhibit Hours

A change has been made to the start and end times of scientific, educational and professional sessions for Monday - Wednesday. Sessions are scheduled for 8:00 am - 6:00 pm on those days. Due to this change, exhibit hours have been modified as follows:

|                     |                   |
|---------------------|-------------------|
| Sunday, July 31     | 1:00 pm - 6:00 pm |
| Monday, August 1    | 9:30 am - 6:00 pm |
| Tuesday, August 2   | 9:30 am - 6:00 pm |
| Wednesday, August 3 | 9:30 am - 2:00 pm |

### NEW! Refreshment and Lunch Break Hours

Due to the schedule change of scientific, educational and professional sessions times, refreshment break times have also been modified. Refreshments will be served in the lounge areas of the exhibit hall as follows:

|                  |                    |                     |
|------------------|--------------------|---------------------|
| Sunday, July 31  | Show Opening Break | 1:00 pm - 1:30 pm   |
|                  | Afternoon Break    | 3:00 pm - 4:00 pm   |
| Monday, August 1 | Morning Break      | 10:00 am - 10:30 am |
|                  | Lunch              | 12:30 pm - 2:00 pm  |
|                  | Afternoon Break    | 3:50 pm - 4:30 pm   |



# 2011 JOINT AAPM/COMP MEETING · JULY 31 - AUGUST 4 · VANCOUVER



Tuesday, August 2

Morning Break 10:00 am – 10:30 am  
Lunch 12:30 pm – 2:00 pm  
Afternoon Break 3:50 pm – 4:30 pm

Wednesday, August 3

Morning Break 10:00 am – 10:30 pm  
Lunch 12:30 pm – 2:00 pm

**Sunday Opening:** Refreshments will be served for the Sunday 1:00 pm break to coincide with the opening of the Technical Exhibits. Beer and non-alcoholic beverages will be served between 3 pm - 4 pm for the afternoon break. AAPM/COMP will be promoting the exhibit hours to meeting attendees, encouraging them to visit the exhibit hall on Sunday.

After Sunday, no scientific sessions will occur during the designated break times. All attendees will be encouraged to enter the exhibit hall and interact with vendors. "Young Adult" registrants (ages 12 - 17) will be allowed in the exhibit hall with adult supervision. "Child" registrants (age 11 and under) will not be admitted.

A half day of sessions will be scheduled for Thursday in Vancouver. Make plans to stay a little longer!

## Exhibitors' Breakfast

The Exhibitors' Breakfast will be held on Wednesday, August 3 from 8:00 am until 9:00 am in Room 302 of the Convention Centre. A representative from each registered exhibiting organization is invited to attend. This is an opportunity for Exhibitors to provide feedback and suggestions, discuss the move out procedures, and future society meetings.

## Hotel Information

Housing reservations will be handled by the Housing Connection / AAPM/COMP Housing Bureau, **available March 16**.

For Exhibitors with Room Block Reservations: The Housing Bureau will hold room blocks with a deposit. Personnel names with final arrival/ departure dates are **due in writing no later than June 17**. This is a strict deadline, and room blocks will be re-leased if names are not supplied by this date.

For Individual Exhibitor Reservations with No Room Blocks: You may prefer to make individual housing reservations by linking to 'Online Housing' when available or you can use the 'Exhibitor Housing Form' also when available.

Exhibitors are STRONGLY encouraged to use designated AAPM/COMP hotels.

## Travel Arrangements

### Passports and Visas:

Entry into Canada is solely determined by Canadian Border Services Agency (CBSA) officials in accordance with Canadian law. Please see [the CBSA's website](#) for details. Canadian law requires that **all persons entering Canada carry both proof of citizenship and proof of identity**. A valid U.S. passport satisfies these requirements for U.S. citizens. If U.S. citizen travelers to Canada do not have a passport, passport card or approved alternate document such as a NEXUS card, they must show a government-issued photo ID (e.g. Driver's License) and proof of U.S. citizenship such as a U.S. birth certificate, naturalization certificate, or expired U.S. passport. Children under 16 need only present proof of U.S. citizenship.

United States Visitors to Canada, **when re-entering the U.S.**, must show a passport or **other travel documents as approved by the Department of Homeland Security**. Please do not leave the U.S. without your passport or other approved travel documents.

International visitors to Canada (not US citizens or US permanent residents) must carry a valid passport and, if required, a visa. Citizens from the United Kingdom, France, Germany, Japan, the Republic of Korea, Australia and some other countries do not require a visa to enter Canada. Visit the [Citizenship and Immigration Canada](#) website for a complete list of countries whose citizens require visas to enter Canada.



All other visitors should contact their Canadian embassy or consulate to learn what documents are required. Contact information for Canadian embassies around the world can be found at the [Foreign Affairs Canada](#) website.

Visitors are advised that if they are travelling through a third country, they may also need visas or other documents for that country.

For further information, please visit [travel.state.gov](http://travel.state.gov).

**Requirements for Children Entering Canada:**

If you are travelling with children, you must carry identification, such as a birth certificate, proof of citizenship or student visa for each child under 18 years old. Divorced parents who share custody of their children should carry copies of the legal custody documents. Adults who are not parents or guardians must have written permission from the parents or guardians to accompany the children. When travelling with a group of vehicles, parents or guardians should travel in the same vehicle as the children for border crossing.

Customs officers are often looking for missing children and may ask questions about the children travelling with you.

**Immunizations and Vaccinations:**

No special immunizations or vaccinations are required to visit Canada. If you're travelling with children, it's always a good idea to ensure they are up-to-date on routine childhood immunizations before international travel. Contact a qualified health professional in your area for more advice. For current travel health information, visit the [Public Health Agency of Canada](#) website.

**Prohibited and Restricted Items by Canada Customs:**

To learn more about Canadian customs regulations, visit the [Canada Border Services Agency](#) website.

Many agricultural items are restricted or prohibited entry to Canada. Canadian law requires that you declare all agricultural products you bring into Canada to customs officers when you arrive, whether by land, sea or air. Permission is required to import plants to Canada, with the exception of houseplants from the United States. The [Canadian Food Inspection Agency](#) provides more information.

Handguns and weapons, such as mace and pepper spray, are prohibited from being brought into Canada. Additionally, some fruits, vegetables, eggs, meats, dairy products and plants from other countries cannot be brought into Canada. For more information, please consult the [Canada Border Services Agency](#) website.

**Gifts:**

Gifts valued at \$60 or less each may be brought into Canada duty-free and tax-free. If you bring in gifts worth more than \$60, they will be subject to duty on the excess amount. Alcoholic beverages, tobacco products and advertising materials do not qualify as gifts.

**Alcohol and Tobacco Products:**

You can bring in limited quantities of alcohol if you meet the minimum age requirements of the province or territory you enter Canada (see below). These items must accompany you on your arrival.

Minimum ages for the importation of alcoholic beverages are 18 for Alberta, Manitoba and Quebec and 19 for Yukon, Northwest Territories, Nunavut, British Columbia, Saskatchewan, Ontario, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland and Labrador.

You can import only one of the following amounts of alcohol free of duty and taxes: 1.5 l of wine; 1.14 l of liquor; a total of 1.14 l of wine and liquor; or 24 x 355 ml cans or bottles (a maximum of 8.5 l) of beer or ale.

You are allowed to bring into Canada duty free: 200 cigarettes; 50 cigars or cigarillos; 200 g of manufactured tobacco; or 200 tobacco sticks.

For more information on bringing in alcohol and tobacco to Canada, please [visit the Canada Border Services Agency](#) website.



**Duty-Free Limits for International (not US residents) Visitors Returning Home**

---

- International visitors outside the US should consult with customs officials in their home countries to determine their duty-free limits.

**Duty-Free Limits for US Visitors Returning Home**

- American residents returning to the US after 48 hours can take back \$800 US worth of merchandise duty-free, every 30 days. This may include 1 l of alcohol (provided the resident is 21 years or over), 200 cigarettes, or 100 cigars, not of Cuban origin. If you are travelling as a family, you may combine your personal exemptions for visits over 48 hours.
- If your stay is less than 48 hours, or if the \$800 US allowance, or part of it, has been used within the previous 30 days, an exemption of \$200 US is allowed, including 150 ml of alcohol, 150 ml of perfume and no more than 50 cigarettes, or 10 cigars, not of Cuban origin.
- If you plan to bring back articles as part of an exemption, they must be for personal or household use. These articles must be carried with you and declared. Duty charged varies according to the country the article was made in and the type of article. No prohibited or restricted items are permitted across the border.

**Customs Offices:**

You can locate the nearest customs office by visiting the [Canada Border Services Agency website](#).

**Visa Letter:**

Need a Visa letter inviting you to the AAPM/COMP Annual Meeting? [Generate one here](#).

**Air Travel:**

**Vancouver International Airport (YVR)**

Drive time: 20 minutes (14 km) to downtown hotels

**SkyTrain:** The Canada Line connects downtown Vancouver to the Vancouver International Airport (YVR). Fare is \$3.75 and the ride takes 25 minutes.

**Taxi:** \$28-\$32 fare; drivers accept credit cards and U.S. currency

**Parking:** \$30.00 per day (All prices are subject to change without notice)

**Dress Code**

---

The dress code is business casual for the AAPM/COMP Annual Meeting.

**Vancouver Points of Interest**

---

Visit the [The Greater Vancouver Visitors and Convention Bureau](#) for information on Vancouver and points of interest.





