



MARC 2015 Exhibitor & Sponsor Prospectus

Thank you for your interest in participating in the Exhibitor/Sponsor Program for the 2015 Midwest Anesthesia Residents Conference (MARC) being held May 1-3, 2015 at the Renaissance Cleveland. The MARC is co-hosted by University Hospitals Case Medical Center/Case Western Reserve University, Case Western Reserve University/MetroHealth Medical, and Cleveland Clinic. Your valuable contributions help us in our constant effort to improve educational programming for anesthesia residents and we greatly appreciate your support.

Make plans to exhibit at what promises to be our greatest conference ever! In 2015 the Exhibitor opportunities provide three levels of exposure with increased visibility including:

- Access to over 600 anesthesiology professionals; your customers and future customers
- Over 14 hours of exhibition and networking time
- Nearly 8 hours of reception and food breaks served in the exhibit hall, delivering tremendous unopposed exhibition and networking time – *Now including lunch!*
- A unique two-day education and exhibition program contained in one beautiful hotel
- Exhibitors control raffle ticket distribution for drawing on Sunday morning

We have simplified our exhibition and sponsorship packages to increase value and maximize your return on investment. We invite you to review the materials within this prospectus so that you can plan ahead as you make important marketing decisions about the organizations that you'll support in 2015. As Chairs of the 2015 MARC, we welcome your comments and suggestions, and most of all, your support and commitment.

Sincerely,

MARC 2015 Co-Chairs

Stephen J. Kimatian, MD FAAP
Cleveland Clinic

Chair, Department for Pediatric
Anesthesiology
Vice Chair for Education,
Anesthesiology Institute

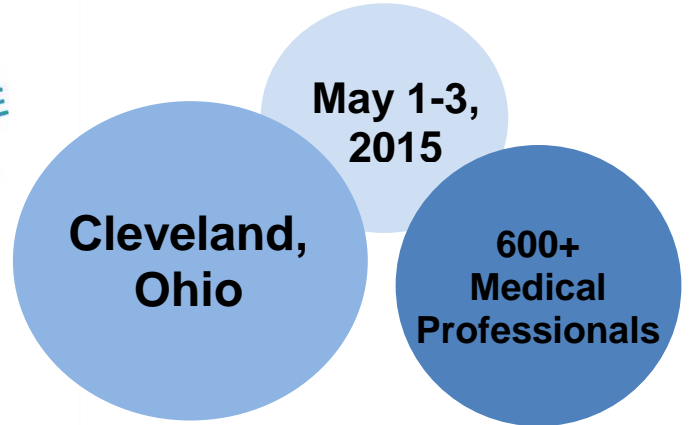
Augusto Torres, MD
MetroHealth Medical Center
Residency Program Director

Heather McFarland, DO
**University Hospitals - Case Medical
Center**

Anesthesia Residency Program Director
Critical Care Anesthesiologist
Assistant Professor

Enclosed please find the preliminary 2015 MARC prospectus. Please note this is subject to change.

MARC 2015



600 + Medical Professionals



33 Academic Departments of Anesthesiology

- 14 Hours of Exhibition & Networking Time
- Over \$50 Million Purchasing
- Raffle Drawings in the Exhibit Hall

Exhibit, Sponsor, Network

- Platinum - \$10,000
 - 8 x 20 Exhibit Booth in Premium Location
 - 8 Exhibitor Badges
- Gold - \$5,000
 - 8 x 10 Exhibit Booth in Premium Location
 - 4 Exhibitor Badges
- Silver - \$3,000
 - 8 x 10 Exhibit Booth
 - 2 Exhibitor Badges
- Saturday Night Sponsorship - \$5,000
 - Logo on Party Signage



MIDWEST ANESTHESIA RESIDENTS CONFERENCE
2015 Exhibitor & Sponsor Benefits

EXHIBIT, SPONSOR, NETWORK

Support of the 2015 MARC is one of the best marketing decisions you can make. By supporting the MARC network, you'll reach over 600 medical professionals and strengthen your company's image within the Anesthesia community of professionals.

Discover the incredible value of participation at our Annual MARC Meeting.

Who should be an exhibitor and sponsor?

Every manufacturer or distributor of Anesthesia and medical products or services that could benefit by connecting with more than 600 Anesthesia professionals is expected to attend. Position your company as a leader in the industries you serve.

What can you expect in return?

Increased visibility for your company's representatives.

