30 YEARS OF EXCELLENCE

AMERICAN COLLEGE OF CLINICAL PHARMACY

2009 ANNUAL MEETING • OCTOBER 18–21, 2009

EXHIBIT DATES • MONDAY, OCTOBER 19 & TUESDAY, OCTOBER 20

EXHIBITOR PROSPECTUS

Anaheim Convention Center • Anaheim, California

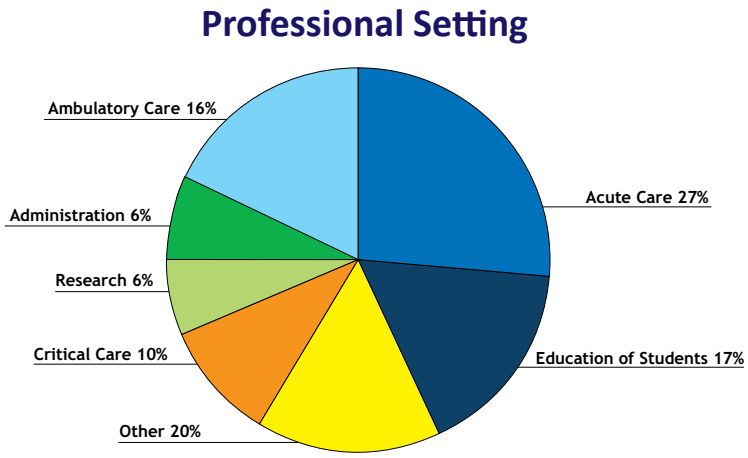
accp
American
College of
Clinical Pharmacy

THE AMERICAN COLLEGE OF CLINICAL PHARMACY
THE FUTURE OF PHARMACY IS HERE

In 1979, a small group of forward-thinking pharmacists saw a need to support the evolving practice of clinical pharmacy. These charter members founded ACCP to meet this need and thereby laid the foundation for an organization that now, in its 30th year, serves more than 10,000 clinical pharmacists.

Today, clinical pharmacists work in virtually every health care practice setting, dispelling the long-held belief that clinical pharmacy resides only in academic and tertiary care institutions.

The primary professional position held by most ACCP members is that of clinical pharmacist, followed by assistant professor and pharmacy manager/supervisor or clinical coordinator. Their primary practice or professional setting is most often acute care. Their most frequently reported professional interest areas are infectious diseases, critical care, internal medicine, ambulatory care, hematology/oncology, cardiology, and pharmacotherapy.



ACCP'S MEETING ATTENDEES— INFLUENTIAL EXPERTS IN DRUG THERAPY

An exhibit at the ACCP Annual Meeting reaches an estimated 1,700 clinical pharmacists, who are experts in pharmacotherapy and influential in drug therapy decision-making.

In a recent survey, 80% of ACCP meeting attendees reported that they are consulted by physicians and other health professionals on the choice of therapeutic agents for their patients. Seventy-one percent provide this consultation daily. Eighty-five percent have provided in-service programs or other forms of clinical education to health care providers outside pharmacy. ACCP members are influential professionals.

MAXIMUM INTERACTION AND VISIBILITY

An exhibit at ACCP's Annual Meeting is your connection to drug therapy experts who routinely advise physicians on therapeutic agents for patients. Your exhibit at the Annual Meeting gives you direct access to these influential professionals. ACCP's exhibits program provides optimal access to high-caliber attendees during 6 hours of dedicated exhibit time. Plus, each exhibit session includes a traffic-building food function.

Exhibit Hours

Monday, October 19: 11:00 a.m. – 2:00 p.m. Boxed lunch will be provided.
Tuesday, October 20: 8:00 a.m. – 11:00 a.m. Continental breakfast will be provided.

MAXIMIZE YOUR IMPACT THROUGH SPONSORSHIP

Consult the following menu of ACCP sponsorships for the opportunity that's right for you.

Please contact Jim Pattis or Randi Fischer at Cunningham Associates to learn more about sponsorships: (201) 767-4170, jpattis@cunnasso.com; or rfischer@cunnasso.com.

Cyber Café
Saturday, October 17 – Wednesday, October 21
$20,000

As registrants check e-mail throughout the meeting, your company name at each Cyber Café station identifies you as a sponsor of this essential service.

Annual ACCP Fellows Dinner
Saturday, October 17, 7:00 – 10:00 p.m.
Sole sponsorship: $20,000 ♦ Joint sponsorship: $10,000

ACCP Fellowship recognizes excellence in clinical pharmacy. The Fellows Dinner, featuring the Fellows Address and introduction of new fellows, is an unparalleled opportunity to network with influential clinical pharmacy leaders.

Opening Reception
Sunday, October 18, 6:00 – 8:00 p.m.
Sole sponsorship: $45,000 ♦ Joint sponsorship: $15,000

Be a part of an Annual Meeting favorite: this all-registrant opener features appetizers, refreshments, and camaraderie.