## Exhibit Space Information

### Exhibit Space Rental Fees

#### Booth Space Pricing Formulae

##### *Inline Booth Spaces*

- \$25 per square foot (10 x 10 = \$2,500; 10 x 20 = \$5,000; 10 x 30 = \$7,500; etc.)
- Add \$200 for each 'corner' included in the inline booth space

##### *Island Booth Formations*

- \$25 per square foot + \$200 per corner

##### *Two-Story Booth Formations - Cost for 2nd Level*

- \$15 per 1 square foot for second level to be added to total cost of first level space  
example:

First Level: 20 x 40 = \$20,800  
 Second Level: 10 x 20 = \$3,000  
 Total booth price: \$23,800

If you're considering a Two-Story booth, please contact **Lisa Rose Sullivan** for more information.

| BOOTH STYLE  | BOOTH SIZE | SQUARE FOOTAGE                 | NO. OF COMPLIMENTARY EXHIBITOR PERSONNEL REGISTRATIONS (2 PER 100 SQUARE FEET) | PRICE    |
|--|------------|--------------------------------|--|----------|
| Inline Basic   | 10' x 10'  | 100                            | 2 complimentary registrations  | \$2,500  |
| Inline Corner  | 10' x 10'  | 100                            | 2 complimentary registrations  | \$2,700  |
| To determine fee of inline booth space greater than 10 x 10, use formula above |            |                                |  |          |
| Islands  | 20' x 20'  | 400                            | 8 complimentary registrations  | \$10,800 |
|  | 20' x 30'  | 600                            | 12 complimentary registrations   | \$15,800 |
|  | 20' x 40'  | 800                            | 16 complimentary registrations   | \$20,800 |
|  | 30' x 30'  | 900                            | 18 complimentary registrations   | \$23,300 |
|  | 20' x 50'  | 1000                           | 20 complimentary registrations   | \$25,800 |
|  | 30' x 40'  | 1200                           | 24 complimentary registrations   | \$30,800 |
|  | 30' x 50'  | 1500                           | 30 complimentary registrations   | \$38,800 |
|  | 40' x 40'  | 1600                           | 32 complimentary registrations   | \$40,800 |
|  | 40' x 50'  | 2000                           | 40 complimentary registrations   | \$50,800 |
|  | 40' x 60'  | 2400                           | 48 complimentary registrations   | \$60,800 |
|  | 50' x 50'  | 2500                           | 50 complimentary registrations   | \$63,300 |
| 40' x 70'  | 2800       | 56 complimentary registrations | \$70,800   |          |
| To determine fee of island booth space sizes not listed, use formula above     |            |                                |  |          |



2011 JOINT AAPM/COMP MEETING · JULY 31 - AUGUST 4 · VANCOUVER

|   |                            |     |  |         |
|---|----------------------------|-----|--|---------|
| <b>Two-Story Booths</b><br>Cost for 2nd Level | 20' x 20' island or larger | 100 | \$15 per 100 square feet<br>(to be added to total cost of first level space) | \$1,500 |
| <b>PUBLISHERS ROW</b>                         |                            |     |  |         |
| <b>Basic</b>                                  | 10' x 10'                  | 100 | 2 complimentary registrations  | \$1,000 |
| <b>Corner</b>                                 | 10' x 10'                  | 100 | 2 complimentary registrations  | \$1,200 |

**Exhibit Space Selection - Using the Current Floorplan**

The floorplan posted is a **DRAFT** plan and currently shows 10' x 10' booths and island formations of various sizes and locations. The sizes and locations of booths will change on the plan once space assignments are made.

**Inline booths** - If you would like to reserve a space larger than a 10' x 10', on the space application please list the numbers of the booths you'd like combined in order to create your in-line booth (10' x 20', 10' x 30', 10' x 40', etc).

Please note, the AAPM/COMP does not allow **peninsula formations**.

**Island formations** - You may either identify current island formations on the floorplan as your desired top 3 choices **OR** if you can:

- Combine any 10 x 10 spaces to form an island
- Or select a current island booth and location and ask that it be downsized or increased to fit your needs.
- NOTE: It is suggested that if you wish to request a formation other than what appears on the draft plan, you print the floorplan, use a marker to outline/indicate your top 3 choices, and submit the floorplan with the space application.

**Target Move-In Schedule**

With the cooperation of Service Contractor, Exhibit Management will be using a Target Move - In Schedule for the meeting. Schedule to be posted in April.

**Target Move-Out Schedule**

AAPM must vacate Exhibit Hall C the evening of Wednesday, August 3.

**Please note: At the close of the show on Wednesday August 3, 2011 at 2:00pm, exhibitors located in the 100 thru 200 aisles must vacate the exhibit hall no later than 9:00pm Wednesday, August 3, 2011. Additional information will be available in the exhibitor service manual.**

Please pay attention to booths located on aisles 100 and 200 when requesting booth space.

All other booths have until 8:00 pm August 4 to be vacated.

**Exhibit Space Assignment Process**

For first consideration in space assignment:

**Applications Due – February 24, 2011**

**Full Payment Due – By March 9, 2011**

All applications received on or before February 24, 2011 will be awarded 60 points. These applications will be separated and identified as AAPM Corporate Affiliate Members and Nonmembers. On February 25th all applications will be assigned a random number with applications received by AAPM Corporate Affiliate Members being assigned random



numbers first followed by applications received by Nonmembers. Exhibit space assignments will then be made based on the random number assigned. Space assignment will begin on March 9.

Applications received after February 24th will be assigned space based on a point system. The point system is based on three tiers of information: historical data, date application is received, and event sponsorship. Corporate Affiliate Contracts received after February 24th will be assigned space along with nonmember organizations based on historical data, date application is received, and event sponsorship.

The historical tier of the point system awards four points for each consecutive year a company has exhibited, going back nine years. A maximum of 36 points can be accumulated this way. Three points are given for each year exhibited non-consecutively.

The date-point tier begins February 25th. Two points will be subtracted from this sixty-point maximum for each application received each business day thereafter. No points are given for applications received after 30 days. Bonus points earned by sponsoring AAPM/COMP Annual Meeting events will be added to the aforementioned system. Total points, Corporate Affiliate level and Exhibitor preference regarding proximity to other exhibiting companies will be used to break ties. Every effort will be made to respect the Exhibitors' space choices, whenever possible, but the decision of Exhibit Management will be final.

**Exhibit Management Policy:** Exhibit Management reserves the right to rearrange the floor plan at any time when such action is deemed to be in the best interest of the total exhibit effort. Exhibit Management reserves the right to relocate exhibitors should it become necessary for causes beyond the control of AAPM/COMP, or advisable in the best judgment of AAPM/COMP to transfer assignments.

### **Exhibit Space Application Submission**

---

To complete the **Exhibit Space Application** (This is a fillable form)

- Review the **AAPM/COMP floorplan** and determine your top three (3) booth selection requests. The entrances are indicated on the floor plan so please note when selecting your requested booth spaces.
- List any exhibitors you wish to be near and any competitors you do not want to be near.
- Indicate your priority regarding the assignment of your booth space (i.e. floor location, competitor proximity, associate proximity, corner space).
- Indicate the product focus and product line that best applies to your organization. This information will be displayed in the online Buyers Guide.

Forward Applications to:

Attn: Lisa Rose Sullivan  
AAPM  
One Physics Ellipse  
College Park, MD 20740-3846  
(Fax) 301-209-0862  
[lrose@aapm.org](mailto:lrose@aapm.org)

### **NEW! Exhibit Space Application Payment**

---

- Upon receipt of space applications, Exhibitors will be sent an invoice for the amount of booth space requested.
- Forward payment to the Post Office Box indicated on the invoice.
- **DO NOT send payment to AAPM Headquarters.**
- Full Payment can be submitted in the form of either a credit card payment or a check in US funds.
- Credit cards accepted include Visa, Master card, Discover and American Express
- Checks should be payable to the AAPM.
- If you would prefer to wire the payment, the wiring instructions are as follows. Please note that an additional \$30.00 fee is required to cover the bank charges for an international wire:



Wachovia  
1753 Pinnacle Dr  
McLean, VA 22102  
Swift# PNBUS33  
ABA# 055003201  
Acct# 2000028809867

**Please Note:**

Space assignments are subject to availability of space, preferences, special needs, and compatibility of Exhibitors. Booth assignment will not be made until the FULL PAYMENT is received regardless of when the Application for Exhibit Space is received.

**Refund for Cancellations / Space Reduction**

---

**Cancellations:**

Should the Exhibitor be unable to occupy and use the exhibit space contracted for, they will promptly notify Exhibit Management. All sums paid by the Exhibitor, less a service charge of 10% of the contract price, will be refunded. No refund for cancellation will be made after **May 4, 2011**.

**Space Reductions:**

Should the Exhibitor need to reduce the size of space originally contracted for, they will promptly notify Exhibit Management. If space originally contracted for is reduced, a 10% service charge of the original contract price will be due AAPM.

Exhibit Management has the right to reassign a different booth space to Exhibitor. No refund for space reduction will be made after **May 4, 2011**.

**Floorplan - Viewing Instructions**

---

In an effort to provide better viewing of the floor plan for space selection, we are using Expocad FX software. From the floorplan, you may access viewing instructions by clicking on the Expocad FX Help icon.



**EXHIBIT SPACE APPLICATION AND CONTRACT**

Return by February 24th for first consideration in space assignments.

Booth assignments will be mailed March 16<sup>th</sup>

Email: [lrose@aapm.org](mailto:lrose@aapm.org) | Fax: 301-209-0862

**Exhibitor/Organization Information:**

Company \_\_\_\_\_ Date \_\_\_\_\_  
*(To be displayed in all printed materials)*

If newly formed company, please list previous company name: \_\_\_\_\_

Exhibitor Contact Name (please print) \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Zip/Postal Code, Country \_\_\_\_\_

E-Mail (Required) \_\_\_\_\_ Tel \_\_\_\_\_ Fax \_\_\_\_\_

Check if address change from previous year

Marketing Contact Name \_\_\_\_\_ E-mail (required) \_\_\_\_\_

**Space Selection:**

| Booth Number(s)       | Booth Size    | Second Level Size<br>(For Island Booths only) | # Corners Requested<br>(For Inline Booths only) | Total Amount |
|-----------------------|---------------|---|---|--------------|
| 1 <sup>st</sup> _____ | _____ x _____ | _____ x _____                                 | _____   | \$ _____     |
| 2 <sup>nd</sup> _____ | _____ x _____ | _____ x _____                                 | _____   | \$ _____     |
| 3 <sup>rd</sup> _____ | _____ x _____ | _____ x _____                                 | _____   | \$ _____     |

**Competitor Proximity:**

List any Exhibitors you wish to be near:

List any Exhibitors you do not wish to be near:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Space Assignment Priority:**

Rank (1 - 4) beginning with most important criteria for space assignment:

\_\_\_\_\_ Floor Location      \_\_\_\_\_ Competitor Proximity      \_\_\_\_\_ Associate Proximity      \_\_\_\_\_ Corner Space

**Product Category: IMPORTANT - Please check the appropriate boxes.**

Product Focus:

- Medical Equipment     Medical Imaging     Pharmaceuticals     Publishing     Radiation Oncology     Other

Product Line(s):

- |  |   |   |   |
|--|---|---|---|
| <input type="checkbox"/> Brachytherapy           | <input type="checkbox"/> Info Systems Management      | <input type="checkbox"/> Professional Society   | <input type="checkbox"/> Treatment Planning |
| <input type="checkbox"/> CT/MRI                  | <input type="checkbox"/> Lasers & Optics Manufacturer | <input type="checkbox"/> Quality Assurance      | <input type="checkbox"/> Treatment Units    |
| <input type="checkbox"/> Detectors/Dosimetry     | <input type="checkbox"/> Nuclear Medicine             | <input type="checkbox"/> Simulators             | <input type="checkbox"/> University         |
| <input type="checkbox"/> General Medical Physics | <input type="checkbox"/> Organ Motion Management      | <input type="checkbox"/> Shielding/Construction | <input type="checkbox"/> X-ray/Radiographic |
| <input type="checkbox"/> Government Agency       | <input type="checkbox"/> Patient Handling/Positioning | <input type="checkbox"/> Technology Management  | <input type="checkbox"/> Ultrasound         |
| <input type="checkbox"/> Imaging Film            | <input type="checkbox"/> Pharmaceutical Manufacturer  |   |   |

**Exhibitor Agreement:**

I have read, understand and agree to adhere to the rules and regulations as stated in the 2011 AAPM Exhibitor Prospectus. The undersigned is empowered to enter into contracts on behalf of the exhibiting company.

