
**American Association of Physicists in Medicine
41st Annual Meeting and Exhibition**

Opryland Hotel Convention Center
Nashville, Tennessee

Sunday, July 25, 1999 - Thursday, July 29, 1999



**It's back for good!!
CASUAL DRESS CODE
See details inside.**

1999

Exhibitor Prospectus

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FORMS:

Exhibitor Application

1999 Buyers Guide Form

Corporate Affiliate Application

Event Sponsorship Form

For additional information please contact....

Lisa Rose Sullivan, AAPM Exhibits and Scientific Program Manager, One Physics Ellipse, College Park, MD 20740-3846

lrose@aapm.org

Phone: (301) 209-3387

Fax: (301) 209-0862

What's New....

New Space Assignment Process • All applications **received on or before January 25** will be awarded 60 points. These applications will be separated and identified as AAPM Corporate Affiliate Members and Non-members. On January 26, these applications will be assigned a random number. Applications received by AAPM Corporate Affiliate Members will be assigned random numbers first followed by applications received by Non-members. Exhibit space assignments will then be made based on the random number assigned.

Applications received after January 25 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.

New Exhibit Hours • The Technical Exhibits will be open from 8:30 a.m - 5:30 p.m. Monday and Tuesday and from 9:00 a.m. - 4:00 p.m on Wednesday.

Additional Social Function Tickets • Beginning in 1999, ANY registered Exhibitor may purchase an unlimited number of social function tickets either pre-show or on-site (see Exhibit Space Application and Contract for details).

Additional Complimentary Guest Badges for Wednesday Afternoon • Beginning in 1999, each exhibiting company will be provided with 20 additional complimentary guest badges to invite guests to visit your booth from 12:00 p.m - 4:00 p.m on Wednesday afternoon.

What's Back....

Casual Dress Code • Due to popular demand, the AAPM has officially designated that the official dress code for ALL future AAPM Annual Meetings be **CASUAL**. Coats, ties, dresses, and heels are discouraged for both Attendees and Exhibitors. If you have questions regarding the appropriate attire, please contact Lisa Rose Sullivan at AAPM headquarters.

Submission of Scale Drawing for Island Formations • 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 **Friday, April 30**. If the scale drawing submitted on April 30 does not comply with the AAPM 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.

Hotel Reservation Forms • The Hotel Reservation Form and Information will be included in the Service Kit to be mailed April 15. The Opryland Hotel will not accept reservations for the AAPM Annual Meeting until after April 15.

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 set-up. Upon arrival Exhibitors will be required to notify Show Management of the start time of their booth construction. Exhibitors will be given the opportunity to correct any violations to the AAPM Booth Design Rules and Regulations before the official review of all Technical Exhibits on Sunday, July 25 at 3:00 pm. If the infringement is not corrected prior to the opening of the exhibits on Monday, July 26, the exhibiting company will be penalized. Please see "**Penalty Rule for Booth Design/Set-up Violations**" on page 11 of this Prospectus.

1999 Dates to Remember....mark your calendars

January 25	Corporate Affiliate Exhibit Space Application and Contract with payment due to HQ for first consideration in space assignment
April 15	Booth Assignment Confirmation Letters and Exhibitor Service Kit mailing date
April 30	Submission of complete scale drawings of island booth construction to AAPM HQ for approval
April 30	1999 Buyers Guide information form submission deadline
May 28	Exhibit Space Cancellation/Refund deadline
June 11	Exhibitor Personnel Registration payment and Personnel list deadline

Who Attends...

PAST MEETING ATTENDANCE STATISTICS

	1994 Anaheim	1995 Boston	1996 Philadelphia	1997 Milwaukee	1998 San Antonio
MEMBERS	870	1030	894	894	910
EXHIBITORS	661	681	839	944	995
NON-MEMBERS	62	96	70	82	77
STUDENTS	197	289	262	185	154
DAILY	122	80	226	224	211
COMPANIONS	193	345	323	323	331
TOTAL	2105	2521	2614	2618	2678

From Where

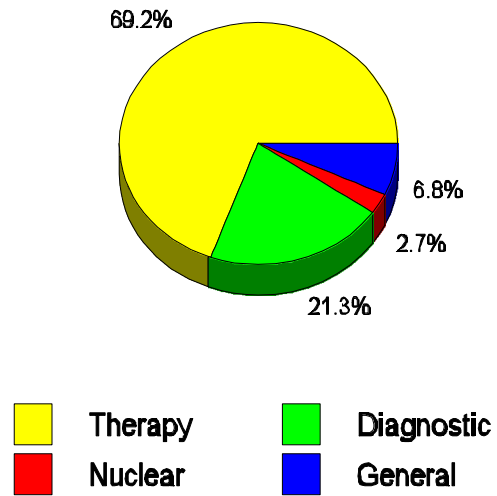
...1998 Attendees

South Eastern States (AL, FL, GA, KY, MS, TN)	153	North Eastern States (CT, ME, MA, NH, NY, RI, VT)	164
Northwest and Great Plains States (ID, IA, MN, MT, NE, ND, OR, SD, WA, WY)	69	California and West Coast States (AK, AZ, CA, NV, UT, HI)	143
Middle Atlantic States (DE, DC, MD, NJ, NC, PA, SC, VA, WV)	179	Great Lake States (IL, IN, MI, OH, WI)	225
Southwest and South Central States (AR, CO, KS, LA, MO, NM, OK, TX)	275	U.S.	1208
		International	144

