

EXHIBITOR & SPONSOR PROSPECTUS

Expanding Our Horizons

2010 AACCP
ANNUAL
MEETING



July 10-14 | Seattle

American Association of
Colleges of Pharmacy

Discover • Learn • Care • Improve Health

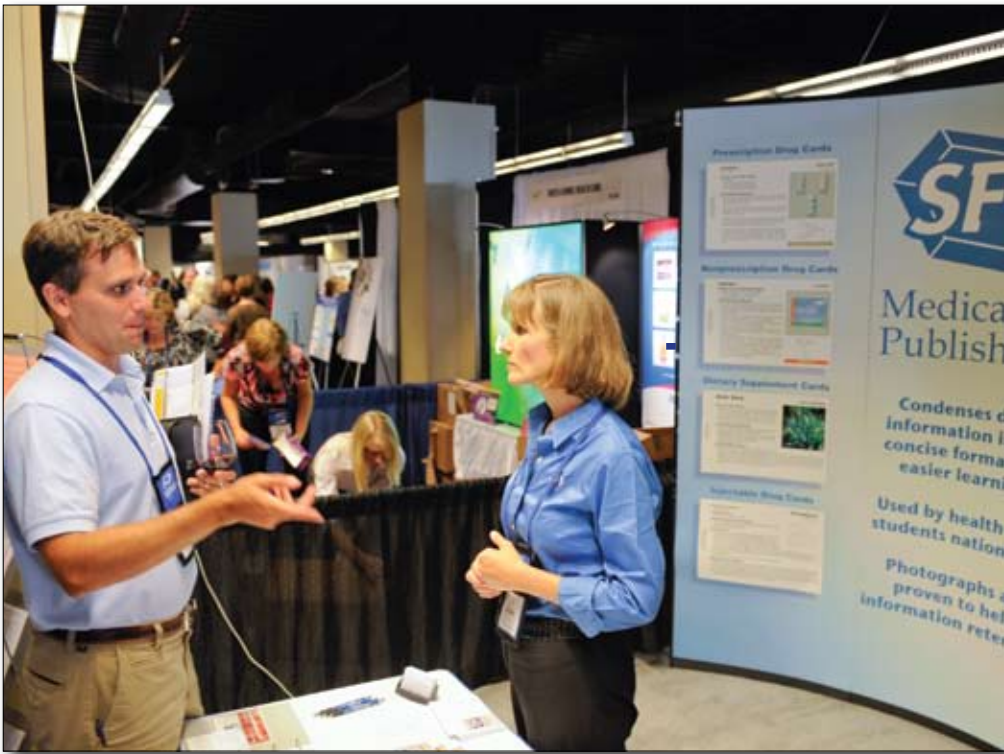
AACP

Since 1900, the AACCP Annual Meeting has provided an opportunity for pharmacy faculty, staff and students from around the world to come together for the purposes of professional growth, development and enrichment.

AACP represents 120 colleges and schools of pharmacy in the United States. Last year, more than 1,800 people attended the Annual Meeting, making 2009 a year of astounding meeting attendance. With over 50 exhibitors and the most innovative sessions ever offered at an AACCP Annual Meeting, 2010 is shaping up to be a banner year.

AACP and academic pharmacy have never before been more poised to prepare our next generation of pharmacy educators. Join us in Seattle for all of the incredible opportunities for growth and development as pharmacy academia continues Expanding Our Horizons!





Founded in 1900, the American Association of Colleges of Pharmacy (AACCP) is a national organization representing the interests of pharmacy education and educators. Comprising 120 accredited colleges and schools of pharmacy including more than 5,900 faculty, 52,000 students enrolled in professional programs and 5,400 individuals pursuing graduate study, AACCP is committed to excellence in pharmacy education. To learn more about AACCP, visit the Web site at www.aacp.org.

Official Program Guide Ads

Supplemental ad space is available in the 2010 AACP Annual Meeting program. This free program guide is given to every meeting registrant and will maximize your marketing reach. Ad spacing is determined on a first-come, first-served basis. Additional guidelines and restrictions apply. Contact Maureen Thielemans, AACP communications manager, at mthielemans@aacp.org for more information.