Completed by/Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

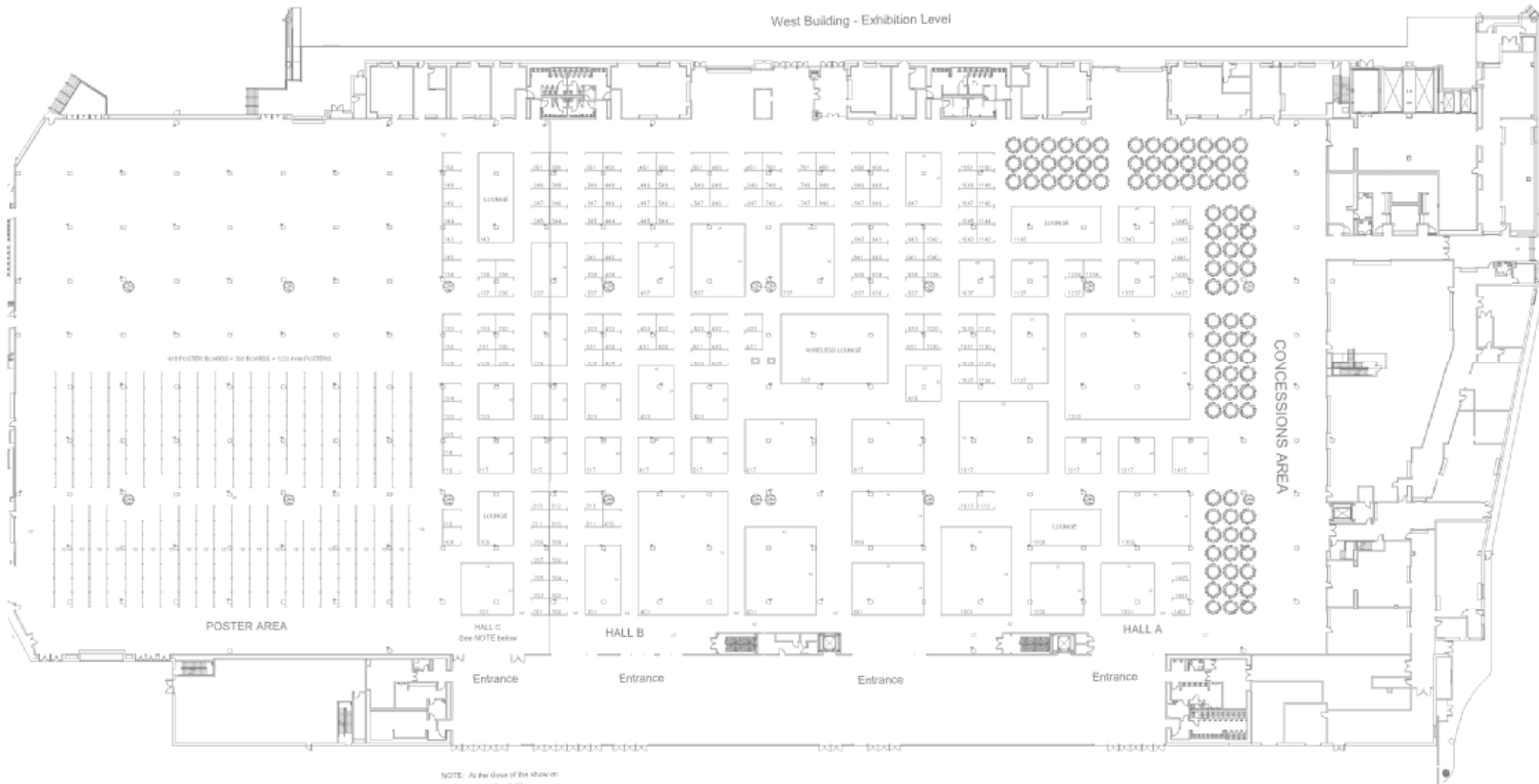
**NOTE: Upon receipt of Exhibit Space Application and Contract, Exhibitor will be invoiced for total amount of booth size requested. In order to be considered for first round of space assignment, full payment MUST BE submitted by MARCH 9 (per instructions provided on invoice).**

# JOINT AAPM/COMP ANNUAL MEETING

Exhibit Dates July 31 - Aug 3

Exhibit Halls A - B

West Building - Exhibition Level



492 POSTER BOARDS + 30 BOWDS + 122 4x6 POSTERS

POSTER AREA

HALL C  
See NOTE below

HALL B

HALL A

CONCESSIONS AREA

Entrance

Entrance

Entrance

Entrance

NOTE: At the close of the show on  
Wednesday, August 3 at 2:00  
exhibitors located in rooms 100 - 200  
must vacate the exhibit hall no later than  
Wednesday, August 3 at 5:00 pm



2011 JOINT AAPM/COMP MEETING · JULY 31 - AUGUST 4 · VANCOUVER

## **Exhibit Rules and Regulations**

### **Code of Conduct**

Exhibitors are required to wear their badge and conduct themselves in a professional manner at all times during the 2011 Joint AAPM/COMP Meeting.

### **Purpose of the Display**

The AAPM (hereafter known as "Exhibit Management") reserves the right to determine the eligibility of any company or product for inclusion in the exposition.

The Exhibit is an integral part of the AAPM/COMP's Annual Meeting program. Its purpose is to further the scientific, technical, and educational advancement of the theory and practice of medical physics and the related arts and sciences. As much as possible, the exhibits will supplement scientific and technical sessions.

To assure that the exhibit will further the above purpose, admission to the exhibit is limited to qualified persons with interest in medical physics or related equipment, products, and services. Companions ages 12 through 17 will be allowed in the Exhibit Hall but must be accompanied by a registered attendee at all times. Children 11 and under will not be allowed in the Exhibit Hall.

Products may not be sold for delivery on the exhibit floor with the exception of publishing companies who have been approved by Exhibit Management. All other Exhibitors will be permitted to take orders for the sale of their products or services at the show provided their products or services are substantially related to the science of medical physics. Exhibitors will not actively solicit visitors for sales or orders, but only furnish visitors with a price list for their products or services and indicate on the list that visitors may purchase Exhibitor's products or services.

### **Exhibit Management Policy**

Exhibit Management reserves the right to rearrange the floor plan at any time when such action is deemed to be in the best interest of the total exhibit effort. Exhibit Management reserves the right to relocate exhibitors should it become necessary for causes beyond the control of the AAPM/COMP, or advisable in the best judgment of the AAPM/COMP to transfer assignments.

### **Restrictions**

Exhibit Management reserves the right to restrict exhibits which are objectionable because of noise, glaring or flashing lights, method of operation, or any other reason, and also to prohibit or evict any exhibit which in the opinion of Exhibit Management detracts from the general character of the exhibit. This reservation includes persons, things, conduct, printed matter or anything Exhibit Management judges to be objectionable. In the event of such restriction or eviction, Exhibit Management is not liable for any refund of any amount paid there under.

Demonstrations must be located so that crowds collected will be within the Exhibitor's space, and not blocking aisles or neighboring exhibits. Contests of any kind must first be approved in writing by Exhibit Management.

### **Signage and Graphics**

Absolutely NO signs or graphics may be placed outside the area of the booth. No signs or graphics may be placed on posts or columns in, or adjacent to, standard booths occupied by exhibitors, or on carpeted areas beyond the confinement of the booth space. No materials may be placed on any surface of the facility including columns. Any damage caused by violation of this rule will be charged to the exhibitor whose material is found in violation.

### **Photography**

Picture taking, other than by the AAPM/COMP official photographer, is prohibited, with the exception of an Exhibitor photographing his or her own display area. Each Exhibitor has control over the space it has rented and may prevent those considered its competitors from gaining access to, photographing, video taping or otherwise mechanically



recording its exhibit or presentations. Exhibitors are encouraged to report any violations of this rule to Exhibit Management. No Exhibitor will deny any reasonable request from Exhibit Management to photograph the exhibit from outside the perimeter of the booth.

### **Distribution of Printed Materials**

Distribution of printed materials by an Exhibitor is limited to their rented space in the exhibit hall and meeting areas. This restriction also applies to the placement of signs in any hotel used by the AAPM/COMP to house registrants of the meeting. No Exhibitor printed or promotional items are allowed in the Attendee registration packet.

### **Distribution of Novelty Items**

Distribution of small novelty items by an Exhibitor is limited to their rented space in the exhibit hall and meeting areas. AAPM/COMP reserves the right to remove all items deemed unacceptable from the show floor.

### **Promotional or Give Away Contests**

If an Exhibitor wishes to conduct a raffle or drawing for the give away of a novelty item, the event must be held within the confines of the rented booth space. The Exhibitor must contact Show Management for permission. If the concept is approved, Exhibitors are responsible for all logistics involved with organizing the raffle or drawing, including the distribution of announcements and follow up with winners.

### **Balloon and Blimps**

No air filled balloons, helium balloons or remote-controlled blimps may be used in the exhibit hall.

### **Distribution of Food**

Distribution of food to meeting attendees is not permitted unless it is a product that the company promotes. Cooking or food preparation is not permitted. Products such as individually wrapped candy or mints for consumption are acceptable.

### **Distribution of Beverages (Bottled Water AND Water Coolers Allowed)**

Exhibitors are allowed to distribute bottled water or water dispensed from rented water coolers to meeting attendees from within the confines of the Exhibitor's booth space.

Per the rules of the Vancouver Convention Centre Food and Beverage Services:

- All beverages must be ordered through the Convention Centre Food Service.
- Exhibitors **WILL NOT** be allowed to bring beverages into the building or purchase them from outside caterers.

For additional information please contact:

Stephanie Couture  
Catering Sales Manager  
Vancouver Convention Centre  
Direct Tel: 604-647-7238  
Email: [scouture@vancouverconventioncentre.com](mailto:scouture@vancouverconventioncentre.com)

### **Entertainment**

The use of music (live or recorded), dancer, mimes or other entertainment similar to this is not permitted in the exhibit hall.





### Special Effects & Product Presentation

All Exhibitors utilizing sound amplification are required to amplify at a decibel level that will not interfere with the activities of neighboring booths. In the event of a dispute as to whether amplification is too loud, Exhibit Management reserves the right to make the final determination of acceptability. Failure by an Exhibitor to comply with a request to reduce or eliminate sound amplification will result in the refusal to allow sound amplification in the booth for the duration of the meeting.

### Booth Equipment and Services

Items included in the rental fee are:

- 8 feet high backdrops
- 36 inch high dividers
- a 7 inch x 44 inch ID sign (including booth number and company name)
- 24 hour guard service
- general aisle cleaning
- general area lighting
- air conditioning

### Installation & Display Removal

It is explicitly agreed by the Exhibitor that in the event he or she fails to install his or her products in his or her exhibit space at the time specified, Exhibit Management will have the right to take possession of said space and lease the same or any part thereof to such parties and upon such terms and conditions as it may deem proper. Exhibit Management is not responsible for any refund.