1998 Professional Attendee Information

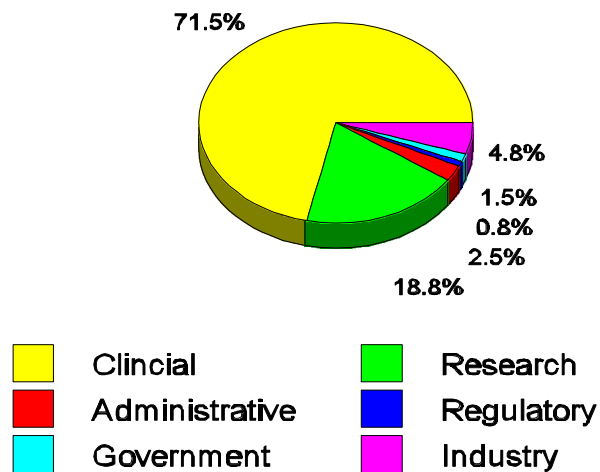
Areas of Specialization

Based on response from 1,104 scientific attendees



Employment Function

Based on response from 1,114 scientific attendees



1998 AAPM Annual Meeting Exhibitor List

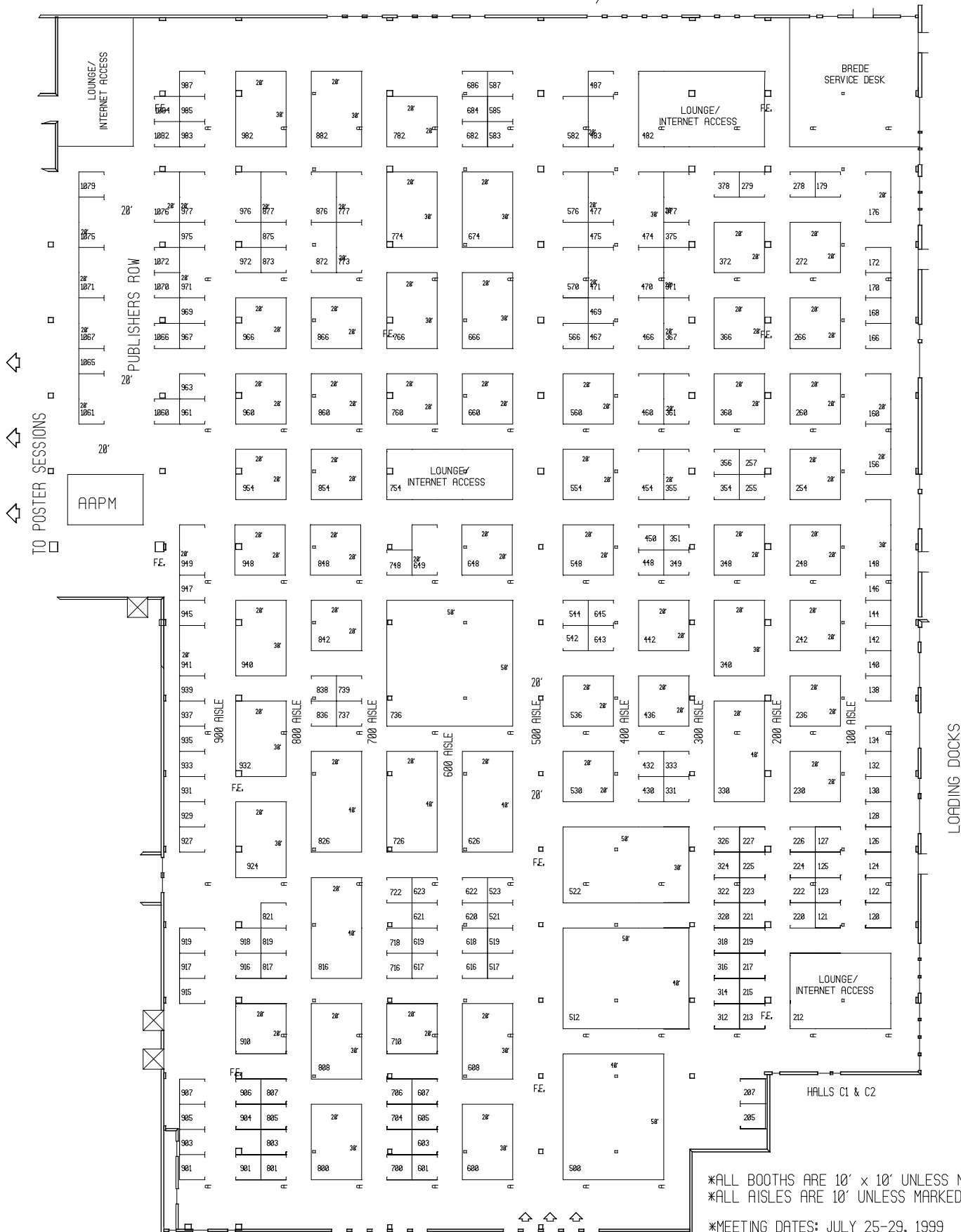
- | | | |
|---|---|--|
| <ul style="list-style-type: none"> • Accelerator Systems Intl-
JM Co • Acceletronics, Inc. • ADAC Laboratories • Advance News Magazine • Advanced Radiation
Measurements, Inc. • Albert H. Wohlers & Company • Alpha-Omega Services, Inc. • American College of Medical
Physics • American College of Radiology • American Institute of Physics • Argus Software, Inc. • Best Medical International • Bicron NE • BrainLAB GMBH • Burdette Medical Systems • Capintec, Inc. • Clark Research &
Development, Inc. • CNMC Company, Inc. • Computerized Imaging
Reference Systems, Inc. • Computerized Medical
Systems • Cone Instruments • Cook Incorporated • Diacor, Inc. • Eastman Kodak Company • Elekta Instruments, Inc. • Frank Barker Associates, Inc. • G.E. Medical Systems • Gammamed - USA • Gammex RMI, Inc. • Helax AB • Huestis Medical • ICN Dosimetry Service • IMPAC Medical Systems, Inc. • Indigo Medical, Inc. • International Specialty
Products • IOP Publishing • Isotope Products | <ul style="list-style-type: none"> • K & S Associates, Inc. • Landauer, Inc. • LAP of America Laser App.
L.C. • Lawrence Livermore National
Lab • Leibinger LP • Lone Star Lead Construction
X-Ray • MCP Equipment, Inc. • MD Tec • MED-TEC, Inc. • Medical Physics Publishing • Medical Radiation Devices • Medicalibration • Mentor Urology • Merge Technology • MGS Research, Inc. • Mick Radio Nuclear
Instruments • Mitsubishi Electronics
America Inc. • Mobile Technology, Inc. • Multidata Systems
International Corp • Multimedia Medical
Systems, Inc. • MWC • NELCO • Neutron Products Inc. • NOMOS Corporation • North American Scientific, Inc. • Northwest Medical Physics
Center • Nuclear Associates • Nucletron Corporation • Numonics Corporation • Nycomed Amersham • OUR Scientific Int'l, Inc. • Photoelectron Corporation • Picker International • PPB Inc. • PTW - New York | <ul style="list-style-type: none"> • Radcal Corporation • Radiation Products Design,
Inc. • Radiological Imaging Tech.
Inc. • Radionics, Inc. • RAHD Oncology Products • Research Systems, Inc. • ROCS • Rosses Medical • S & S Par Scientific Inc. • Seed Plan Pro • Siemens Medical
Systems - OCS • Sofamor Danek • SSGI-Prowess Systems • Standard Imaging, Inc. • Sun Nuclear Corporation • The Phantom Laboratory, Inc. • Theragenics Corporation • Theratronics International Ltd • Thomson & Nielsen Elec. Ltd. • Unfors Instruments • Univ Wisconsin • URDC, Inc. • UT M.D. Anderson Cancer
Center • Varian Oncology Systems • Victoreen, Inc./
Keithley Instruments, Inc. • WB Saunders Company • Wellhofer North America • Worldwide Medical |
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• AAPM Corporate Affiliates