Rates	Member Rate	Non-member Rate
Full-Page	\$3,000	\$4,000
Half-Page	\$2,500	\$2,800
Quarter-Page	\$2,000	\$2,200

Discounted Rates for Exhibitors	Member Rate	Non-member Rate
Full-Page	\$1,500	\$3,000
Half-Page	\$1,250	\$1,866
Quarter-Page	\$1,000	\$1,466

Important deadlines:

Fifty percent deposit: **May 12, 2010**

Payment balance and final artwork: **June 1, 2010**



Sponsorship Opportunities

For those organizations that would like to have greater access and visibility to pharmacy faculty and deans, AACP offers five distinct sponsorship packages. As a sponsor you can strengthen and secure vital business affiliations and exposure, augment your booth traffic and make a lasting impression by supporting programming at the Annual Meeting. Options for sponsorship levels include:

Benefits	Platinum \$25,000	Gold \$15,000	Silver \$7,000	Bronze \$2,500
Complimentary meeting registrations with sponsor ribbon	3	2	1	1
Complimentary invitations to Presidents' VIP Reception	8	6	4	2
Exhibit Booth	Double	Single	50% off Booth Rate	
Pre-attendee registration lists	3	2	1	1
Post-attendee registration list	1	1		
Reserved seats at Closing Banquet	8	6	4	2
Prominent banner stand display with your logo in front of the AACP exhibit hall and registration/information desk	X	X	X	X
Signs at sponsored events	X	X	X	X
Logo slide acknowledgment in the Opening Keynote, Science Symposium and Closing Banquet	X	X	X	X
Ad in official program guide	Full Page	1/2 Page	1/4 Page	
Special recognition in official program guide and logo placement with site linkage on meeting Web site	X	X	X	X
Ad in <i>Academic Pharmacy</i> Now July/August/September 2010 online and print editions	Full Page			
Priority exhibit booth selection	X			
Company brochure at event and AACP registration/information desk	X			

Educational Day Sponsors:

Sponsor an entire day of educational programming (Choose Sunday, Monday or Tuesday)	\$20,000
Gold Sponsorship Level Applies; in addition to the concessions in the gold level tier, a stand-alone banner identifying your support will be displayed prominently in the meeting area.	
Co-sponsor a day of educational programming (Choose Sunday, Monday or Tuesday)	\$10,000
Silver Sponsorship Level Applies; in addition to the concessions in the silver level tier, you and your co-sponsor's logos will be displayed prominently in the meeting area.	



A special opportunity for comprehensive marketing (sponsorship tiers apply):

Cyber Café and Wireless Internet Access— please contact Barbra Gustis for further details	
Support the cyber café and wireless Internet access to all registered attendees.	
Eco-friendly Sport Bottles (AACP provides water bottles displaying your company logo and AACP logo)	\$15,000
Registration Bags (AACP provides bags displaying your company logo and AACP logo)	\$15,000
Name Badge Pouches (AACP provides badges displaying your company logo and AACP logo)	\$10,000

A special opportunity for specific event sponsorship (sponsorship tiers apply):

Leadership Dinner (Friday, July 9, 2010)	\$20,000
Host the premier leadership event for the AACP Board of Directors and the Program Planning Committee.	
Teachers Seminar (Saturday, July 10, 2010)	\$40,000
Host the teachers pre-session to enhance their knowledge in interprofessional education.	
Welcome Reception (Saturday, July 10, 2010)	\$60,000
All AACP meeting attendees are invited to network with their professional colleagues in a Show Your School Spirit-themed event displaying school posters.	
Womens Faculty Special Interest Group Luncheon (Sunday, July 11, 2010)	\$10,000
Host the business luncheon of the special interest group of women faculty.	
Exhibitors' Reception (Sunday, July 11, 2010)	\$40,000
Host the premier reception during the opening of the exhibit hall and educational/research poster abstracts.	
Past Presidents Dinner (Sunday, July 11, 2010)	\$6,000
Host the premier dinner honoring the AACP Past Presidents.	
Presidents' Reception (Monday, July 12, 2010)	\$20,000
Host the VIP reception honoring AACP President, Dr. Jeffrey N. Baldwin, and AACP President-elect, Dr. Rodney A. Carter, for their exceptional dedication to the Academy.	
Boxed Lunches in Exhibit Hall (Monday, July 12, 2010)	\$60,000
Teacher of the Year Luncheon (Monday, July 12, 2010)	\$7,000
Host the premier luncheon honoring award-winning teachers representing more than 100 colleges and schools of pharmacy.	
Beverage Breaks—with 7 opportunities (Sunday, Monday, Tuesday or Wednesday)	\$15,000 each
Continental Breakfasts—with 4 opportunities (Sunday, Monday, Tuesday or Wednesday)	\$60,000 each