Installation of all booths must be completed by 8:00 pm Saturday, July 30. Any exhibit that has not been installed by 8:00 pm will be forced up and the company will be charged the installation fee or the crates will be removed from the hall. The exhibits open on Sunday, July 31 at 1:00 pm. Exhibitors will be allowed to complete final touch up work on their booths from 8:00 am - noon on Sunday. No Exhibitor will have the right prior to closing of the exposition to pack or remove articles on exhibit without approval in writing from Exhibit Management.

### Installation Hours

The Installations Hours are posted below. If any Exhibitor wishes to work on booth setup past 11:00 pm, approval must be given by Exhibit Management.

| DATES          | FREIGHT MOVE IN   | SET UP  |
|----------------|-------------------|---|
| THUR - July 28 | 8:00 am - 8:00 pm | 12:00 pm - 11:00 pm   |
| FRI - July 29  | 8:00 am - 8:00 pm | 8:00 am - 11:00 pm  |
| SAT - July 30  | 8:00 am - 3:00 pm | 8:00 am - 8:00 pm   |
| SUN - July 31  |                   | (Touch up work )<br>8:00 am - 12:00 pm<br>Exhibits Open 1:00 pm |

### List of Exhibitors

The list of AAPM/COMP 2011 Exhibitors will not be published, in whole or in part, other than in AAPM/COMP official publications. Said list will not be released for use by others for promotional purposes.



## **Responsibility**

---

If the Exhibitor fails to comply in any respect with the terms of this agreement, Exhibit Management will have the right, without notice to the Exhibitor, to offer said space to another Exhibitor, or to use said space in any other manner. This will not be construed as affecting the responsibility of the Exhibitor to pay the full amount specified by the contract.

## **Compliance**

---

The Exhibitor assumes all responsibility for compliance with all ordinances, regulations and codes of authorized Federal, State, and City governing bodies concerning fire, safety, and health, together with the rules and regulations of the operators/ owners of the property wherein the exhibit is held. Federal, State, and City laws must be observed. Wiring must comply with Fire Department and UL rules.

## **Liability**

---

The AAPM/COMP and the Vancouver Convention Centre, its agents or employees will not be responsible for any loss, theft or damage to the property of the Exhibitor, their employees or representatives. Further, Exhibit Management will not be liable for damage or injury to persons or property during the term of this agreement from any cause whatsoever by reason of the use of occupancy of the exhibit space by the Exhibitor or their assigns, and the Exhibitor will indemnify and hold harmless Exhibit Management and the Vancouver Convention Centre from all liability which might ensue from any cause whatsoever. If the Exhibitor's material fails to arrive, the Exhibitor is nevertheless responsible for all amounts due there under. Exhibitors are advised to carry special insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the persons and property of others.

## **Cancellation or Termination of Exposition**

---

In the event that the premises where the exposition is to be held will, in the sole determination of Exhibit Management, become unfit or unavailable for occupancy, or will be substantially interfered with, by reason of picketing, strike, embargo, injunction, act of war, act of God, fire, or state of emergency declared by any government agency or by reason of any municipal, state, or federal law or regulation or by reason of any other occurrence beyond the control of Exhibit Management, Exhibit Management may cancel or terminate the exposition. In the event of such cancellation, the Exhibitor waives any and all claims the Exhibitor might have against Exhibit Management for damages or expenses and agrees to accept incomplete settlement and discharge of claims against Exhibit Management the Exhibitor's pro rata share of the total amount paid by all Exhibitors less all costs and expenses incurred by Exhibit Management in connection with the exposition including a reserve for future claims and expenses in connection therewith.

## **Management**

---

Exhibit Management reserves the right to interpret, amend, and enforce these regulations as it deems proper to assure the success of the exposition.



## Booth Design Rules and Regulations

The following Booth Design Rules and Regulations have been developed to assist in effectively administering the exposition and to promote continuity in exhibit design and setup for displays at the AAPM/COMP Annual Meeting and Technical Exhibits. All Exhibitors are considered equal regardless of size and are given equal opportunity, within reason, to present their product in the most effective manner to the audience. Exhibit Management has adopted the following booth dimension rules and regulations from the International Association for Exposition Management in an effort to make this possible while still allowing the greatest flexibility in the overall exhibit.

### Review of Technical Exhibits

Members of the AAPM Technical Exhibits Subcommittee will be on hand to advise Exhibitors of any rule violations during the initial stages of booth setup. During the setup process, an informal review of the exhibits will take place. Written notice will be given to any company in violation of the AAPM Booth Design Rules and Regulations during the set up period so that Exhibitors will be given ample opportunity to correct any violations. All infringements must be corrected prior to the show opening at **1:00 pm on Sunday, July 31**. If the infringement has not been corrected by that time, the following penalty will apply:

#### **Penalty Rule for Booth Design/Setup Violations:**

- **Minor Violation:** Verbal and written warning.
- **NEW! Major Violation:** Exhibitor will be responsible for payment equivalent to 25% of total booth fee and a loss of 10 placement points.
- **NEW! Second Time offenders:** Exhibitor will be responsible for payment equivalent to 50% of total booth fee and a loss of 20 placement points.

Any Exhibitor showing a potential violation during setup will be adequately warned by Exhibit Management if at all possible to allow correction before final inspection.

Final judgment of violations will occur during final inspection and will be at the sole discretion of Exhibit Management.

### Exhibit Hall Lighting Check

The lighting in the Exhibit Halls will be turned up to full capacity on **Saturday, July 30 (3:00 pm-5:00 pm)** to allow Exhibitors the opportunity to make booth adjustments. Please inform the necessary personnel.

### Exhibit Design

The regulations listed herein are presented to create and maintain an open atmosphere on the exhibit floor. To this end, 100 percent occupancy of allowed exhibit space is discouraged. In designing exhibits, good judgment and consideration for neighboring exhibitors and attendees should be primary objectives.

### Booth Construction and Arrangement

Exhibits will be so arranged as not to obstruct the general view, nor hide the exhibits of others. Plans for specially-built displays not in accordance with regulations are to be submitted to Exhibit Management before construction is ordered.

Non-Island booth regular and specially-built back walls, including signs, may not exceed an overall height of 8 feet. The maximum booth height of 8 feet may extend 1/2 the depth of the booth from the back wall. Height limitation of the display in the balance of the area is 4 feet, except for products or equipment, which in itself exceeds 4 feet.

No display material exposing an unfinished surface to neighboring booths will be permitted. Exhibitors are responsible for carpeting their assigned booth space.



**Connection of Islands Across Official Aisle Space**

If an Exhibitor wishes to connect one island formation with a second island formation across an official designated aisle, be it with a sign or archway, the Exhibitor will be responsible for the rental of the entire aisle space that runs the length of each booth. The price of the aisle space is \$2,500 per 10 feet x 10 feet space.

Example:

If two 20 feet x 30 feet booths are rented by one Exhibitor and said Exhibitor wishes to connect the two booths across an official aisle, and that aisle space measures 10 feet x 30 feet in space, the Exhibitor will be responsible for the rental of the entire 10 feet x 30 feet aisle space. (\$2,500 x 300 sq.ft. = \$7,500)

**Booth Dimensions - Setbacks for Island Formations**

All exhibits must conform to the dimensions outlined below in order to assure ease of movement of participants and clear lines of visibility in the exhibit hall. For more information on booth dimension guidelines please contact **Lisa Rose Sullivan**.

**NOTE:**

**Exhibit Hall Ceiling Height**

Halls A, B, C has a ceiling height of 30 feet.

**Exhibit Hall Columns**

Hall A, B, C has 18 6X6 feet columns on 120 foot centers.

**Electrical Information**

Electrical Service is provided exclusively by Vancouver Convention Centre. Electrical originates from floor boxes on 30 foot centers. All hookups to building electrical service must be made or approved by the Vancouver Convention Centre.

**Exhibit Hall Entrances**

There are four entrances into the Exhibit Halls. The entrances are indicated on the floor plan so please note when selecting your requested booth spaces.

**STANDARD BOOTH  
ONE OR MORE STANDARD UNITS IN A STRAIGHT LINE.**

|                 |  |
|-----------------|--|
| <b>Height</b>   | Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8 feet.   |
| <b>Depth</b>    | All display fixtures over 4 feet in height and placed within 10 linear feet of an adjoining exhibit, must be confined to that area of the Exhibitor's space which is within 5 feet of the back line, with the exception of equipment which may exceed the 4 feet height limit, but may not be higher than 8 feet, and must be placed so as not to block the view of the adjacent exhibit. Projections of booth structure from the back of a booth in excess of 3 feet in height and extending to the front of the booth are not allowed. |
| <b>Easement</b> | Demonstrations of equipment or products must be conducted so that customers and demonstrator are both on the booth property.   |
| <b>Set up</b>   | All standard booths are assigned booth spaces so that the front of the booth will face main vertical aisles running from the front of the exhibit hall (entrance) to the back of the hall.   |

**PERIMETER - WALL BOOTH  
STANDARD BOOTH LOCATED ON THE OUTER PERIMETER WALL OF THE EXHIBIT FLOOR.**



|                 |   |
|-----------------|---|
| <b>Height</b>   | Exhibit fixtures, components and identification signs will be permitted to a maximum height of 12 feet in perimeter wall booths.  |
| <b>Depth</b>    | As in Standard Booth above.   |
| <b>Easement</b> | As in Standard Booth above.   |
| <b>Set up</b>   | All perimeter booths are assigned booth spaces so that the front of the booth will face the main vertical aisle running from the front of the exhibit hall (entrance) to the back of the hall. NO perimeter booths are to be set up facing a horizontal aisle UNLESS specifically assigned such a space by Show Management. |

**CORNER BOOTH**  
**A CORNER BOOTH IS DEFINED AS A BOOTH HAVING TWO SIDES THAT MEET TO FORM A RIGHT ANGLE AND THAT EACH OF THOSE TWO SIDES ARE EXPOSED TO A DESIGNATED AISLE.**

|               |  |
|---------------|--|
| <b>Set up</b> | All corner booths are assigned booth spaces so that the front of the booth will face the main vertical aisle running from the front of the exhibit hall (entrance) to the back of the hall. NO corner booths are to be set up facing a horizontal aisle. |
|---------------|--|

