

EXHIBITOR & EVENT SUPPORTER PROSPECTUS

2010 Joint Conference of the Society for Public Health Education &
the Prevention Research Centers Program

2010

APRIL 7-9, 2010

SHERATON HOTEL, ATLANTA, GA

WWW.SOPHE.ORG

ADVOCATE, COMMUNICATE & TRANSLATE

TO ENHANCE RESEARCH & PRACTICE

**FINAL RESERVATION DATE:
MARCH 1, 2010**



PRC
PREVENTION RESEARCH CENTERS

CDC'S PREVENTION
RESEARCH CENTERS
PROGRAM

SOPHE 1950-2010
60
ANNIVERSARY

SOCIETY FOR
PUBLIC HEALTH
EDUCATION

WE CORDIALLY INVITE YOU TO EXHIBIT ADVOCATE, COMMUNICATE & TRANSLATE...

TO ENHANCE RESEARCH AND PRACTICE

Who Will You Reach?

Some 600 educators, communicators and decision-makers in all walks of public health education and health promotion:

- Federal, State and Local Health Agencies
- Wellness Facilities
- Businesses and Corporations
- Medical Care Organizations
- Hospitals and Clinics
- Voluntary Organizations
- Community-based Agencies
- Consulting Firms
- Contractors
- Clearinghouses
- Community Coalitions
- Elementary and Secondary Schools
- Colleges and Universities
- Prevention Research Centers

What Types of Resources/Materials Do They Need?

Conference attendees routinely purchase educational materials on health risk appraisals, HIV/AIDS, smoking and health, women's health, children's health, cardiovascular disease, cancer, asthma/respiratory conditions, infectious diseases, injury prevention and control, environmental health, health promotion, school health, nutrition and physical activity, human sexuality/reproduction, stress management, emergency preparedness and other areas. These purchasers seek publications, videotapes, computers/software packages/CD-ROMs, continuing education programs, advanced degree programs, patient education materials, research reports, consultants, textbooks and manuals, health education and health promotion research and many other resources.

What Do Exhibitors Receive?

- Each 8 x 10' booth will have:
 - ⇒ 8' background drape, 3' side drape
 - ⇒ 1 6' display table
 - ⇒ 2 side chairs
 - ⇒ 1 wastebasket
 - ⇒ 1 7" x 44' booth sign
- Networking conference social highlighting exhibitors, fun, & door prizes.
- Exhibitor description distributed to each meeting participant.



TO ENHANCE RESEARCH & PRACTICE

In addition to exhibiting, you have the opportunity to sponsor speakers, special sessions, and conference events. Contributing Sponsorship provides enhanced visibility at the conference for your organization. *Please contact Carmen J. Head at thead@sophe.org to discuss your interest.*

Special Sponsorship Opportunities

- Provide your products or selected donation to our Silent Auction (*all proceeds benefit SOPHE's Campaign for the 21st Century.*)
- Provide your products or selected gifts as door prizes for Opening Social.
- Opening Gala Reception – Thursday, April 8, \$5,000 - 7,000
- Continental Breakfast – Thursday, April 8 and Friday, April 9, \$3,000 per breakfast
- Box Lunches – Thursday, April 8 and Friday, April 9, \$5,000 per lunch
- Morning/Afternoon Breaks – All days, \$2,000 per break
- Speaker Support – Up to \$5,000 per speaker/panel.
- Conference Bags - \$3,000 - \$5,000
- Bag Stuffer - \$500 per page flier or post card



**Complimentary
Registration
included
in Exhibit fee.**

Publications Mart

Can't attend the meeting in person? You can display up to three titles and related order forms in our popular Publications Mart for one low fee of \$300.

Previous Exhibitors and Sponsors

• U.S. Centers for Disease Control and Prevention • ATSDR • Center for Civic Partnerships • National Youth Violence Prevention Resource Center • New Lifestyles, Inc. • ToucanEd Publications • Intercultural Cancer Council • California Department of Health Services • American Cancer Society • American Lung Association • American Heart Association • National Prevention Information Network • Minnesota Department of Health • NHLBI • FDA – Office of Women's Health • Children's Health Market • LearningZoneXpress • Accusplit, Inc. • NLM, Regional Medical Libraries • Prevention Research Centers • Sage Publications • ETR Associates • NIH • Astra Merck • Bristol-Myers Squibb • DHHS • USDA • Jossey Bass Publishers • WRS Group • Westat • Wellsource Inc. • YWCA • Texas Department of Health • California Pistachio Commission • U.S. Blueberry Commission • Physicians for Social Responsibility • Healthlift.com • and more!