Exclusive, partial and co-sponsorships are available.

For sponsorship of specific meeting sessions and events, please contact Barbra Gustis, director of meetings and exhibits, at bgustis@aacp.org.

Exhibitor Registration and Benefits Include:

- Exhibit description in the 2010 Annual Meeting program and a listing on the AACP Annual Meeting Web site;
- Two complimentary exhibit hall passes providing access to the exhibit hall for the two-day show, the exhibitor's reception and the exhibitor's luncheon (additional exhibitor passes are available for a fee of \$150 each);
- One complimentary* full meeting registration per exhibitor, entitling the badge holder to attend all of the Annual Meeting sessions;
- A complimentary list of pre-registered attendees if booth is purchased by May 12 available upon request; and
- A complimentary attendee roster for post-show follow-up available upon request.

*Complimentary meeting registration does not apply to pharmacy faculty, deans or administrative staff.



Who Should Exhibit?

- Pharmacy or education-related trade associations
- Education assessment services
- Government agencies
- Chain drug stores
- Pharmacy-related software developers
- Textbook publishers
- Database services
- Colleges and schools of pharmacy
- Trade publications
- Pharmaceuticals



Why Exhibit at the AACP Annual Meeting and Seminars?

- The colleges and schools represented by our attendees have an average annual budget of \$17.3 million and receive more than \$430 million in research funding from the National Institutes of Health (NIH), other federal agencies, associations and foundations.
- The number of colleges and schools of pharmacy is increasing yearly. In 2006, the total number of institutions that have pharmacy programs was 92. This number grew to 105 in 2008 and 120 as of January 2010.
- Interest in pharmacy as a profession remains strong. For the eighth year in a row, colleges and schools of pharmacy saw an increase in the number of applications to first professional degree programs. In the 2007–2008 school year, there was an increase of over 6 percent.
- Pharmacy educators are anticipating interest in the profession to continue and are planning accordingly. More than 120 universities and colleges are expected to offer the Pharm.D. degree by fall 2010.
- Eighty-eight percent of attendees report that exhibitors at the annual conference are excellent resources and have collaborated with them on numerous projects.

Exhibit Information and Charges (all times are subject to change)

Exhibitor Set-up	Exhibit Hours	Exhibit Breakdown	
Sunday, July 11 8:00 a.m.–4:00 p.m.	Sunday, July 11 4:30–6:30 p.m. Monday, July 12 9:00 a.m.–1:30 p.m.	Monday, July 12 1:30 p.m.	All single booths are 10' x 10' including 8' high back wall and 3' high side drape, 7" x 44" one line ID sign and carpeting. Double booths are 10' x 20'. For prices on larger booths, contact Barbara Gustis at bgustis@aacp.org .

Early-bird Rates: Effective through April 12, 2010

	Single 10' x 10'	Double 10' x 20'
U.S. Member Colleges and Schools	\$1,000	\$2,000
Foreign Member Colleges and Schools	\$2,000	\$3,000
Corporate Member	\$2,500	\$3,500
Non-member	\$3,000	\$4,000