AMERICAN ASSOCIATION OF PHYSICISTS IN MEDICINE

JULY 25-29, 1999

OPRYLAND HOTEL - NASHVILLE, TN.



*Ceiling Height - 19'

□ - 2"4" Dropped Columns

• - Electrical Outlets

MAIN ENTRANCE

*ALL BOOTHS ARE 10' x 10' UNLESS NOTED
*ALL AISLES ARE 10' UNLESS MARKED

*MEETING DATES: JULY 25-29, 1999
*EXHIBIT DATES: JULY 26-28, 1999
*EXHIBIT SHOW HOURS: 8:30 a.m. - 5:30 p.m.
(MONDAY & TUESDAY)
9:00 a.m. - 4:00 p.m.
(WEDNESDAY ONLY)

General Information

Opryland Hotel Convention Center

The 41st AAPM Annual Meeting will be held at the Opryland Hotel Convention Center. The Opryland is an all inclusive facility meaning guest sleeping rooms, exhibit and committee meeting space, restaurants and specialty shops are all located under one roof. The **Exhibitor Hotel Reservation form and information** will be included in the Service Kit to be mailed April 15.

The AAPM will be utilizing Ryman Exhibit Hall C on the lower level of the Delta Section of the Opryland Hotel Convention Center for the exhibit portion of the Meeting. Poster sessions will be held in the adjoining Ryman Exhibit Hall B 5 & 6. The exhibit hall will have a combination of 10' x 10' and island booths.

NOTE: Ryman Exhibit Hall C contains numerous columns. Please pay attention to the columns when selecting requested space.

Exhibits, scientific sessions and committee meetings will all be held in the Opryland Hotel Convention Center. The Scientific Sessions will be conducted in meeting rooms on the Mezzanine Level.

Meeting Dress Code

Due to popular demand, AAPM has deemed the dress code **CASUAL** for **ALL** future AAPM Annual Meetings. Coats, ties, dresses, and heels are discouraged for both Attendees and Exhibitors. If you have questions regarding the appropriate attire, please contact Lisa Rose Sullivan at AAPM headquarters.