**ISLAND BOOTH**  
**EXHIBIT WITH ONE OR MORE DISPLAY LEVELS IN FOUR OR MORE STANDARD UNITS WITH AISLES ON ALL FOUR SIDES.**

|                      |   |
|----------------------|---|
| <b>Height</b>        | <p><b>Exhibit Hall Ceiling Height</b><br/>Halls A, B, C have a ceiling height of 30 feet.</p> <p><b>NEW! Island exhibits may not exceed 24 feet in height from the floor to the top of any exhibit structure. This includes, but is not limited to, hanging signs. The top of the graphic of a hanging sign may not exceed 24 feet.</b></p> <p>Excluded from this rule is lighting / theatrical truss. Placement of lighting / theatrical truss is dependent upon Convention Centre structure and Show Management.</p> <p>Any exhibit structure or display exceeding sixteen (16) feet in height must be approved by a licensed structural engineer prior to installation. A copy of the engineer's certificate or stamped floor plans must be submitted for approval.</p> <p>Exhibits built in non-compliance of the AAPM regulations are subject to a fine up to 25% of total booth space cost and loss of 10 booth placement points.</p> |
| <b>Depth</b>         | The first rise of any basic structure over 4 feet tall may not be closer than 1 FOOT to any external boundary or the exhibit space contracted for.  |
| <b>Setback Rules</b> | <p>Rules However, the 1 FOOT area may be occupied up to 8 feet in height by the following if it does not interfere with other Exhibitors:</p> <ol style="list-style-type: none"> <li>1. Equipment that is not used for demonstrations, unless the demonstration is clearly directed inside the booth. This is intended to keep customers participating from standing in the aisle. Displays or signage, as long as the display does not constitute a demonstration.</li> <li>2. Displays, such as TV monitors, that constitute a demonstration, must be placed behind the 1 FOOT easement and be of a size to attract customers onto the easement for viewing. This is intended to keep customers from standing in the aisle.</li> </ol>  |



|                                |  |
|--------------------------------|--|
|                                | <p>3. Clear or a maximum of 20% tinted Plexiglas structures with limited copy to permit see-through visibility, such as for conference areas, etc.</p> <p>4. Minimal structural and support members at least 8 inches apart of open type construction which in the opinion of the AAPM/COMP, do not interfere with other Exhibitors.</p>   |
| <b>Canopy or Covered Areas</b> | <p>Per the Vancouver Convention Centre rules, permits and possibly a fire watch are required for booths with canopies or covered areas. It is dependent on:</p> <ul style="list-style-type: none"> <li>▪ the dimensions of the booth</li> <li>▪ how much of the booth the canopy covers</li> <li>▪ ingress and egress of the booth</li> <li>▪ the number of people expected to be in the booth at one time</li> </ul> <p><b>NOTE: Fire Marshal approval of such island formations will be required</b></p> |

**TWO-STORY BOOTHS:**

Exhibitors with 20 foot by 20 feet or larger may be allowed a second level for an additional fee of \$15.00 per square foot. A copy of the booth plans and specifications for the booth must be submitted for approval by May 11. These plans must be stamped by a certified, licensed structural engineer and attest to the exhibit's structural integrity.

If you're considering a Two-Story booth, please contact [Irose@aapm.org](mailto:Irose@aapm.org) for details on the Vancouver Convention Centre Guidelines for Multi-level and Covered Exhibits.

**EXHIBITOR GROUP LISTING – INDIVIDUAL LISTINGS OF DIVISIONS, BRANCHES, OR SUBSIDIARIES: (ISLAND FORMATIONS ONLY)**

Exhibitors occupying island formations may identify up to four (4) individual divisions, branches, or subsidiaries of the parent exhibitor company in the AAPM/COMP Annual Meeting issue of Medical Physics Journal and the AAPM/COMP Pocket Program.

Each entity listing to include:

- Divisions, Branches, or Subsidiaries Name
- Booth Number
- Contact Information
- Product Description
- Product line
- Product focus

Cost **PER** additional division, branch, or subsidy name: \$2,000

This fee is necessary to accommodate the cost of supporting each individual entity.

**NEW! Use of Lighting Truss Systems – Submission of System Drawing – May 11**

Overhead lighting systems, attached to the facility steel structure, are permitted ONLY if the exhibit exceeds 400 square feet. Exhibitors wishing to hang lighting systems will be required to submit a Lighting Truss Diagram to AAPM along with the Booth Design form by MAY 11. All requests must be reviewed and approved by AAPM. Exhibit elements are not to be attached to the lighting truss.

Exhibits built in non-compliance of the AAPM regulations are subject to a fine up to 25% of total booth space cost and loss of 10 booth placement points.

Lighting instruments, regardless of the type, must be positioned inside the perimeter boundaries of the purchased floor space. Projecting light beams or images outside the perimeter boundary of the booth (including external aisles)



is prohibited. Special effects (spinning, rotating, pulsating) must not interfere with other exhibits or detract from the professional atmosphere of the exhibition.

### **NEW! Request to Blackout Overhead Lights**

Overhead hall lights may be requested to be shut off to those exhibitors with island formations measuring 900 square feet or greater. Make your request by using the Booth Design Form found in the AAPM Exhibitor Service Kit. Lights may only be turned off when directly overhead and in the confines of your booth. No light will be turned off if located outside the confines of your booth or too close to an aisle. AAPM has the final decision on which building lights will remain operational. The exhibitor will be responsible for all costs associated with this request. To request a lighting grid showing the placement and the number of lights located over your booth, an exhibiting company or appointed EAC can contact the official utility provider as listed in the AAPM Exhibitor Service Kit.

### **Submission of Scale Drawing for Island Formations – May 11**

Exhibitors reserving island space are required to submit for approval complete scale drawings, both concept and construction, indicating all dimensions including applicable set back, to AAPM HQ by May 11. Exhibitors will be assigned the size of island space as requested on their Exhibitor Application and Contract. Therefore, prior to the submission of the Application, it is the responsibility of the Exhibitor to make sure the space requested will accommodate a booth design that conforms to the AAPM/COMP Booth Design Rules and Regulations pertaining to island booths.

If the scale drawing submitted on May 11 does not comply with the AAPM/COMP Booth Design Rules and Regulations, the Exhibitor must either redesign the booth to come into compliance or request a larger space. There is no guarantee that larger space will be available at that time.

#### **Scale Drawing Requirements:**

- Both aerial and side views of booth designs must be provided.
- Mandatory 1 foot setback must be labeled on each drawing.
- Island exhibits may **not exceed 24 feet** in height from the floor to the top of any exhibit structure. This includes, but is not limited to, hanging signs or lighting / theatrical truss. Any exhibit structure or display **exceeding sixteen (16) feet in height** must be approved by a licensed structural engineer prior to installation. A copy of the engineer's certificate or stamped floor plans must be submitted for approval.
- Must identify equipment pieces and booth structure.
- Must indicate booth structure construction material (ie cloth, hard wall, glass, metal mesh, etc.).
- Canopy or covered areas must be identified and construction material disclosed.
- Once approved, if booth design changes, must resubmit for approval prior to set up.

Email or fax documents to: [irose@aapm.org](mailto:irose@aapm.org) / (301) 209-0862

### **Submission of Scale Drawing for Hanging Signs – May 11**

- Hanging Signs will be permitted in the Exhibit Hall for booths 20' x 20' or larger.
- The length of the sign is not to exceed 50 percent of the corresponding dimensions of the booth.
- The sign should be set back 25 percent of the booth's width dimension from the back line of the booth.
- All signs must hang within the perimeters of the booth.
- All hanging signs must be approved in advance by AAPM/COMP Show Management.
- **All exhibitors requesting to hang a sign are required to submit detailed floor plans to AAPM/COMP Show Management for approval no later than May 11.**
- If approved, we recommend all hanging signs be shipped in advance to the warehouse, but it is not required.

An order form with prices will be included in the On-line Service Kit.

Email or fax documents to: [irose@aapm.org](mailto:irose@aapm.org) / (301) 209-0862



## Issues Common To All Booth Types

---

### **Americans with Disabilities Act (ADA)**

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800-514-0301) and from web site [www.usdoj.gov/crt/ada/infoline.htm](http://www.usdoj.gov/crt/ada/infoline.htm).

### **Structural Integrity**

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers or installation/dismantling equipment such as fork lifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.

Exhibitors should ensure that any display fixtures such as tables, racks or shelves are designed and installed properly to support the product or marketing materials to be displayed upon them.

### **Flammable and Toxic Materials**

All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flame proofing certificate should be available for inspection.

Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

### **Electrical**

Every exhibit facility has different electrical requirements; however, minimum guidelines are suggested:

- All 110-volt wiring should be grounded three-wire.
- Wiring that touches the floor should be "SO" cord (minimum 14-gauge/three-wire) flat cord, which is insulated to qualify for "extra hard usage".
- Cord wiring above floor level can be "SJ" which is rated for "hard usage".
- Using zip cords, two-wire cords, latex cords, plastic cord, lamp cord, open clip sockets, and two-wire clamp-on fixtures is not recommended and is often prohibited. Cube taps are not recommended and are often prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in over-load protectors.

### **Storage**

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem or look unsightly.

### **Demonstrations**

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentation and demonstration areas to ensure compliance.

Special caution should be taken when demonstrating machinery or equipment that has moving parts, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of three feet (3') and/or install hazard barriers as necessary to prevent accidental injury to spectators. Sound demonstrations should not exceed 85 decibels. Additionally, demonstrations should only be conducted by qualified personnel.





### **Sound/Music**

In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Rule of thumb: Sound and noise should not exceed 85 decibels.

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.



2011 JOINT AAPM/COMP MEETING · JULY 31 - AUGUST 4 · VANCOUVER

## Exhibitor Personnel Activities

### Exhibitor Representative

Each Exhibitor must name one person to be their representative in connection with installation, operation, and removal of the exhibit. Such representative will be authorized to enter into necessary service contracts for which the Exhibitor will be responsible.

### Exhibitor Code-of-Conduct

Exhibitors are required to wear their badge and conduct themselves in a professional manner at all times during the 2011 Joint AAPM/Comp Meeting.

### Use of Exhibit Space

Exhibitors agree not to assign or sublet any space, nor to display or advertise goods other than those manufactured or carried by them in the regular course of business.

Exhibitors agree to staff assigned exhibit space at all times during the designated exhibit hall hours.

All activities of each Exhibitor must be confined to the Exhibitor's allotted exhibit space other than entertainment and social functions. Exhibitor representatives must be in the space rented on the exhibit floor and are not admitted for the purpose of viewing other exhibits, except by invitation of other Exhibitors. No persons, firms, or organizations not having contracted with Exhibit Management for the occupancy of space in the exhibit will be permitted to display or demonstrate its products, processes or services, distribute advertising materials in the halls or corridors, or in any other way occupy or use the facilities.

### Hours of Exhibitor Access to Displays

Exhibitors wearing Exhibitor badges may enter the exhibit hall from 7:30 am - 7:00 pm each day of the exposition. Should an Exhibitor require additional time for the maintenance of computer hardware and/or software said Exhibitor must receive permission from Exhibit Management.

### Exhibitor Personnel - Food and Beverage

All food and beverage must be ordered through Vancouver Convention Centre Catering Department. Exhibitors **WILL NOT** be allowed to bring food or beverages into the building or purchase them from outside caterers.

Stephanie Couture  
Catering Sales Manager  
Vancouver Convention Centre  
Direct Tel: 604-647-7238

Email: [scouture@vancouverconventioncentre.com](mailto:scouture@vancouverconventioncentre.com)

**NOTE:** Distribution of food to meeting attendees is not permitted unless it is a product that the company promotes. Cooking or food preparation is not permitted. Products such as individually wrapped candy or mints are acceptable.