Preliminary Program

Coming Soon. Visit the SOPHE website www.sophe.org for further details.

Note: SOPHE reserves the right to make changes, for compelling reasons, to the hours and dates set forth. Such changes will be made known in advance. There is no room to store display material and/or show merchandise in the hotel. At the conclusion of set up, all related equipment, crates, etc. must be removed from premises and returned no earlier than the last day of the exhibit period.

CONFERENCE EXHIBIT INFORMATION, RULES, REGULATIONS, & APPLICATION

Standard Booth: All exhibit space will be carpeted. An exhibitor kit with information on ordering additional equipment will be provided once exhibit space is confirmed. Electrical access may be limited. Please contact thead@sophe.org regarding questions.

Wednesday, April 7th
Exhibit Set Up 4:00 p.m.— 8:00 p.m. *

Friday, April 9th
Exhibit Dismantle
1:00 p.m. —5:00 p.m. *

Thursday, April 8th:
7:30 a.m.—6:00 p.m.
Gala Exhibit Opening and Reception
6:30 p.m.- 8:00 p.m.
High Visibility Times: Breaks & Opening Reception

Friday, April 9th
8:00 a.m.—1:00 p.m.
High Visibility Times: Breaks & Lunch Roundtables

—Space is limited—

**Send in your registration today and
secure your organization's
representation!**

Exhibit Hours (*Exhibits are required to have staff present during the high visibility times*) *As a courtesy to the registrants and other meeting exhibitors, SOPHE requests strict adherence to set up and dismantle times.

Booth Price: Academic & Government Programs: \$725 Standard Booth: \$900 VIP Booth: \$1100*
Exhibits Include one Conference Registration. **VIP booths receive prime placement & visibility**

Exhibitor Contractor: Confirmed exhibitors will be contacted by SOPHE's exhibit service and can order additional equipment and storage as needed. Exhibitors are responsible for all shipping charges to/from hotel for their materials.

Hotel/Sleeping Room Reservations: All exhibitors are eligible to receive the discount meeting room rates of \$140 single/double plus tax at the Sheraton Atlanta Hotel, 165 Courtland St NE, Atlanta, GA 30303. Phone (404) 659-6500 Fax (404) 524-1259 www.sheratonatlantahotel.com.

Fire Regulations: Fire ordinances of Atlanta prohibit use of any materials not flameproof. Packing containers, etc. may not be stored under tables or behind display. Open flames, butane gas, oxygen tanks, etc. are not permitted. Nothing may be hung directly on booth drapes.

Hold Harmless - Liability: SOPHE shall not, nor any of its sponsors, officers or agents, be liable for damage or loss to exhibitors' properties through theft, fire, accident, or any destructive cause. Exhibitors shall insure their own exhibit and display materials. It is agreed that exhibitors assume all responsibility for damage to the exhibit area and they shall indemnify and exempt SOPHE and its sponsors from all liability that may ensue from any cause whatsoever, including injury to visitors, exhibitors, or their agents.

Hold Harmless - The Sheraton Hotel: Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitors' displays, equipment, and other property brought upon the premises of the Hotel and shall indemnify and hold harmless the Hotel, its parent, agents, affiliates, directors, officers, servants, and employees from any and all such losses and claims.

Contract: The application and contract for exhibit space, when properly executed by the exhibitor and accepted in writing by SOPHE shall be considered a binding agreement between the parties, subject to the rules and regulations promulgated by SOPHE.

Agreement to Rules: Each exhibitor and employee agrees to be bound by the Rules and Regulations set forth herein and by all provisions of SOPHE and by amendments or additions thereto which may hereafter be established or put into effect by SOPHE. All points not covered in the terms of the Agreement or the Exhibit Space Contract may be clarified through correspondence with SOPHE.

Failure to Occupy Space: Space not occupied by the close of the exhibit installation period will be forfeited by the exhibitor and this space may be resold, reassigned, or used by the exhibit management.

Interpretation and Application of Rules and Regulations for Exhibitors:

SOPHE reserves the right to construe and apply all rules and regulations for exhibitors and, when in the judgment of SOPHE exceptions or additions are necessary, the decision of SOPHE shall be binding in all instances.