Exhibitors' Breakfast

The Exhibitors' Breakfast will be held Wednesday, July 28 from 8:30 a.m. until 9:30 a.m. at Opryland. One representative from each registered exhibiting organization is invited to attend. This is an opportunity for Exhibitors to provide feedback and suggestions. A complimentary

registration roster of 1999 meeting attendees listing names and mailing addresses will be distributed.

Personnel Registration

Exhibitors are provided two complimentary personnel registrations per 10' x 10' booth. The complimentary registration includes tickets to the Icebreaker Reception, Awards Ceremony and Reception, and Night Out.

Exhibitors may purchase additional Full Registrations or Technical Exhibits Only Registrations for booth personnel either pre-show or on-site as needed (see Exhibit Space Application and Contract for details).

The Exhibitor Personnel Registration form will be included in the Exhibitor Service Kit, to be mailed April 15.

Full payment for any additional Exhibitor registrations and the complete list of Exhibitor personnel is due at AAPM by **June 15**.

NEW THIS YEAR

Purchase of Additional Social Function Tickets

Beginning in 1999, Exhibitors may purchase an unlimited number of social function tickets either pre-show or on-site (see Exhibit Space Application and Contract for details).

The Social Function Ticket Request form will be included in the Exhibitor Service Kit, to be mailed April 15.

Full payment for pre-show social functions ticket requests is due at AAPM by **June 15**.

Complimentary Guest Badges

Each exhibiting company occupying standard in-line space(s) will receive two complimentary guest badges for each of the three days of the exhibition. Each company occupying an island space will receive four complimentary guest badges each of the three days of the exhibition.

These complimentary guest badges are to be used by Exhibitors to invite preferred clients and associates to visit them in their booth during show hours.

Guest Badges are not to be used by Exhibitor personnel. Violators will forfeit points and the right to exhibit at future AAPM meetings. Gross violation of this rule may be subject to the payment of a registration fee of up to \$200 per violation.

NEW THIS YEAR

Additional Complimentary Guest Badges for Wednesday Afternoon

Beginning in 1999, each exhibiting company will be provided with 20 additional complimentary guest badges to invite guests to visit your booth from 12:00 p.m. - 4:00 p.m. on Wednesday afternoon.

Badge Control

The official AAPM 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.

Work Passes

Special work passes will be issued for gaining entrance to the exhibit hall during installation and dismantling. The passes are available at Exhibitor Registration. Admission 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.

General Information

Lead Retrieval System

Information regarding the Lead Retrieval System will be included in the Exhibitor Service Kit to be mailed in April. Exhibitors are encouraged to rent the lead retrieval equipment and supplies in order to obtain mailing information of interested attendees.

Advertising

All Exhibitors are invited to advertise in the AAPM's journal, *Medical Physics*. Information on rates, mechanical specifications and copy deadlines may be obtained from:

Rich Kobel, AIP Advertising
and Exhibits Manager
500 Sunnyside Blvd.
Woodbury, NY 11797-2999
phone: (516) 576-2440
fax: (516) 576-2481
e-mail: rkobel@aip.org

Internet Set Up/AAPMnet

AAPMnet provides 10Mb/s and 100Mb/s networking connections between technical Exhibitors, public workstations, and the Internet. AAPM meeting attendees can access electronic mail, review the meeting program, and use the AAPM meeting homepage to access additional meeting information, including the Guide to the Technical Exhibits. Exhibitors will be able to demonstrate both local applications and remote activities through the T-1 Internet feed.

DICOM, including the approved radiation therapy extensions, will be featured during the meeting. A central test node and archive will be

available to show conformance with the DICOM standard. In addition, Exhibitors will be encouraged to demonstrate compatibility with other Exhibitors during the show to assist physicists in making purchase decisions for new equipment. Companies are encouraged to demonstrate Internet resources accessible to attendees. For further information, contact:

Bruce Curran
AAPMnet Coordinator
curran@nomos.com
(412) 934-8263
(412) 934-5488 FAX

AAPMnet and DICOM reservation forms will be included in the service kit to be mailed in April.

Rules and Regulations

Purpose of the Display

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 AAPM'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.

NEW THIS YEAR

Space Assignment Process

All applications **received on or before January 25** will be awarded 60 points. These applications will be separated and identified as AAPM Corporate Affiliate Members and Non-members.

On January 26, 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 Non-members.

Exhibit space assignments will then be made based on the random number assigned.

Applications received after January 25 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 January 25 will be assigned space along with non-member organizations based on historical data, date application is received and event sponsorship.

The **historical tier** of the point system awards four points for each

Rules and Regulations

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 January 26. 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 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, or advisable in the best judgment of AAPM to transfer assignments.

Payment

The Application for Exhibit Space must be accompanied by payment in full in the form of either a credit card payment or a check in U.S. funds drawn on a U.S. resident bank.

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

Refund for 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 or cancellation will be made after May 28, 1999.

Contractor Services and Information

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

Complete information, instructions, and schedule of prices regarding drayage, labor for installation and dismantling, electrical work, furniture, cleaning, etc., will be included in the Exhibitors Service Kit to be forwarded April 15, 1999. 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 Opryland Hotel Convention Center and with authorized contractors employed by Service Contractor.