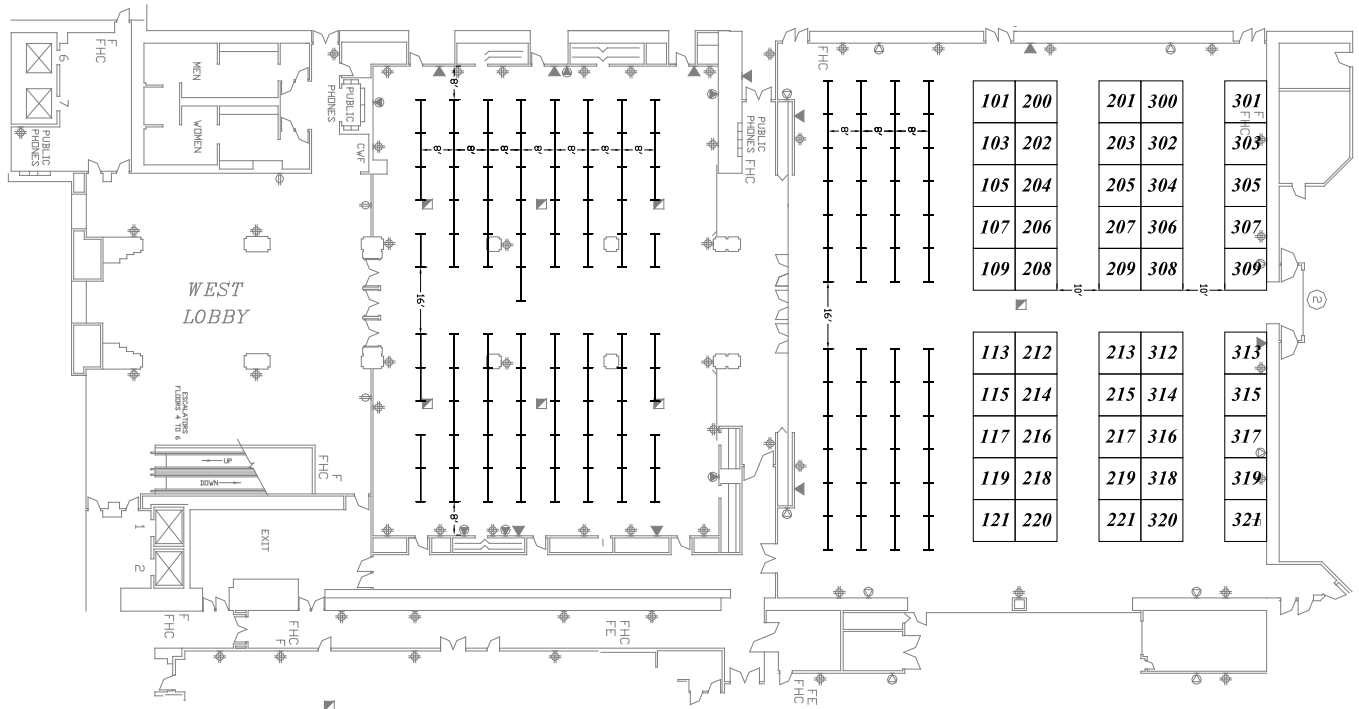
To receive early-bird rates, potential exhibitors must submit a signed contract and 50 percent of the total exhibit booth space payment by the April 12 deadline.

Regular Rates: Effective April 13–May 12, 2010

	Single 10' x 10'	Double 10' x 20'
U.S. Member Colleges and Schools	\$1,500	\$2,500
Foreign Member Colleges and Schools	\$2,500	\$4,000
Corporate Member	\$3,000	\$4,500
Non-member	\$3,500	\$5,000

Signed contract and a deposit of at least 50 percent of the total exhibit booth space payment are due by May 12, 2010. Balance due no later than June 1, 2010.

Floor Plan



Seattle Convention Center • Sixth Floor

Major Deadlines

April 12, 2010

May 12, 2010

June 1, 2010

Exhibits

- Last day for Early-bird exhibitor rates
- Signed contract and 50 percent of total exhibit booth space payment are due

- Last day for exhibitor sign-up
- Signed contract and 50 percent of total exhibit booth space payment are due

- Balance for exhibit booth due
- Copy for Annual Meeting program guide due

Program Ads

- Fifty percent deposit for ad space due

- Balance for ad space due
- Ad artwork due

Sponsorship

- All sponsorship payments and signed contracts due

2010 CONTRACT FOR AACP EXHIBIT SPACE, ADVERTISING AND SPONSORSHIP

PLEASE TYPE OR PRINT INFORMATION BELOW

Company Name _____

Contact Name _____

Title _____

Address _____

City _____

State _____

ZIP _____

Telephone _____

Fax _____

E-mail _____

Authorized Signature _____

Date _____

By signing above, I agree to abide by the Contract and the Rules & Regulations listed on the reverse of this form.