Restrictions: SOPHE reserves the right to expel, decline or prohibit any exhibit or part of an exhibit or proposed exhibit which is not suitable or in accordance with the ethics of SOPHE, or which does not comply with the rules established. SOPHE reserves the right to bar any exhibitor. This reservation concerns persons, conduct, printed matter, souvenirs, catalogues, etc. Interference with the light or space of other exhibitors will not be allowed. The placement of all signs, banners and advertising matter shall be subject to approval. Public address systems and sound audio-visual devices may not be used without special permission and, when used, must not interfere with other exhibitors. In the event of any such declination, cancellation, or removal, the contracting parties agree that no liability shall attach to said Associations by reason of any such actions.



Payment for Space Cancellation: Under the terms of the contract, the exhibitor agrees to pay fifty percent (50%) of the total retail fee upon assignment of space, and further agrees to submit to SOPHE the balance due upon receipt of statement but in no case later than **March 15, 2010**. It is understood that failure by the exhibitor to remit outstanding balance due SOPHE by said date shall render all exhibit agreements between the exhibitor and SOPHE invalid and shall constitute forfeiture of all moneys paid under terms of the contract. This contract may be canceled in writing by an exhibitor prior to **March 15, 2010**, in which case fifty percent (50%) of the total contracted space cost will be retained by SOPHE. **No cancellation of space contract will be accepted or refunds made after March 15, 2010.** Exhibitors may not sublet nor share their space or any part thereof.

Inability to Perform: If SOPHE should be prevented from conducting the exposition by any cause beyond their control or if they cannot permit the exhibitor to occupy space due to circumstances beyond its control, SOPHE will refund to the exhibitor the amount of the rental fee, less a proportionate share of the exposition expenses, and SOPHE shall have no further obligation or liability to the exhibitor.

Publications Mart: Publications Mart participants are responsible for all shipping of materials to and from the meeting site. SOPHE is not liable for any missing materials. Materials must arrive at the hotel on or before April 6, 2010. Cancellation and other stipulations outlined in this Rules & Regulations apply. In accordance with the rules and regulations covering the exhibit to be held in connection with this national conference, the Undersigned hereby makes application for exhibit space. This Agreement is subject to all of the terms and conditions on the *Invitation to Exhibit* and made a part thereof. We agree to accept the exhibit assignment made by SOPHE.

EXHIBITOR & SUPPORTER CONTRACTUAL AGREEMENT

April 7-9, 2010

Sheraton Atlanta Hotel

Atlanta, GA

Organization: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone Number: _____ Fax Number: _____

Email: _____

Exhibit Price:

Academic & Govt Programs: \$725

Standard Booth: \$900

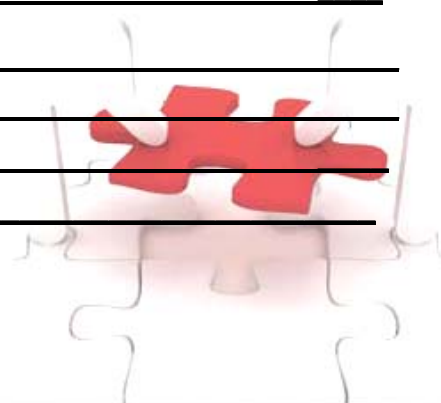
VIP Booth: \$1100

Publications Mart (display up to 3 titles): \$300

Exhibitor Description (up to 75 words). NOTE: description can also be e-mailed or faxed to chead@sophe.org (202) 408-9815 (FAX)

(FOR EXHIBITS ONLY)

Describe the Products/Services to be Displayed: _____



Would you like to donate a Door Prize or Silent Auction item(s): Yes _____ No _____

Please Describe Your Item: _____

Checks should be made payable to SOPHE (Federal ID# 23-7299881)

Government agencies may submit a purchase order with application.

Enclosed is one-half of the rental space fee. We understand final payment must be received by March 15, 2010; otherwise, SOPHE reserves the right to cancel this agreement and re-assign the space.

Enclosed is the exhibit and Publication Mart fee in full.

Enclosed is a purchase order for the exhibit fee; please send an invoice.

Authorized Signature: _____ Date: _____

Credit card payment & authorization: ___ Visa ___ MasterCard ___ Discover

Credit card number: _____

Expiration Date: _____

Cardholder's name (please print): _____

Cardholder's signature: _____

Purchaser's name if different from cardholder: _____

Send faxed or original exhibit contract and payment to:

Carmen J. Head
SOPHE
10 G St. NE Suite 605
Washington, D.C. 20002
Fax: (202) 408-9815

Questions:
Phone: (202) 408-9804 Email: thead@sophe.org