Should there be specific questions Brede can be reached at:

Brede Exposition Services
2300 Principal Row
Orlando, FL 32837
(407) 851-0261 FAX (407) 859-3904

Booth Equipment and Services

Items included in the rental fee are: 8' high backdrops, 36" high dividers, a 7" x 44" ID sign (including booth number and company name), 24 hour guard service, general aisle cleaning, general area lighting, and 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 3:00 p.m. on Sunday, July 25. Any exhibit that has not been installed by 3:00 p.m. will be forced up and the company will be charged the installation fee or the crates will be removed from the hall. Exhibitors will be allowed to complete final touch-up work on their booths until 8:00 p.m. that evening. 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.

Target Move - In Schedule

With the cooperation of Brede Exposition Services AAPM will be implementing a Target Move - In Schedule for the 1999 meeting. Details will be outlined in the Exhibitor Service Kit, which will be mailed April 15.

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.

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.

Rules and Regulations

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 7:00 a.m. - 6:30 p.m. 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 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, whether such activities are held at or away from the Exhibit Hall. Exhibitors will submit to Exhibit Management 30 days prior to the exhibit date any program Exhibitor intends to hold at or in conjunction with its exhibit for written approval.

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

- Sunday night after 8:30 p.m.
- Monday night after 7:30 p.m.
- Wednesday night after 5:30 p.m.,
- Monday - Thursday during the 1 ½ hour lunch break from Noon - 1:30 p.m.

An official "Exhibitor Function Request Form" will be included in the

AAPM Service Kit. Please complete the form and forward to AAPM at that least 30 days prior to the exhibit date.

Any advertising or activity on the convention center property must have AAPM approval.

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 hereunder. 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.

Signs

It is prohibited to hang signs or banners from rafters above exhibits or to attach to any convention center structure.

Photography

Picture taking, other than by the AAPM 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.

NEW THIS YEAR

Distribution of Printed Materials and Hotel Door Drops

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 to house registrants of the meeting. No Exhibitor printed or promotional items are allowed in the Attendee registration packet.

Exhibitors are allowed to distribute printed materials as door drops at the designated AAPM hotel. An official "Exhibitor Door Drop Request Form" will be included in the AAPM Service Kit. Please complete the form and forward to AAPM at that time as instructed. Exhibitors will be responsible for any fees involved.

Distribution of Food

Distribution of food and/or beverages 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.

Entertainment

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

NEW THIS YEAR

Special Effects & Product Presentation

All exhibitors utilizing sound amplification are required to amplify at a decibel level that will not interfere with

Rules and Regulations

the activities of neighboring booths. In the event of a dispute as to whether amplification is too loud, AAPM 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 loss of all booth assignment points accumulated in 1999 and/or refusal to allow sound amplification in the booth for the duration of the meeting.

NEW THIS YEAR

AAPM Annual Meeting Logo Use

Photostats of the official meeting logo will be provided in the Service Kit and can be used for promotional pieces and advertising related to the annual meeting. The use of the AAPM association logo with endorsements, statements, contests, and/or awards of any kind, without the expressed written consent of the AAPM is prohibited.

List of Exhibitors

The list of AAPM Exhibitors will not be published, in whole or in part, other than in AAPM 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, but 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 and the Opryland Hotel Convention Center, 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 Opryland Hotel Convention Center 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 hereunder. 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 prorata 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 set-up for displays at the AAPM Annual Meeting. 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 set-up. Upon arrival Exhibitors will be required to notify Exhibit Management of the start time of their booth construction. During the set-up process, Exhibitors will be given the opportunity to correct any violations to the AAPM Booth Design Rules and Regulations. An official review of all Technical Exhibits will take place on Sunday, July 25 at 3:00 p.m. A representative from each exhibiting company must be present in the assigned booth for the review.

During the official review, companies will again be informed of any infringement and will be given the opportunity to correct the infringement prior to the show opening at 8:30 a.m. on Monday, July 26. If the infringement has not been corrected by that time, the following penalty will apply:

Penalty Rule for Booth Design/Set-up Violations:

Minor Violation: Verbal and written warning.

Major Violation: Drop in preference selection of ten positions. For example, a vendor with 1st choice of location this year would have no better than 10th choice next year.

NOTES:

1. Any vendor showing a potential violation during set-up will be adequately warned by Exhibit Management if at all possible to allow correction before final inspection.

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

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.

Regular and specially-built back walls, including signs, may not exceed an overall height of 8'. The maximum booth height of 8' may extend ½ the depth of the booth from the back wall. Height limitation of the display in the balance of the area is 3', except for products or equipment which in itself exceeds 3'. Projections of booth structure from the back of a booth in excess of 3' in height and extending to the front of the booth **are not allowed**.

No display material exposing an unfinished surface to neighboring booths will be permitted.

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 \$2,000 per 10' x 10' space.

Example: If two 20' x 30' 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' x 30' in space, the exhibitor will be responsible for the rental of the entire 10' x 30' aisle space. (\$2,000 x 300 sq. ft. = \$6,000)

Submission of Scale Drawing for Island Formations

Exhibitors will be mailed booth assignment notifications on April 15. Exhibitors reserving island space are then required to submit for approval complete scale drawings, both concept and construction, indicating all dimensions including applicable set back, to AAPM HQ by **Friday, April 30**.