### Badge Control

The official AAPM/COMP badge must be worn whenever an Exhibitor representative is in the exhibit hall. Exhibitor badges are not to be issued to individuals who wish to gain admittance for the purpose of contacting other Exhibitors. False certification of any individual as an Exhibitor's representative, misuse of Exhibitor's badges, or any other method or device used to assist unauthorized personnel to gain admittance to the exhibit floor will be considered a substantial violation of the rules. Violators will be fined \$300.00 per incident and the individual(s) in question will be escorted



from the meeting.

**Work Passes**

Special work passes will be issued for gaining entrance to the exhibit hall during installation and dismantling. Ten work passes will be available to each Exhibitor Contact. Should you need more than 10 prior to arriving show site, please contact Lisa Rose Sullivan at [lrose@aapm.org](mailto:lrose@aapm.org). Work passes will also be available at show site at Exhibitor Registration and the loading dock located at the back of the exhibit hall. During installation and dismantling admission to the Exhibit Hall is by work-pass and exhibit badge only. Work passes are valid ONLY during installation and dismantling; an exhibit badge is required during exhibit hours.

**Exhibitor Activities**

Exhibitors agree not to schedule or conduct any outside activity including, but not limited to, receptions, seminars, symposia, and hospitality suites that are in conflict with the official program of the AAPM/COMP Annual Meeting, whether such activities are held at or away from the Exhibit Hall. However, Exhibitors are allowed to hold staff meetings at any time, as long as only exhibitor personnel are involved. Permission must still be requested by emailing [Lisa Rose Sullivan](mailto:lisa.rose.sullivan@aapm.org).

Any Exhibitor wishing to hold any outside activity in conjunction with its exhibit must email to [Lisa Rose Sullivan](mailto:lisa.rose.sullivan@aapm.org) for written approval. You will receive an approval notification from AAPM HQ via Email. The notification will include contact information for each of the designated 2011 AAPM/COMP hotels and the Vancouver Convention Centre. Upon approval, you will make function-arrangements directly with the hotel of your choice or the Vancouver Convention Centre.

Let AAPM help you digitally capture and archive your meetings or functions. We are able to offer you the opportunity to do so at discounted prices compared to regular market prices. AAPM will host your digital presentation in the AAPM Virtual Library for a 12month period, providing you with the opportunity to reach the ENTIRE membership with your message. Please contact [Lisa Rose Sullivan](mailto:lisa.rose.sullivan@aapm.org) for details.

The following are designated times when Exhibitors may conduct any of the above-mentioned activities:

| DAY   | DATE     | TIME  |
|---|----------|---|
| Saturday  | July 30  | Any time  |
| Sunday  | July 31  | Before 9:30 am<br>After 6:00 pm                                     |
| <b>NOTE:</b><br><b>AAPM will not be hosting a function Sunday evening.</b><br><b>Exhibitors are encouraged to use this opportunity to host private functions for meeting attendees.</b> |          |   |
| Monday  | August 1 | Before 8:00 am<br>During lunch 12:30 pm – 2:00 pm<br>After 8:00 pm  |
| Tuesday   | August 2 | Before 8:00 am<br>During lunch 12:30 pm – 2:00 pm<br>After 10:00 pm |
| Wednesday   | August 3 | Before 8:00 am<br>During lunch 12:30 pm – 2:00 pm<br>After 6:00 pm  |
| Thursday<br>(No Exhibits on Thursday)   | August 4 | Before 7:30 am<br>After 2:30 pm                                     |



2011 JOINT AAPM/COMP MEETING · JULY 31 - AUGUST 4 · VANCOUVER



## EXHIBITOR FUNCTION REQUEST FORM

One Physics Ellipse · College Park, MD 20740-3846 · Phone: (301) 209-3382 · Fax: (301) 209-0862

Exhibitors agree not to schedule or conduct any outside activity including, but not limited to, receptions, seminars, symposia, and hospitality suites that are in conflict with the official program of the 2011 Joint AAPM/COMP Meeting, whether such activities are held at or away from the Exhibit Hall. However, Exhibitors are allowed to hold staff meetings at any time, as long as only exhibitor personnel are involved. Permission must still be requested using the Exhibitor function form.

Please submit this form to [Karen MacFarland](#) for written approval. You will receive an approval notification via e-mail or fax. The notification will include contact information for each of the designated 2011 AAPM hotels and the Vancouver Convention Centre.

Upon approval, you will make function arrangements directly with the hotel of your choice or Convention Centre. Should you need assistance in planning an event to be held in a location other than one of the official hotels or Convention Centre, contact information for the recommended destination management company will also be included.

Exhibiting Company: \_\_\_\_\_

Contact: \_\_\_\_\_

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

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

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Breakfast     Luncheon     Dinner     Other \_\_\_\_\_

Reception     Meeting     Symposium

Staff Meeting (Exhibitors may hold staff meetings at **any time**, as long as only exhibitor personnel are involved. Permission must still be requested.)

Anticipated Attendance: \_\_\_\_\_

Let AAPM help you digitally capture and archive your meetings or functions. We are able to offer you the opportunity to do so at discounted prices compared to regular market prices. AAPM will host your digital presentation in the AAPM Virtual Library for a 12 month period, providing you with the opportunity to reach the ENTIRE membership with your message. Would you like information regarding the video and/or audio capture of your function?     YES     NO

**REMINDER: AAPM will not be hosting a function Sunday evening. Exhibitors have the opportunity to host private functions for meeting attendees following the close of the Exhibit Hall on Sunday.**

The following are the designated dates and times in which an exhibiting organization may conduct any of the above mentioned activities. Please select the dates and times you plan to host a function(s):

| Saturday<br>July 30   | Sunday<br>July 31   | Monday<br>August 1   | Tuesday<br>August 2   | Wednesday<br>August 3   | Thursday<br>August 4  |
|---|---|--|---|---|---|
| <input type="checkbox"/> All Day<br><br><b>REMINDER</b><br>There are no AAPM functions on this date | <input type="checkbox"/> Before 9:30 a.m.<br><br><input type="checkbox"/> After 5:30 p.m.<br><br><b>REMINDER</b><br>Open evening for Exhibitor Entertaining | <input type="checkbox"/> Before 8:00 a.m.<br><br><input type="checkbox"/> 12:30- 2:00 p.m.<br><br><input type="checkbox"/> After 8:00 p.m.<br><br>Following AAPM Awards Ceremony | <input type="checkbox"/> Before 8:00 a.m.<br><br><input type="checkbox"/> 12:30- 2:00 p.m.<br><br><input type="checkbox"/> After 10:00 p.m.<br><br>Following AAPM Night Out | <input type="checkbox"/> Before 8:00 a.m.<br><br><input type="checkbox"/> 12:30- 2:00 p.m.<br><br><input type="checkbox"/> After 6:00 p.m.<br><br>Following the Annual Business Meeting | <input type="checkbox"/> Before 8:00 a.m.<br><br><input type="checkbox"/> After 2:30 p.m. |



## Exhibitor Personnel Registration Information

### On-Line Personnel Registration

The Exhibitor Personnel Registration system will be open May 25, 2011. Exhibitors are allotted Complimentary Personnel Registrations based on booth size. Exhibitors may purchase additional Full Registrations or Technical Exhibits Only Registrations as necessary.

**Please note:** If you would like to have your personnel badges mailed to you prior to the start of the meeting, your registrations and payment must be complete by July 6. After July 6, you may still register your personnel but the badges **WILL NOT** be mailed – you will have to pick them up on-site. **NO REFUNDS** for Exhibitor Personnel Registration cancellations after July 6.

For registrations received **by July 6** - the Exhibitor Contact will be mailed a company packet via UPS containing personalized envelopes for ALL exhibitor personnel. The personalized envelopes will contain the name badge, badge holder, and social function tickets.

**IMPORTANT:** In order to make personnel registration changes on site, a badge **MUST BE EXCHANGED** for the new badge generated or **FULL PAYMENT** will be required.

### **Self Assessment Modules (SAMS)**

Compilation of two Self Assessment Modules (SAMS) per year is a requirement for the Maintenance of Certification (MOC) process as defined by the American Board of Radiology (ABR). AAPM/COMP program organizers have identified sessions in Diagnostic and Therapy Physics to be offered with audience response technology at the joint meeting in 2011.

Number of SAMS sessions is to be determined.

1. These sessions will allow those who require MOC to fulfill their SAMS requirements.
2. Credits for these sessions are available only to attendees who pre-register for the modules.
3. No SAMS registration will be offered on-site in Vancouver.
4. SAMS are available to Exhibitor Weekly (complimentary & paid) - not Hall Only.
5. \$10 fee for this item.

Please note that SAMS sessions are open to everyone, but only those pre-registered for the audience response technology will be eligible to receive an interactive response unit. Questions will be asked during the SAMS sessions, and participants must answer electronically in order to receive certification. There is no pass/fail. The idea is to assess knowledge gained during the session.

Please call 508-743-8511 to add SAMS to an Exhibitor registration.



**2011 JOINT AAPM/COMP MEETING · JULY 31 - AUGUST 4 · VANCOUVER**

**Exhibitor Personnel Registration Categories and Fees**

**No Refunds for Exhibitor Registration cancellations after JULY 6**

| CATEGORIES                            | FEES       | REGISTRATION INCLUDES   |
|---------------------------------------|------------|---|
| Complimentary Personnel Registrations | No Charge  | For each 10 feet x 10 feet booth purchased, your company will receive TWO complimentary personnel registrations. Each Complimentary Personnel Registration includes admission to the Technical Exhibits, Scientific Sessions & Symposia, AAPM Awards Ceremony and Reception, AAPM Night Out and Continuing Education Credits (each person must complete on-line survey and meet CAMPEP eligibility requirements). |
| Additional Full Registrations         | \$570 each | Includes admission to the Technical Exhibits, Scientific Sessions & Symposia, AAPM Awards Ceremony and Reception, AAPM Night Out and Continuing Education Credits (each person must complete on-line survey and meet CAMPEP eligibility requirements).  |
| Technical Exhibits Only Registration  | \$305 each | Includes admission to the Technical Exhibits ONLY; no admission to Scientific Sessions.   |

**Social Functions - Purchase of Additional Social Function Tickets**

Exhibitors may purchase an unlimited number of social function tickets either pre-show via the Internet or on-site. Information regarding the online process will be included in the Online Exhibitor Service Kit.

| SOCIAL FUNCTION                    | DATE              | TIME   | LOCATION  | FEES    |
|------------------------------------|-------------------|--|---|---------|
| AAPM Awards Ceremony and Reception | Monday, August 1  | Ceremony:<br>6:30 pm - 8:00 pm<br><br>Reception<br>8:00 pm - 9:00 pm | Convention Centre Ballroom A                    | \$14.00 |
| Night Out                          | Tuesday, August 2 | 6:30 pm -10:00 pm  | Convention Centre Ballroom D, Foyer and Terrace | \$80.00 |

**Awards Ceremony and Reception**

**Monday, August 1 • 6:30pm - 8:00pm**

AAPM Awards Ceremony  
Ballroom A, Vancouver Convention Centre  
followed by a Reception, 8:00pm - 9:00pm

Tickets are \$14 per person. Please note that this ticket is included in some registration categories. Tickets may also be purchased on site at the Joint AAPM/COMP Meeting registration area in the convention Centre.