One-on-one exposure of your company's products and services with the current and future anesthesiologists who make the buying decisions in academic and private institutions. A unique opportunity to solidify relationships with anesthesiology professionals. Recognition as a company committed to our Midwest Anesthesia communities.

Who will recognize my contribution?

The 2015 Midwest Anesthesia Residents Conference will be attended by over 600 Anesthesia professionals representing 33 academic Departments of Anesthesiology in the Midwest region of the U.S. Residents attend and present clinical reports and research from their individual programs in conjunction with attending physicians and faculty of their respective institutions.

Choose one of three packages providing maximum exposure before, during, and after the 2015 MARC

SCHEDULE OF EVENTS IN EXHIBIT AREA

Friday, May 1

Exhibitor registration and set up: 1:00 pm – 3:00 pm

Final exhibit hall inspection: 3:00 pm – 4:00 pm

Networking Reception in the Exhibit Hall: 5:00 pm – 9:00 pm

Saturday, May 2

Exhibits Hours: 6:30am - 5:00pm *NEW!! Food & Beverage, conversational and interactive areas throughout the day*

Breakfast: 6:30am – 8:30am

Refreshment Break: 9:45am – 10:30am

Lunch Available in Exhibit Hall: 11:30am – 1:30pm

Refreshment Break: 3:30pm – 4:00pm

Exhibit Load Out: 4:00pm – 7:00pm

Networking Reception & Bowling Event at *The Corner Alley*: 6:00pm – 10:00pm

Schedule subject to change

MARC Exhibitor & Sponsorship Packages

Choose one of four packages providing maximum exposure before, during, and after the 2015 MARC

Platinum \$10,000

Exhibit booth package (8 x 20 in premium location)

(8) exhibitor badges

Access to refreshments when scheduled

Tickets for Friday's opening reception, Saturday breakfast, lunch, and reception for 8 exhibitors

High profile slides (company logo) displayed at the beginning and end of the meetings and events

Recognition on AMAAC website

Premier advertisement in the MARC mobile app (deadline: March 1, 2015)

Opportunity to provide marketing materials for the Registration Packet

Distribution of raffle tickets during all scheduled exhibit events

Gold \$5,000

Exhibit booth package (8 x 10 premium location)

(4) exhibitor badges

Access to refreshments when scheduled

Tickets for Friday's opening reception, Saturday breakfast, lunch, and reception for 4 exhibitors

High profile slides (Company logo) displayed at the beginning and end of the meetings and events

Recognition on AMAAC website

Advertisement in the MARC mobile app (deadline: March 1, 2015)

Opportunity to provide marketing materials for the Registration Packet

Distribution of raffle tickets during all scheduled exhibit events

Silver \$3,000

Exhibit booth package (8 x 10)

(2) exhibitor badges

Access to refreshments when scheduled

Tickets for Friday's opening reception, Saturday breakfast, lunch, and reception for 2 exhibitors

High profile slides (company name) displayed at the beginning and end of the meetings and events

Advertisement in the MARC mobile app (deadline: March 1, 2015)

Recognition on AMAAC website

Distribution of raffle tickets during all scheduled exhibit events

Special Early Bird Rate: Confirm your contribution by January 31, 2015 and receive the silver level sponsorship for \$2,650

MARC Sponsorship Opportunities

1. Reception & Bowling at The Corner Alley - \$5,000

Exhibit booth package (8 x 10)

(2) exhibitor badges

Access to refreshments when scheduled

Tickets for Friday's opening reception, Saturday breakfast, lunch, and reception for 2 exhibitors

High profile slides (company name) displayed at the beginning and end of the meetings and events

Advertisement in the MARC mobile app (deadline: March 1, 2015)

Recognition on AMAAC and MARC website

Distribution of raffle tickets during all scheduled exhibit events

Signage at Saturday Night party

Opportunity to distribute marketing materials at Saturday Night party

One minute introduction during Saturday Night party

EACH 8' x 10' EXHIBIT SPACE INCLUDES:	ITEMS NOT INCLUDED IN YOUR EXHIBIT FEE:
8' high backwall, 3' high sides	Material handling by Renaissance Cleveland or the Exhibitor Service Provider
6' Covered and Skirted Table and (2) chairs	Audio Visual, Internet service, Electrical hook-up and power usage at your booth
9" x 44" Booth Identification Sign & Wastebasket	*Registration and fees may apply for some additional sessions. See registration website for details

For further information or any questions you may have regarding exhibit space, or additional sponsorship and/or marketing opportunities, please contact:

MARC 2015 Exhibit and Sponsorship Manager

Judy Thayer, NHS Global Events

Exhibit Sales Manager, MARC 2015

judy@nhsglobalevents.com

P: (202) 797-8595

MARC 2015 Manager

Erin Gallagher, NHS Global Events

Manager of Meetings & Events, MARC 2015 Manager

erin@nhsglobalevents.com

617.945.8221

You can also find more information on AMAAC and the MARC at www.amaachq.org

APPLICATION AND CONTRACT FOR EXHIBIT SPACE | 2015 MARC

May 1-3, 2015 | Renaissance Cleveland

Company	_____		
Company	_____		
Contact	_____	Title	_____
On-Site Contact	_____	Title	_____
Address	_____		
City	_____	State	_____ Zip Code _____
Phone	_____	On-Site Cell Phone	_____
Email	_____	Website	_____

Please select your package (all exhibit packages include the booth equipment outlined on page 3)

- | | |
|-------------------------------------------------------------|----------------------------------------------------------------------------|
| <input type="checkbox"/> Platinum \$10,000 | <input type="checkbox"/> Silver \$3,000 |
| <input type="checkbox"/> Gold \$5,000 | <input type="checkbox"/> Early Bird Silver \$2,650 (Before 1/31/2015 only) |
| <input type="checkbox"/> Saturday Night Sponsorship \$5,000 | <input type="checkbox"/> Donation: _____ |

Acceptance: We hereby apply for exhibit space and sponsorship opportunities for the 2015 MARC to be conducted on the dates shown above. We understand that on acceptance, this application becomes a contract, under the terms and conditions set forth here and in the prospectus, which we have read, understand and accept. We understand that booth spaces will be signed on a first come, first serve basis. We will accept the booth space assigned and agree to accept reassignment, if necessary, to create as more effective exposition. In making an application, we agree to exhibit under and comply with the contract rules and regulations printed in this prospectus, which rules and regulations are hereby made part of the contract.

Signature _____

Date _____

To confirm your participation, please return this signed agreement to the contact below, and include your full payment for the selected package. Check should be payable to: Association of Midwest Anesthesia Academic Chairs (AMAAC)

Mail check to: Erin Gallagher, MARC 2015 Manager
NHS Global Events

5215 Old Orchard Road Suite 620 Skokie, IL 60077

If you prefer to make payment by Credit Card please email: erin@nhsglobalevents.com

2015 MARC EXHIBITION TERMS AND CONDITIONS

1. Eligibility to Exhibit & Sponsor: AMAAC reserves the right to determine the eligibility of all exhibit space and sponsorship applicants. AMAAC acceptance of exhibitor/sponsor does not constitute an endorsement of the firm's products or services. Applications deemed ineligible by AMAAC will be returned with a complete refund for exhibit space and/or sponsorship fees.

2. Assignment of Exhibit Space: AMAAC will attempt to assign exhibit space from among those preferences indicated on the Application and Contract for Exhibit Space in so far as possible, on a first come, first-served basis; however the amount of exhibit space requested, and proximity to competing firms will be taken into consideration. The preferences indicated are for guidance only and are not guaranteed. Sponsors will be given preference during exhibit space assignments. AMAAC reserves the right to reassign booth space and/or rearrange the floor plan at any time before or during the meetings. Exhibitors may not assign or sublet to others the whole or any part of the space allotted.

3. Exhibit Space & Sponsorship Payment Schedule: Fees are in U.S. dollars and may be paid by check or credit card. Full payment must accompany the Application and Contract for Exhibit Space. Application/contracts received without full payment are deemed to be incomplete.

4. Cancellation of Contract: Notification of cancellation of or reduction of exhibit space and/or sponsorship must be received by AMAAC in writing. If this agreement is cancelled by the Exhibitor or Sponsor for any reason or by AMAAC because of the Exhibitor's or Sponsor's default or violation of this agreement, monies paid to AMAAC shall be retained as follows: For cancellations received no less than 150 days out from the opening of the meetings, a refund less a 25% administrative fee will be issued by AMAAC. If cancellation is received less than 150 days prior to the opening of the meetings, no refund will be issued.

5. Termination of Meetings: AMAAC shall not be liable for any damages or expenses incurred to Exhibitor and or Sponsor in the event the meetings are delayed, interrupted or not held as scheduled; and, if for any reason beyond the control of AMAAC the meetings are not held, AMAAC may retain so much of the amount paid by Exhibitor and/or Sponsor as is necessary to defray expenses already incurred by AMAAC. Exhibit Space not claimed or occupied prior to the opening of the meetings, for which no special arrangements have been made with AMAAC, may be resold or reassigned by AMAAC without obligation on the part of AMAAC for any refund whatsoever, or assign the exhibitor other space.