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 Booth Design Rules and Regulations pertaining to island booths.

If the scale drawing submitted on April 30 does not comply with the AAPM 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. (*See Page 8 for Exhibit Management Policy regarding Space Assignment Process.*)

Booth dimensions

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 AAPM HQ.

NOTE:

Ryman Exhibit Hall C contains numerous 2' 4" columns. All columns will be draped. Please pay attention to the columns identified on the floorplan with the symbol " O " when selecting desired space. Booths shown on the floorplan are located so that columns will not interfere with booth design structures.

Standard Booth: One or more standard units in a straight line.

- Height -** Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8'.
- Depth -** All display fixtures over 4' 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' of the back line.
- Easement -** Displays of equipment and brochures, handouts, etc., that are on tables or counters facing the aisle, must be inside the booth a minimum of 18". This is intended to keep customers standing at the table out of the aisle.

Perimeter

Wall Booth: Standard booth located on the outer-perimeter wall of the exhibit floor.

- Height -** Exhibit fixtures, components and identification signs will be permitted to a maximum height of 12' in perimeter-wall booths.
- Depth -** As in Standard Booth above.
- Easement -** As in Standard Booth above.

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*.

Island Booth: Exhibit with one or more display levels in four or more standard units with aisles on all four sides.

- Height -** No height restrictions. **The ceiling height for Opryland Ryman Exhibit Hall C is 19 feet.**
- Depth -** The basic exhibit structure may not be closer than 4' to any external boundary of the exhibit space. However, the 4' area may be occupied up to 8' in height by the following if it does not interfere with other exhibitors:
- 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. Displays, such as TV monitors, that constitute a demonstration, must be placed behind the four feet 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.
 - Clear, or a *maximum of 20%* tinted plexiglass structures with limited copy to permit see-through visibility, such as for conference areas, etc.
 - Minimal structural and support members at least 8" apart of open type construction which, in the opinion of the AAPM, do not interfere with other exhibitors.

Hours-at-a-Glance....NEW EXHIBIT HOURS

Dates	Exhibitor Registration	Exhibit Installation	NEW FOR 1999 Exhibit Hours	Refreshment Breaks	Exhibit Dismantling
FRI July 23	Pre Reg: 8:00 am - Noon On site Reg: Noon - 6:00 pm	Freight Move-in: 8:00 am - 8:00 pm Set-up: 8:00 am - 11:00 pm			
SAT July 24	7:00 am - 6:00 pm	Freight Move-in: 8:00 am - 8:00 pm Set-up: 8:00 am - 11:00 pm			
SUN July 25	7:00 am - 6:00 pm	Freight Move-in: 8:00 am - 1:00 pm Set-up: 8:00 am - 3:00 pm Review of Exhibits: 3:00 pm			
MON July 26	7:00 am - 6:00 pm		8:30 am - 5:30 pm	Morning and Afternoon Break Times TBD	
TUES July 27	7:00 am - 6:00 pm		8:30 am - 5:30 pm		
WED July 28	7:00 am - 6:00 pm		9:00 am - 4:00 pm		5:30 pm - 8:00 pm
THURS July 29					8:00 am - 5:00 pm

1999 Social Functions....

Icebreaker Reception	Sunday, July 25	6:30 pm - 8:30 pm
Award Ceremony and Reception	Monday, July 26	6:00 pm - 8:30 pm
Night Out	Tuesday, July 27	6:30 pm - until
Exhibitor Breakfast	Wednesday, July 28	8:30 am - 9:30 am

Future AAPM Annual Meetings and Technical Exhibits....

2000*	Chicago, IL	July 25 - 30
<i>*World Congress on Medical Physics and Biomedical Engineering</i>		
2001	Salt Lake City, UT	July 22 - 26
2002	Montreal, Quebec Canada	July 14 - 18
2003	San Diego, CA	August 10 - 14

EXHIBIT SPACE APPLICATION AND CONTRACT

AAPM 41st Annual Meeting • July 25 - 29, 1999 • Nashville, Tennessee

Instructions

1. Please print or type all information requested.
2. Sign this copy and mail with full remittance to:
Lisa Rose Sullivan, AAPM, One Physics Ellipse, College Park, MD 20740-3846.
3. Booth assignments will be mailed April 15.

Booth Prices

Basic

10' x 10' (+ 2 comp registrations) \$ 2,000

Islands

20' x 20' (+ 8 comp registrations) \$ 8,800

20' x 30' (+12 comp registrations) \$13,200

20' x 40' (+16 comp registrations) \$17,600

30' x 30' (+18 comp registrations) \$19,800

20' x 50' (+20 comp registrations) \$22,000

Corner

10' x 10' (+ 2 comp registrations) \$ 2,100

30' x 40' (+24 comp registrations) \$26,400

30' x 50' (+30 comp registrations) \$33,000

40' x 50' (+40 comp registrations) \$44,000

40' x 60' (+48 comp registrations) \$52,800

40' x 70' (+56 comp registrations) \$61,600

Exhibitor Registration Categories and Fees

The following are the three Exhibitor Registration Categories and the appropriate fees for each. The **Exhibitor Personnel Registration Form** will be included in the Service Kit, mailed April 15. You will be required to register booth personnel at that time. Do not submit payment for booth personnel with this form. Full payment for booth personnel will be due before June 15.