Exhibitor Agreement:

Early-bird Rates Through April 12, 2010

	Single 10' x 10'	Double 10' x 20'
U.S. Member Colleges and Schools	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,000
Foreign Member Colleges and Schools	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$3,000
Corporate Member	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$3,500
Non-member	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$4,000

Regular Rates April 13–May 12, 2010

	Single 10' x 10'	Double 10' x 20'
U.S. Member Colleges and Schools	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,500
Foreign Member Colleges and Schools	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$4,000
Corporate Member	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$4,500
Non-member	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$5,000

Preferred Booth Numbers (please refer to the exhibit floor plan):

1st 2nd 3rd

Please send to AACP no later than June 1, 2010 a brief description, maximum 50 words, of display, personnel, etc., to be published in the official program of the Annual Meeting and on AACP's Web site.

We desire booth separation from (list other exhibitors):

List the names of the on-site representatives who will receive name badges. Exhibitor badges should be picked up at the AACP registration desk.

Full Complimentary Registration for: (does not apply to pharmacy faculty, deans or administrative staff)

Additional exhibitors may register at the reduced rate of \$150. Call to request a special registration form.

Web site address (if you desire a link from our site to yours):

Official Program Guide Ads:

Rates

	Member Rate	Non-member Rate
Full-Page	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$4,000
Half-Page	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,800
Quarter-Page	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,200

Discounted Rates for Exhibitors

	Member Rate	Non-member Rate
Full-Page	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$3,000
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Quarter-Page	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,466

Important deadlines:

Fifty percent deposit: **May 12, 2010**

Payment balance and final artwork: **June 1, 2010**

Sponsorship Agreement:

- Platinum \$25,000 and above
- Educational Day Sponsor \$20,000
- Educational Day Co-Sponsor \$10,000
- Gold \$15,000
- Silver \$7,000
- Bronze \$2,500

All sponsorship payments due: **June 1, 2010**

Forward contract to:

Barbra A. Gustis, CMP,
American Association of
Colleges of Pharmacy
1727 King Street
Alexandria, Virginia 22314
Ph: 703-739-2330 ext. 1016
Fax: 703-836-8982
bgustis@aacp.org

Total due: _____ **Payment Amount:** _____

Check (Make check payable to AACP)

Visa MasterCard American Express

#: _____ Exp. Date: _____

Applicant's Signature/Card Holder's Signature: _____

FOR AACP USE ONLY

Date Received: _____ Total Rental Fee: _____

Booth Assignment: _____ Check Amount: _____

Credit Card Payment: _____ Balance Due June 1: _____

Authorized by: _____

2010 AACP EXHIBITOR CONTRACT AND RULES & REGULATIONS

CONTRACT:

This application is for exhibit space(s) on Sunday and Monday, July 11 & 12, 2010, as indicated, for the 2010 AACP Tradeshow to be held at the Washington State Convention and Trade Center, July 10-14.

We agree to comply with the Exhibitor Regulations attached to this contract and to any conditions required by the Washington State

Convention and Trade Center, which Exhibitor Regulations and Hotel conditions are hereby incorporated by reference.

We agree to submit to AACP a deposit of at least 50 percent of the rental for booth space(s) requested with this contract by May 12, 2010 and to pay the balance by June 1, 2010. Please note "early-bird" completed application and deposit are due by April 12, 2010.

We further agree that if, in the judgment of AACP, it becomes necessary to change the original allocation of space, AACP may do so by notification to the authorized representative.

We understand that, upon acceptance and confirmation by AACP, this Exhibitor Contract will be in full force and effect.

RULES & REGULATIONS:

The goal of the AACP Annual Meeting Tradeshow is to complement the meetings and seminars by providing registrants with the various types of products, services and useful information available to them in the field of pharmacy education.