6. Official Contact: The Company Contact listed on the Application and Contract for Exhibit Space shall act on behalf of the exhibitor and/or sponsor in all negotiations. The contact listed as on-site contact shall be responsible for all exhibit/sponsorship material, equipment and personal items.

7. Character of Exhibits: Each exhibit must be confined to the space limits of their respective booth(s). All equipment, products or material to be shown or demonstrated must be placed within the confines of the booth selected, and can be no higher than the 8' back drape.

8. Registration of Exhibit Personnel: Each exhibiting company will receive (2) badges per 8x10 booth. Badges will only be provided for bona fide employees and representatives of the exhibitor. Additional badges may be purchased for each exhibit space sold. Platinum sponsors will receive (6) additional badges at no charge and Gold sponsors will receive (2) additional badges at no charge.

9. Circulation and Solicitation: Distribution of circular or promotional material may be made only from the exhibitor's table, unless exhibitor has purchased a sponsorship that includes distribution of materials in other areas.

10. Non-Exhibitors: No firm or organization not assigned space in the exhibit hall will be permitted to solicit business within the exhibit area. Exhibitors or Sponsors are requested to inform MARC Organizers of their knowledge of any such occurrence.

11. Exhibitor Services: The Renaissance Cleveland will provide the equipment shown herein. All Exhibit and Sponsor materials and equipment should be shipped to the Renaissance Cleveland as directed in the forthcoming exhibitor service kit. Exhibitors and Sponsors will be responsible for any fees associated with material handling. Should exhibitors or sponsors abandon their equipment or materials, AMAAC, without liability, will store and ship such materials to company contact and exhibit or sponsor will incur a minimum handling fee of \$500.00, plus expenses, including shipping. Such fee and expenses are due upon receipt, and after 30 days, will incur a monthly interest cost of 1.5% per month compounded.

12. Exhibitor Service Kit: Exhibitor Service Kits will be sent to all confirmed Exhibitors. The kit will provide Exhibitors with equipment shipping instructions, information and requisite forms for insurance, power, and other ancillary and required services. It is the responsibility of Exhibitors and Sponsors to comply with all policies, including Renaissance Cleveland, AMAAC, and AMAAC's general service contractor's policies.

13. Insurance and Liability: The Exhibitor and Sponsor assumes all responsibility and liability for losses, damages and claims arising out of injury or damage to exhibits, displays, equipment and other property brought upon the premises of the Renaissance Cleveland, and shall indemnify and hold harmless Renaissance Cleveland, AMAAC, and AMAAC's general service contractor, and their agents, servants and employees for any and all such losses, damages and claims. Exhibitors and Sponsors agree to protect, save, and keep Renaissance Cleveland, AMAAC, and AMAAC's general service contractor forever harmless from any damage or charges imposed for violation of any law or ordinance whether occasioned by the negligence of the Exhibitor and Sponsor or those holding under the Exhibitor and Sponsor, as well as strictly to comply with the applicable terms and conditions contained in the Agreement between Renaissance Cleveland, AMAAC, and AMAAC's general service contractor regarding the exhibit premises. An Exhibitor and Sponsor shall at all times protect, indemnify, save and keep harmless Renaissance Cleveland, AMAAC, and AMAAC's general service contractor against any and all loss, theft, cost damage, liability or expense arising from or out of or by reason of said Exhibitor's and Sponsor's occupancy and use of the exhibit premises or a part thereof.

14. Care Of Building: No signs shall be affixed by Exhibitor and Sponsor to walls, electrical outlets, etc. by the use of nails, tacks, staples or tape. Any damage to facility property through carelessness of an Exhibitor and Sponsor or their employees or agents must be paid by Exhibitor and Sponsor causing such damage.

15. Amendments: AMAAC reserves the right to interpret, amend and enforce the conditions, rules and regulations of the Contract. Written notice of any amendments shall be forward to the Company Contact. Each Exhibitor and Sponsor for himself, his agents and employees agrees to abide by all conditions, rules and regulations set forth herein or by any amendment thereto or interpretation thereof of which notice shall have been given.

16. Signature: This Contract constitutes the entire agreement between the parties, supersedes all other written and oral agreements between the parties concerning its subject matter. Oral modifications to this written Contract, even if allowed by local law, will not be considered binding.