Complimentary Personnel Registrations: For each 10' x 10' booth purchased, your company will receive TWO complimentary personnel registrations. Each Complimentary Personnel Registration includes admission to the Technical Exhibits, Scientific Sessions & Symposia, Icebreaker Reception, Awards Ceremony and Reception, and Night Out.

Additional Full Registrations (\$240.00 each): Includes admission to the Technical Exhibits, Scientific Sessions & Symposia, Icebreaker Reception, Awards Ceremony and Reception, and Night Out.

Technical Exhibits Only Registration (\$95.00): Includes admission to the Technical Exhibits **ONLY**; no admission to Scientific Sessions.

Additional Social Function Tickets and Fees

Beginning in 1999, Exhibitors registered in **ANY** of the three categories outlined above may purchase an unlimited number of social function tickets either pre-show or on-site. The **Social Function Ticket Request Form** will be included in the Exhibitor Service Kit, to be mailed April 15. Do not submit payment for social function tickets with this form. Full payment for pre-show social functions ticket requests is due at AAPM by **June 15**.

1999 Social Functions and Fees:	Icebreaker Reception	Sunday, July 25	\$28.00
	Awards Ceremony Reception	Monday, July 26	\$15.00
	Night Out	Tuesday, July 27	\$65.00

Booth Assignment

Space will be assigned by Exhibit Management in accordance with the rules and regulations governing assignment of space and in the best interests of the overall exposition. Corporate Affiliate applications submitted by January 25 will be given first consideration in space assignments.

Corporate Affiliation

- G** Check here if you are an AAPM Corporate Affiliate Member. (If you are interested in Corporate Affiliate membership, please see the enclosed Corporate application).

EXHIBIT SPACE APPLICATION AND CONTRACT

AAPM 41st Annual Meeting • July 25 - 29, 1999 • Nashville, Tennessee

Space Selection	Booth No(s)	Total Amount
-----------------	-------------	--------------

1 st		
2 nd		
3 rd		

Competitor Proximity

List any Exhibitors you wish to be near : 1. _____ 2. _____ 3. _____	List any Exhibitors you do not wish to be near : 1. _____ 2. _____ 3. _____
--	---

Space Assignment Priority

Rank (1 - 3) beginning with most important criteria for space assignment:

_____ Floor Location _____ Competitor Proximity _____ Corner Space

Product Category Please check the appropriate boxes:

Product Focus:	<input type="checkbox"/> Radiation Oncology	<input type="checkbox"/> Medical Imaging	<input type="checkbox"/> Publishing	<input type="checkbox"/> Other
Product Line(s):	<input type="checkbox"/> Shielding/Construction	<input type="checkbox"/> Nuclear Medicine	<input type="checkbox"/> Quality Assurance	<input type="checkbox"/> Info Systems/Management
	<input type="checkbox"/> Treatment Planning	<input type="checkbox"/> Ultrasound	<input type="checkbox"/> General Medical Physics	<input type="checkbox"/> Other
	<input type="checkbox"/> Treatment Units	<input type="checkbox"/> Imaging Film		
	<input type="checkbox"/> Brachytherapy	<input type="checkbox"/> Simulators		
	<input type="checkbox"/> X-ray/Radiographic	<input type="checkbox"/> Detectors/Dosimetry		
	<input type="checkbox"/> CT/MRI	<input type="checkbox"/> Patient Handling/Positioning		

Company _____ Date _____
(List as to be displayed in all printed materials)

Contact Name (please print) _____
 Mailing Address _____
 City, State, Zip _____
 Tel _____ Fax _____
 E-mail _____
 Completed by _____ Title _____

PAYMENT Please indicate payment type:

MasterCard
 American Express
 Visa
 Check drawn on US bank, payable to AAPM

Credit Card Number _____ Expiration Date _____

Signature _____

TOTAL PAYMENT: \$ _____

(Do not write below this line)

Date Received _____	Contract No _____	Corporate Affiliate Level _____
Points: Date _____	+ Historical _____	+ Bonus _____ = _____
Price of Space \$ _____	Amt. Enclosed \$ _____	Space Assigned _____



American Association of Physicists in Medicine

1999 Corporate Affiliate Dues and Fees

Level	Dues	Benefits	Cost
1	\$1806	Two Mailing Lists Additional Lists Advertise in Mailing	\$0 \$200 \$950
2	\$1242	Mailing Lists Advertise in Mailing	\$200 \$1,100
3	\$1016	Mailing Lists Advertise in Mailing	\$225 \$1,200

Other Benefits:

- AAPM membership mailing labels at reduced rates.
- Monthly issue of *Medical Physics*, the official journal of AAPM.
- Monthly issue of *Physics Today*, the official journal of the American Institute of Physics.
- Listings as a Corporate Affiliate in both *Medical Physics* and the AAPM Membership Directory.
- Corporate Affiliate's website and e-mail addresses listed on the AAPM Homepage with a free link to Corporate Affiliate's homepage.
- Copy of AAPM Membership Directory. Additional copies may be purchased for \$10 each.
- Monthly issue of the AAPM Placement Bulletin, a publication listing available jobs in medical physics.
- Bi-monthly issue of the AAPM Newsletter.
- AAPM Monthly Mailing packets and the opportunity to advertise in the Monthly Mailing.
- AAPM Salary Survey.
- AAPM Corporate Affiliate Members will be given first consideration in space assignments for the AAPM Annual Meeting and Technical Exhibition.