The American Association of Physicists in Medicine will honor AAPM award winners during a ceremony followed by a wine and cheese reception on Monday, August 1. Please remember your tickets.



### Night Out

**Tuesday, August 2 • 6:30pm - 10:00pm**

Ballroom D, Foyer and Terrace, Vancouver Convention Centre

Please note:

- Each adult Night In ticket will include 1 drink ticket, good for beer or a glass of wine. Once your ticket is used, cash will be accepted. Nonalcoholic drinks will not require a ticket.
- This ticket is included in some registration categories. Tickets may also be purchased on-site at the Joint AAPM/COMP Meeting registration area in the convention Centre located on the Level 1 Foyer.

### AAPM GAMMEX 5K Run/Walk

**Tuesday, July 20 • 6:00am start time**

The race starts and ends at the **Vancouver Sea Wall** near the West Expansion of the Vancouver Convention Centre.

Deadline to register is July 6. **There is no on-site registration for this event.**

Registered participants must come by the Joint AAPM/COMP Meeting registration area in the convention Centre on Monday, August 1, between 10:00am and 2:00pm, to sign a waiver and pick up a race number and t-shirt.

Thanks once again to Gammex for sponsoring this event.



### Exhibitor Sponsored Events

Links to Exhibitor Sponsored Events are posted here as a service to our exhibitors. There is no endorsement implied by AAPM/COMP.

Only companies officially exhibiting at the 2011 Joint AAPM/COMP meeting may submit event announcements to be posted. To have a link to your event announcement posted here, send the url to **Lisa Rose Sullivan**.

### Complimentary Guest Badges

Each exhibiting company is allotted 10 Guest passes (1 guest pass per day, per person). The registration system will allow you to register your guests prior to the start of the show or you can wait to do it on-site.

Guest passes allow access to the **EXHIBIT HALL ONLY**.

Guest passes **WILL NOT** be mailed in advance with your exhibitor badges. They must be picked up on-site.

Please Note: Guest Badges are not to be used by Exhibitor personnel. Gross violation of this rule may be subject to the payment of a registration fee of up to **\$300 per violation**.



## Marketing Opportunities

### Visit the Vendors!

We are always working to identify ways to increase traffic in the exhibit hall. With that goal in mind, AAPM/COMP will host the Visit the Vendors program again this year at the 2011 Joint AAPM/COMP Meeting.

All exhibitors will be invited to participate and will have to respond YES or NO by June 15<sup>th</sup> to be included. If an exhibitor does not respond, that company will not be included.

#### Here's how it works:

- Attendees will have the opportunity to win one of four free registrations for the 2012 AAPM Annual Meeting in Charlotte.
- We produced **VISIT THE VENDORS** cards listing an equal number of exhibitor company names and their booth numbers on punch cards. The number of unique cards generated depends on the number of exhibitors who agreed to participate.
- Exhibitors are listed on the cards based on the information provided on their original space application in regards to associate and competitor proximity requests.
- A **VISIT THE VENDORS** card will be given to each scientific meeting registrant at Registration when individuals pick up their meeting materials.
- Attendees are instructed to **VISIT THE VENDORS** listed on their specific card.
- Participating exhibitors will be given a hole puncher in order to punch their company name on an attendee's card.
- It is up to you to determine how much time the attendee must spend at your booth in order to have their card punched.
- The objective is for the attendees to **VISIT THE VENDORS** listed on their card AND acquire a hole punch.
- A card must be complete in order to be eligible for the drawing.
- Once a card is complete, the attendee will drop it in a box located at the main entrance of the Exhibit Hall.
- The drawing and prize announcements are scheduled for Wednesday August 3, during lunch time at 12:30 PM in the Exhibit Hall – winners do not have to be present to win.

### Advertising

All Exhibitors are invited to advertise in Medical Physics, the scientific journal of the American Association of Physicists in Medicine. Medical Physics will be distributed to all AAPM/COMP attendees during registration. Information on rates, mechanical specifications and copy deadlines may be obtained from:

Debbie Bott  
Advertising Sales Manager  
**American Institute of Physics**  
2 Huntington Quadrangle, Suite 1N01  
Melville, NY 11747-4502  
Toll Free: 800-247-2242  
Phone: 516-576-2430  
Fax: 516-576-2327  
Email: [dbott@aip.org](mailto:dbott@aip.org)  
web: [www.aip.org](http://www.aip.org)

### Buyers Guide

Your company contact information and product description will be included in the June issue of Medical Physics and posted on the Annual Meeting website. Details will be included in the Service Kit.





## AAPM Virtual Library Presentation - Digital Capture of Exhibitor Events

**A great way to reach the AAPM membership and other potential customers  
with your CUSTOMIZED message**

As an Exhibitor participating at the 2011 Joint AAPM/COMP Meeting, have a presentation, product demonstration, or users meeting digitally captured during the meeting....

AAPM has partnered with Blue Sky Broadcast in order to provide you with a unique event-delivery solution at very REASONABLE PRICES.

The process includes these basic steps:

- The capture of live events, including audio, video, PowerPoint and collateral materials
- Placing these elements in a custom branded console
- Stream the video and audio, so your audience can access the information from a dial up modem or a high speed connection
- Transcribe the entire event
- Time code and outline the event for easy navigation
- Captured events or presentations will be hosted in the AAPM Virtual Library for 12 months.
- Make the event accessible via DVD-ROM

Xoft presents...  
**Multiple Applications of eBx**

00:03:16 / 00:12:20

Slide Navigation

Slide View

**Xoft machine in the Rhino Pen**

- 2D Water Tank Scanning System
- Laptop controlled
- Scan the Xoft source across a rectangular area

Where the Wild Things Are: The Large Surface Area Treatment of Randa the Rhino with the Xoft eBx System

Presented by: John DeMarco, PhD

De Marco: Thank you very much for the opportunity to talk about a very unique collaboration between Xoft, UCLA and the Los Angeles Zoo. We are relatively new



2011 JOINT AAPM/COMP MEETING · JULY 31 - AUGUST 4 · VANCOUVER

EXHIBITOR OPPORTUNITY TO CAPTURE PRESENTATIONS

| Type of Service  | Service Defined   | Presentation Length   | Corp Affiliates Fees  | Non-Corporate Affiliate   |
|--|---|---|---|---|
| Corporate Profile<br><br><i>This offer will only apply if 10 or more Exhibitors register</i>   | <ul style="list-style-type: none"> <li>Exhibitors who wish to participate will be assigned a time slot for the digital capture of their demonstration.</li> <li>The scheduled time will allow for any set up or take down of exhibitor products or equipment and up to 5 minutes of film time. One retake of film time is allowed.</li> <li>The digital capture will take place in a mock studio type setting.</li> <li>Presentations will consist of streaming audio and video of the presentation with the video and slides in a synchronized format. Documents can be attached and hyperlinks to your website may be included.</li> <li>Presenters are encouraged but not required to give a product demo using products or equipment that can be carried into the room or are present in the exhibitor booth.</li> <li>Presenters are encouraged to provide PowerPoint slides of the presentations.</li> <li>Presentations will be hosted in the AAPM Virtual Library accessible to all members for 12 months</li> </ul>  | up to 5 minutes   | \$700   | \$950   |
| Users Meetings or Symposia<br><br>Or<br><br>Capturing Presentations Taking Place in Your Booth<br><br>The cost for capturing presentations in your booth is directly tied to how much time staff have to be dedicated to your booth (over two hours – full day rate applies) | <ul style="list-style-type: none"> <li>Capture and production can result in one of two formats:</li> <li>Click to see samples:                             <ul style="list-style-type: none"> <li><a href="#">Video/Audio/Slides</a></li> <li><a href="#">Audio/Slides</a></li> </ul> </li> <li>Pricing includes the digital capture of content in ONE room. Concurrent rooms may be captured subject to an additional price.</li> <li>Presentations will be produced in Flash and formatted for both PC/Mac. Technology will be used to capture all screen movement, embedded video files and animations.</li> <li>This price would only include the capture, production (video/audio of the speaker synchronized with slides in a branded for your Company presentation console) and hosting of the Users Meeting for 12 months of in the AAPM Virtual Library AND Blue Sky Broadcast will link this content to your Company website for the same period of time.</li> <li>Transcription of presentations is an additional cost. The transcript can be attached or synchronized with the media.</li> <li>You may elect to have your presentation produced in DVD-ROM format for a fee of \$500.</li> <li>Any union labor or patch fees charged by the venue related to filming are your responsibility.</li> <li>Blue Sky Broadcast will work with your AV provider to ensure a seamless capture and should a camera riser or supplemental lighting be needed to ensure a quality capture due to room configuration these will be your responsibility.</li> </ul> | Video/Audio/Slides<br><br>Half day<br>Full day<br><br>Audio/Slides<br><br>Half day<br>Full day<br><br>Half Day = event up to two hours in length<br><br>Full Day = event over two hours in length | \$5,600<br>\$6,700<br><br>\$3,900<br>\$4,900                                      | \$6,600<br>\$7,700<br><br>\$4,900<br>\$5,900                                      |
| DVD ROMs   | <ul style="list-style-type: none"> <li>Any of the above can be made available for a mastering and duplication fee.</li> <li>Pricing includes four-color graphics on label, clamshell case and assembly.</li> <li>Additional packaging styles available.</li> <li>* Shipping not included.</li> </ul>  | \$500 per master plus \$4 per copy produced with discounts on volume exceeding 100  |   |   |
| <b>Additional Services provided by Blue Sky Broadcast</b>  |   |   |   |   |
| Location Taping  | <ul style="list-style-type: none"> <li>Capture crew will travel (within the U.S.) to location determined by Exhibitor to film a presenter/speaker of your choice.</li> <li>This price would include the capture, production and hosting of the Users Meeting or Symposia for 12 months of in the AAPM Virtual Library AND Blue Sky Broadcast will link this content to your Company website for the same time.</li> <li>Pricing includes the digital capture of content in ONE room.</li> <li>You may elect to have that produced in DVD-ROM format for a mastering fee of \$500.</li> <li>Any union labor or patch fees charged by the venue related to filming are your responsibility.</li> <li>Blue Sky Broadcast will work with your AV provider to ensure a seamless capture and should a camera riser or supplemental lighting be needed to ensure a quality capture due to room configuration these will be your responsibility.</li> </ul>   |   | \$5,900 Half Day<br><br>\$7,900 Full Day<br><br>(plus travel not to exceed \$750) | \$6,900 Half Day<br><br>\$8,900 Full Day<br><br>(plus travel not to exceed \$750) |
| Repurposing of Existing Video  | <ul style="list-style-type: none"> <li>Exhibitor to supply existing video and/or audio with slides which will be synchronized and placed in a branded for your Company presentation console and hosted (per approval by AAPM after review of the content).</li> <li>Content limited to 90 minutes in length.</li> <li>Content will be hosted in the AAPM Virtual Library for twelve months.</li> </ul>  |   | \$1,900   | \$2,900   |
| Posting of Multimedia Products   | <ul style="list-style-type: none"> <li>Exhibitor to supply existing multimedia product (CD, DVD, etc) for posting the in the AAPM Virtual Library, per the approval of AAPM. Subject to Blue Sky Broadcast reviewing the format to make certain it can be formatted for delivery in the AAPM Virtual Library. Content will be hosted in the AAPM Virtual Library for 12 months.</li> </ul>  |   | \$2,000   | \$3,000   |