Exhibitors are expected to display their products and/or discuss their services with appreciation of the professional needs of meeting attendees in enhancing their roles as teachers, scientists, administrators and practitioners.

It is acceptable for exhibitors to display company or product information or demonstrate equipment and services and AACP encourages exhibitors to utilize scientists, industry experts as well as company or professional representatives during the exhibit.

Publishers may also use the exhibition as an opportunity to recruit authors and reviewers. However, displays promoting the sale of drugs or related products are prohibited.

EXHIBITOR BENEFITS

All of the benefits listed in the Exhibitor prospectus will be provided to each exhibiting company or organization for the meeting.

ASSIGNMENT OF SPACE

AACP will assign exhibit space based upon the order in which exhibit applications are received and according to the preferred booth numbers listed in the Exhibitor Contract on a space available basis. No reservations for exhibit space will be accepted over the telephone or without a completed contract and required payment.

The assignment of exhibit space is not complete until AACP accepts the contract, processes the payment and issues a confirmation receipt.

Should an exhibitor fail to make full payment, the deposit will be forfeited and AACP may cancel the space reservation and resell the space to another exhibitor.

Exhibitors will not be permitted inside the exhibit hall to setup until full payment of the exhibit fee has been made. The balance of the exhibit fee must be paid on or before June 1, 2010.

Exhibitors wishing to avoid space assignments adjacent to that of a particular competitor should indicate this on the contract form and careful consideration will be given to all such requests.

TERMINATION OF MEETING AND EXHIBIT

Should the premises in which the AACP Annual Meeting or Exhibition hall will be held becomes unfit for occupancy, as determined either by AACP, the venue management, or any governmental agency, or should the meeting and exhibit be materially interfered with by reason of acts of nature, strike, picketing, boycott, embargo, injunction, war, riot, emergency declared by a governmental agency, or any other act beyond the control of the AACP, the contract for exhibit space may be terminated. AACP will not incur any liability for damages sustained by exhibitor as a result of such termination.

In the event of termination, the exhibitor expressly agrees that AACP shall not be liable for damages as a result of such termination and agrees that AACP shall have no obligations except to refund to the exhibitor the exhibit fees (prorated as appropriate) received, after deducting for costs and expenses in connection with such exhibit, including a reasonable reserve for claims.

WITHDRAWAL

Withdrawal by any exhibitor will not be accepted unless written notice of such withdrawal has been received no later than June 1, 2010 by AACP. Exhibitors canceling in writing before June 1 will receive a refund minus twenty-five percent (25%) of the total booth fee.

After June 1, 2010, the exhibitor shall forfeit one hundred percent (100%) of the full amount paid for exhibitor's booth space.

EXHIBIT BOOTH EQUIPMENT

Standard booth background and side rails decorated with fire-proof drapery are provided without charge. Booth backgrounds are 8 feet high and side dividers are 3 feet in height. One 7-inch x 44-inch exhibitor identification sign will also be provided for each 10-foot x 10-foot booth. Booth draping colors are blue and white; the carpeting is grey.

EXHIBIT DECORATOR

The exhibit contractor is Paramount Convention Services, Inc., 709 South First Street, St. Louis, MO 63102, phone: 314-621-6677, fax: 314-621-6416 contact: Erin Brady, e-mail: ebrady@paramountcs.com. An exhibitor kit will be mailed to each exhibitor at receipt of fifty percent (50%) minimum payment to AACP. However, information needed prior to this date may be obtained at the above addresses. The exhibitor kit will contain information on drayage, furniture rental, plant rental, labor, etc., with a complete list of charges and support services.

INSTALLATION AND DISMANTLING OF EXHIBITS

Space will be available for exhibitors to set displays from 8:00 a.m.-4:00 p.m. on Sunday, July 11. Times are subject to change. All exhibits must be removed from the exhibit hall immediately after closing of the exhibit program starting at 1:30 p.m. on Monday, July 12.

EXHIBIT SCHEDULE

Sunday, July 11, 4:30-6:30 p.m., and Monday, July 12, 9:00 a.m.-1:30 p.m. at the Washington State Convention and Trade Center. Times are subject to change. No general sessions are scheduled during exhibit times.