Corporate Affiliate Space Assignment Rule - AAPM Corporate Affiliate Members will be given first consideration in space assignments. All applications received on or before January 25 will be assigned a random number with applications received by AAPM Corporate Affiliate Members being assigned random numbers first followed by applications received by Non-members. Exhibit space assignments will then be made based on the random number assigned. Those AAPM Corporate Affiliate Member applications received after the deadline date will be assigned space along with non-member organizations based on historical data, date application is received, and event sponsorship.

If you are interested in becoming an AAPM Corporate Affiliate, please complete this application and return as instructed. **Applications for 1999 will be considered by the AAPM Board of Directors at the 1999 Annual Meeting or the 1999 RSNA Meeting.**

APPLICATION
for current Non-AAPM Corporate Affiliate

Company Name: _____

Contact Name: _____

Address: _____

Phone: _____ Fax: _____

E-mail address: _____

Web address: _____

Applying for Corporate Affiliate Level: 1 2 3 (Do not submit payment at this time)

How does your company or its products relate to the interests of the AAPM?

Signature

Date

**Please return this form to: The American Association of Physicists in Medicine
One Physics Ellipse College Park, MD 20740**

EVENT AND ITEM SPONSORSHIP FORM

Sponsor an AAPM Event or Item and Earn Exhibit Bonus Points!

Next to each event listed below are "Exhibitor Bonus Point" values. When you sponsor an event or item, the "Exhibitor Bonus Points" you earn will be added to the regular point system that helps determine booth location (see "Rules and Regulations"). Sponsorship commitments received by March 6, 1999 will add bonus points which will count towards the 1999 meeting. Sponsorship commitments received after the 6th will add bonus points which will count towards the 2000 meeting. "Exhibitor Bonus Points" are a great way to increase your visibility at the AAPM meeting both in and outside the exhibit hall. "Exhibitor Bonus Points" are permanently added to your existing points and carry over from year to year.

For recognition of your sponsorship, your company's name and the item sponsored will be listed on the sponsorship page of the 1999 Annual Meeting pocket program and a sponsorship card will be provide for display in your booth.

**We welcome and encourage co-sponsorship on all events listed below.
For information regarding any of the sponsorship items, please contact AAPM headquarters.**

ELECTRONIC MESSAGE CENTER \$10,500
Exhibitor Bonus Points 10.5

(Highly recommended as a co-sponsorship itemtotal cost will be divided by number of sponsors)

Utilized by Physicists and Vendors alike, this system customized for the AAPM will scroll your company's name and booth number all day long. This kind of advertising is unique and invaluable.

MEETING BRIEFCASE \$8,300
Exhibitor Bonus Points 8.3

(Highly recommended as a co-sponsorship itemtotal cost will be divided by number of sponsors)

Be a *co-sponsor* the official meeting briefcase. Sure to be a big hit, the briefcase is made of nylon and will have a zipper along top and part way down both sides, box tacked handles, shoulder strap, front pocket with Velcro® closure, and piping in seams. The briefcase will sport your logo, the AAPM logo, and the official logo of the Annual Meeting. The briefcase will be distributed to meeting attendees when they register. Don't miss the chance to be part of this meeting keepsake.

5K FUN RUN \$4,000
Exhibitor Bonus Points 4.0

In the past, this early morning event has been well attended by AAPM members, meeting Attendees and Exhibitors alike. A fun and fit way to finish ahead of the pack.

COMPANIONS' HOSPITALITY SUITE \$1,000
Exhibitor Bonus Points 1.0 (per day)

The Companions' Hospitality Suite is open Sunday through Thursday and is a place for the companions of meeting attendees to meet, relax and enjoy some food and beverages. Your company's name and logo will be posted at the suite and in the official meeting program.

PARTIAL SPONSORSHIP/ \$500
EXHIBIT HALL MORNING AND
AFTERNOON REFRESHMENT BREAKS
Exhibitor Bonus Points .5

Each day during show hours there will be 2 half-hour refreshment breaks inside the exhibit hall open to all attendees. A sponsorship sign with your company name and booth number will be displayed at the break location. The breaks are always a big hit at the meeting.

PAYMENT MUST BE RECEIVED WITH THIS FORM IN ORDER TO RESERVE AN EVENT OR ITEM

If payment is not received, the event or item will still be considered available for sponsorship. In order to reserve a sponsorship event or item, please complete the form below, and return with payment to:

Lisa Rose Sullivan, AAPM, One Physics Ellipse, College Park, Maryland 20740-3846

Company Name: _____ Contact Name: _____

Telephone: _____ Fax: _____

Sponsored Event: _____ Amount Enclosed: _____