Presentations will be captured during the 2011 Joint AAPM / COMP Annual Meeting dates only



# 2011 JOINT AAPM/COMP MEETING · JULY 31 - AUGUST 4 · VANCOUVER



One Physics Ellipse · College Park, MD 20740-3846 · Phone: (301) 209-3350 · Fax: (301) 209-0862

## VIRTUAL LIBRARY PRESENTATION RESERVATION FORM

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Instructions: Please select the Service you wish to contract. Exhibitors will be invoiced for the service to be provided

| Select Service   | Type of Service                                    | Presentation Length   | Corporate Affiliate Fees  | Non-Corporate Affiliate Fees  |
|--|--|---|---|---|
| <input type="checkbox"/>   | Corporate Profile*                                 | Up to 5 Minutes   | \$700   | \$950   |
| <b>*This offer will only apply if 10 or more Exhibitors register</b> |  |   |   |   |
| <input type="checkbox"/>   | Users Meetings or Symposia<br><br>Or               | <b>Video/Audio/Slides</b><br><br><input type="checkbox"/> Half day<br><input type="checkbox"/> Full day<br><br><b>Audio/Slides</b><br><br><input type="checkbox"/> Half day<br><input type="checkbox"/> Full day<br><br>Half Day = event up to two hours in length<br><br>Full Day = event over two hours in length | \$5,600<br>\$6,700<br><br>\$3,900<br>\$4,900                            | \$6,600<br>\$7,700<br><br>\$4,900<br>\$5,900                            |
| <input type="checkbox"/>   | Capturing Presentations Taking Place in Your Booth |   |   |   |
| <input type="checkbox"/>   | DVD-ROMs   | \$500 per master plus \$4 per copy produced with discounts on volume exceeding 100.   |   |   |
| <b>Additional Services:</b>  |  |   |   |   |
| <input type="checkbox"/>   | Location Taping                                    | [Hatched Area]  | \$5,900 (½ day)<br><br>\$7,900<br><br>(plus travel not to exceed \$750) | \$6,900 (½ day)<br><br>\$8,900<br><br>(plus travel not to exceed \$750) |
| <input type="checkbox"/>   | Re-purposing of Existing Video                     | [Hatched Area]  | \$1,900   | \$2,900   |
| <input type="checkbox"/>   | Posting of Multimedia Products                     | [Hatched Area]  | \$2,000   | \$3,000   |

Return form to Lisa Rose Sullivan at [lrose@aapm.org](mailto:lrose@aapm.org) or fax (301) 209-0862



**AAPM/COMP Virtual Press Room**

AAPM/COMP will implement a **Virtual Press Room** for the 2011 Meeting. The Virtual Press Room will consist of both Scientific and Exhibitor related press releases.

All contributing companies will be listed on the **Virtual Press Room** site. A link will be created from the Press Room site/company name back to the URL address of the press release.

AAPM/COMP Exhibitor Virtual Press Room Guidelines:

1. Only companies officially exhibiting at the 2011 Joint AAPM/COMP Meeting may submit materials for the Exhibitor Virtual Pressroom.
2. There is no endorsement implied by AAPM/COMP.
3. Releases will be listed in alpha order by company name.
4. Press releases submitted for the Exhibitor Virtual Press Room by July 6 will be printed and provided in press kits available on-site to all registered press.

Details will be included in the Service Kit. We hope to attract more press personnel to our meeting so encourage you to post your releases.

**Posting of Announcements of Exhibitor Functions**

If you are hosting an Exhibitor Function (Users Meeting, Social Event, etc) take the opportunity to post your announcement on our meeting site. This will assist any attendees who misplace the invite!

For details, please contact:

Lisa Rose Sullivan  
[lrose@aapm.org](mailto:lrose@aapm.org)  
(301) 209-3387

**2011 Joint AAPM/COMP Meeting Registrant - Mailing Label Information**

As an Exhibitor, you have the opportunity for a direct mail campaign; use the list of 2011 Joint AAPM/ COMP Meeting scientific registrants.

Ordering information will be included in the Service Kit.

**Note:**

- We receive the bulk of our scientific registrants by June 8.
- If you are interested in ordering this list, we must have your order by June 13.
- The registrant list will be sent via email within 5 days of receipt of order.
- Information provided for each pre-registered scientific attendee:
 

|   |  |
|---|--|
| <ul style="list-style-type: none"> <li>○ Reg. Category</li> <li>○ First Name</li> <li>○ Last Name</li> <li>○ Degree</li> <li>○ Company</li> <li>○ Street Address</li> </ul> | <ul style="list-style-type: none"> <li>○ Street Address 2</li> <li>○ City</li> <li>○ State</li> <li>○ Postal Code</li> <li>○ Country</li> <li>○ Employment function</li> </ul> |
|---|--|

**Note: Email address is NOT provided.**

**Lead Retrieval System**

Record, print and store your leads with the scan of a badge!



## 2011 JOINT AAPM/COMP MEETING · JULY 31 - AUGUST 4 · VANCOUVER

Information and order forms regarding the Lead Retrieval System will be included in the Online Exhibitor Service Kit.

Exhibitors are encouraged to rent the lead retrieval equipment and supplies in order to obtain mailing information of interested attendees, includes email addresses.

### **Hotel Door Drops**

---

Exhibitors are allowed to distribute printed materials as door drops at the designated AAPM/COMP hotels. An official Exhibitor Door Drop Request Form will be included in the Online Service Kit. Exhibitors will be responsible for any fees involved.

For details contact:  
Tom Marshall  
Convention Communications  
Tel: 513-934-3700  
Fax: 513-934-3708  
Email: [tom@doordrop.com](mailto:tom@doordrop.com)



**PLEASE NOTE:** Convention Communications has implemented a Green Initiative. For each company participating in the Door Drop Service, Convention Communications will have a native tree planted in a USecosystem restoration project to offset the resources used in printing and the carbon used for transportation.

### **AAPM/COMP Logo Use**

---

Should you be interested in using the AAPM/COMP logo in your promotional items, please contact **Lisa Rose Sullivan**.

### **AAPM/COMP Annual Meeting Website Link**

---

In an effort to reach as many potential attendees as possible, we encourage you to link to the AAPM/COMP 2011 Annual Meeting website <http://www.aapm.org/meetings/2011AM/> from your company website.



## Additional Services and Information

### Contractor Services and Information/On-Line Service Kit – Available April 13

Exhibit Management has selected **Brede Exposition Services** (Hereafter known as "Service Contractor") to serve as official contractor to provide various services to Exhibitors.

In partnership with Brede Exposition Services, AAPM/COMP will be implementing an **On-Line Service Kit** in order to assist with streamlining the ordering process.

Complete information, instructions, and schedule of prices regarding drayage, labor for installation and dismantling, electrical work, furniture, cleaning, etc., will be included in the **On-line Exhibitors Service Kit**.

Exhibitors will be provided with a password to be used for accessing the **On-line Service Kit**. Exhibitors will have the option of completing orders interactively online, or downloading PDFs of forms for fax to the appropriate Service Provider.

An Exhibitor Service Center will be maintained on the exhibit floor to facilitate service requests from Exhibitors.

It is agreed that the Exhibitor will abide by and comply with rules and regulations concerning local unions having agreement with the Vancouver Convention Centre and with authorized contractors employed by Service Contractor.

Should there be specific questions Brede can be reached at:

Brede Exposition Services  
2502 Lake Orange Drive  
Orlando, FL 32837  
[info@bredeallied.com](mailto:info@bredeallied.com)  
Customer Service Dept: (407) 851-0261  
Fax: (407) 859-3905  
[www.bredeallied.com](http://www.bredeallied.com)

### Customs Information

#### **OFFICIAL CUSTOMS BROKER Livingston Event Logistics (formerly Mendelssohn)**

Livingston Event Logistics has been appointed as the "Official Customs Broker" for the AAPM/COMP 2011 Annual Meeting in Vancouver, CANADA.

Livingston's office is located next to the Vancouver Convention Centre as well as every point into Canada. Livingston will customs clear your exhibit materials on a temporary basis into Canada for the conference in the most cost effective manner possible as they have received special importation privileges for the conference from the Canadian Government. Livingston will use these special privileges to clear your goods with duty free and tax free entry into Canada. As the "Official Customs Broker" for the event, Livingston is required to inform the CANADA BORDER SERVICES AGENCY (CBSA) if you intend to ship anything to the event in Vancouver so please contact them.

Please ensure your customs documentation is completed and returned to Livingston as soon as possible. Customs Forms and instructions may be found in Livingston's "AAPM/COMP 2011 Customs Info." package contained within the exhibitor kit. Livingston's event coordinators will be on-site from move-in until move-out of the trade show to assist with all import and re-export customs clearance requirements for your materials. Their staff will be available to assist you to complete all customs related documentation prior to, during, and after the trade show. All matters relating to customs should be handled by Livingston to ensure you do not pay any unnecessary fees to customs or encounter any delays.



Please notify Livingston Event Logistics as soon as possible, pre-arrival communication is extremely important.

Customs Inquiries:

**Livingston Event Logistics (formerly Mendelssohn)**

Rob Skelly, Operations Supervisor  
Bus: 604-687-5535 ext. 2108  
Cell: 604-306-1342  
Fax: 604-687-1463  
Email: [rskelly@mend.com](mailto:rskelly@mend.com)

Stefanie Lane, Event Coordinator  
Bus: 604-687-5535 ext. 2402  
Cell: 778-558-6365  
Fax: 604-687-1463  
Email: [slane@medn.com](mailto:slane@medn.com)

**Security Provider Information**

AAPM/COMP will provide security in the Exhibit Hall during set up, each evening following the close of the exhibit hall, and during tear down.

Should you wish to hire private security for your booth, ordering information will be provided in On-line Service Kit.

**Destination Management Company**

Should you need assistance in planning an event to be held in a location other than one of the official hotels, we encourage you to contact the following destination management company:

Sue Daugulis, President  
**Venue West Conference Services Ltd.**  
#100 - 873 Beatty Street  
Vancouver, B.C. V6B 2M6 Canada  
Toll Free: 1.866.481-5226 (North America Only)  
Tel: (604) 681-5226  
Fax: (604) 681-2503  
Email: [sdaugulis@venuewest.com](mailto:sdaugulis@venuewest.com)  
Web: [www.venuewest.com](http://www.venuewest.com)

**Business Center**

**Kinko's**  
1900 West Broadway Avenue  
Vancouver, British Columbia  
V6J 1Z2  
Tel: 604-734-2679  
Fax: 604-734-2671  
Hours: 24 Hours / 7 Days per week