STAFFING OF EXHIBITS

Only registered and qualified personnel directly affiliated with the exhibitor will be permitted on the exhibit floor to discuss the products or services on display and shall be present to staff booths during all exhibit hours.

GENERAL REGULATIONS

All rights and privileges granted exhibitors hereunder are subject to and subordinated to a master lease between the AACP and the Washington State Convention and Trade Center.

Exhibitors will comply with all applicable statutes, ordinances, regulations, rules and requirements relating to health, fire, safety, and the American with Disabilities act during use of the premises.

Exhibitors will not damage any area of the Washington State Convention and Trade Center and assume responsibility for their exhibit personnel and for the general care of the exhibit hall and issued decorations.

Exhibitors will not discriminate against any person based of race, creed, color, gender or national origin.

Electrical or other mechanical apparatus must not interfere with other exhibitors.

All materials used in the exhibit area must be flameproof and fire resistant and conform with local fire ordinances and be in accordance with regulations established by the Washington State Convention and Trade Center or City of Seattle. No combustible, volatile or flammable materials or decorations, such as crepe paper, tissue paper, cardboard, corrugated paper shall be used at any time. All packing containers, excelsior and wrapping paper are to be removed from the floor and must not be stored under tables or behind displays.

Any activity within the exhibits, including without limitation, distribution (for free or otherwise) of any literature, product or any other item must conform to the educational and professional nature and character of the AACP Annual Meeting. AACP reserves the sole right to prohibit and require immediate cessation of any activity or distribution which does not conform to the nature of the educational nature of the AACP Annual Meeting and Seminars. AACP will provide advance approval of activities and items upon request of an exhibitor.

Canvassing or distributing advertising matter outside the exhibitor's assigned space is not permitted. Solicitation of business and actual sales activities must be conducted in accordance with local laws and the exhibitor assumes full responsibility for any tax requirements. AACP reserves the right to prohibit and require immediate cessation of any activity which does not conform with the stated purpose of the meeting and exhibit or violates any regulation contained herein. This restriction applies to exhibitor materials, conduct and dress, booth personnel, printed matter or anything AACP deems objectionable to the exhibit or Annual Meeting program as a whole.

LIMITATION OF LIABILITY

AACP, its service contractors, the management of the Washington State Convention and Trade Center or any of the officers, staff members or directors of any of either of the aforesaid parties will not be responsible for any loss, injury or damage whatsoever arising, which may occur to an exhibitor or to its agents, or employees, or to its contractors and its agents and employees, or the property or wares of the exhibitor, arising from any cause whatsoever, prior, during or subsequent to the period of this exhibit. Each exhibitor expressly releases the AACP and the Washington State Convention and Trade Center from any and all claims for any such injury, loss or damage.

LIABILITY OF EXHIBITORS

If AACP or the Washington State Convention and Trade Center shall be held liable for any event, which might result from a particular exhibitor's action or failure to act, such exhibitor shall reimburse AACP or the Washington State Convention and Trade Center and hold AACP and/or the Washington State Convention and Trade Center harmless from any liability resulting therefrom.

INSURANCE

Exhibitors must adequately insure their materials, goods, and exhibits against theft, damage, loss or injury of any kind and must do so at their own expense. AACP shall have no responsibility for any such events.

AMENDMENTS TO RULES AND REGULATIONS/INCORPORATION BY REFERENCE

These Exhibitor Regulations for the exhibit program, as issued or subsequently amended by the AACP on written notice to the Exhibitor, are hereby made an integral part of and incorporated by reference into the Exhibitor Contract and shall be deemed to have the identical effect as if said Exhibitor Regulations were set forth in full in the Exhibitor Contract.

FOR ADDITIONAL EXHIBIT PROGRAM INFORMATION, PLEASE CONTACT:

Barbra A. Gustis, CMP, Director of Meetings and Exhibits
American Association of Colleges of Pharmacy
1727 King Street, Alexandria, Virginia 22314
Telephone: 703-739-2330, ext. 1016
Fax: 703-836-8982
E-mail: bgustis@aacp.org