Scientific Exhibits Lunch
Monday, October 19, 11:00 a.m. – 2:00 p.m.
Sole sponsorship: $30,000 ♦ Joint sponsorship: $10,000

Exhibit attendees enjoy the convenience of a tasty boxed lunch. Sponsors enjoy high visibility at this traffic-building function.

Scientific Exhibits Breakfast
Tuesday, October 20, 8:00 – 11:00 a.m.
Sole sponsorship: $30,000 ♦ Joint sponsorship: $10,000

Sponsor our popular continental breakfast and give registrants a jump-start to their exhibit tour.

Annual Meeting Tote Bag
$15,000

Registrants will carry the attractive and durable official tote bag – featuring your company logo – long after the Annual Meeting.

Badge Lanyards
$10,000

Registrants appreciate the convenience of the registrant badge lanyards featuring your company name.

Hotel Key Cards
$10,000

This sponsorship opens doors and builds registrant awareness with hotel key cards displaying your company name and logo.

EXTEND YOUR REACH WITH ADVERTISING

Annual Meeting News

ACCP's convention newspaper is a one-of-a-kind opportunity for exhibitors to communicate their message on-site at the Annual Meeting. Each issue features important meeting news and photographic coverage coinciding with the exhibit opening and show days. Annual Meeting News will be distributed to attendees in the registration area and as they enter the exhibit hall.

Hotel Door Drop Program

The hotel door drop program helps you reach late and on-site registrants whom mailings may miss. Your door drop serves as a last reminder about meeting events to attendees as they finalize their meeting schedules. The door drop fee is $1,800 per piece.

Registrant List Rental

Extend your reach to meeting registrants through a premeeting or postmeeting mailing. The price of a one-time registrant mailing list is $1,000 for the Annual Meeting.

Advertising in *Pharmacotherapy*, ACCP's Official Journal

Published monthly, *Pharmacotherapy* contains original articles of interest to pharmacists, physicians, and other health care professionals with major interests in drug therapy and clinical drug research. Exhibitors are entitled to advertising discounts in *Pharmacotherapy*.

Please contact Jim Pattis or Randi Fischer at Cunningham Associates to learn more about advertising: (201) 767-4170, jpattis@cunnasso.com; or rfischer@cunnasso.com.

Exhibit Booth Assignment

See page 6 for the exhibit application. Applications received by June 26, 2009, will have the best chance for preferred booth assignments based on the date the application is received. Full payment and a signed application are required to reserve booth space. After assignment of booth space, you will be sent a written confirmation, an exhibit staff registration form, a meeting program brochure with registration information, and the exhibitor service kit.

Exhibit Booth Fees:

Booth Size	Fee
Standard 10 feet × 10 feet	$2,650
Corner 10 feet × 10 feet	$3,000
Island 20 feet × 20 feet	$12,000

Please contact Jim Pattis or Randi Fischer at Cunningham Associates to learn more about exhibiting: (201) 767-4170, jpattis@cunnasso.com; or rfischer@cunnasso.com.

Your Exhibit Includes

- Company contact information and a 50-word description published in the ACCP Meeting Guide, which is distributed to all meeting attendees, and on the ACCP Web site.
- Admission to the Opening Reception for networking.
- Four exhibit floor–only registrations per 10-foot × 10-foot booth.
- Exhibit booth with a draped back wall 8 feet high and draped side divider 3 feet high.
- A company name identification sign to hang from the draped back wall of the booth.
- 24-hour security in the exhibit hall, beginning at setup and for the duration of the exhibit program.

Exhibit Hall Location

The exhibit hall (Hall A) is conveniently located on the first floor at the entrance to the Anaheim Convention Center. Hall A is 145,841 square feet and has a ceiling height ranging from 18 feet to 24 feet. Signs hanging from the ceiling are not permitted.

Exhibit Move-In

Sunday, October 18: 8:00 a.m. – 4:00 p.m.
Monday, October 19: 7:00 – 11:00 a.m.

Exhibit Move-Out

Tuesday, October 20: begins at 11:00 a.m.

Exhibit Staff Registration

Each 10-foot × 10-foot booth includes four complimentary exhibit staff badges that allow access to the exhibit area when it is open to exhibitors. Additional badges may be obtained for a fee of $50 each.

Important: Exhibit booth staff who wish to be eligible to receive continuing pharmacy education credit must register separately to attend the Annual Meeting and pay the applicable registration fees.

Detailed Meeting Information and Schedule

Please visit www.accp.com/am in June for all meeting and registration details.

Official Decorator/Exhibitor Service Kit

Paramount Convention Services, the official decorator for the exhibits program, will provide an on-site service desk throughout move-in, show hours, and move-out. An exhibitor's service kit containing information on services, including drayage, electrical services, furniture rental, and labor, will be sent by e-mail to the contact person listed on the exhibit booth application.

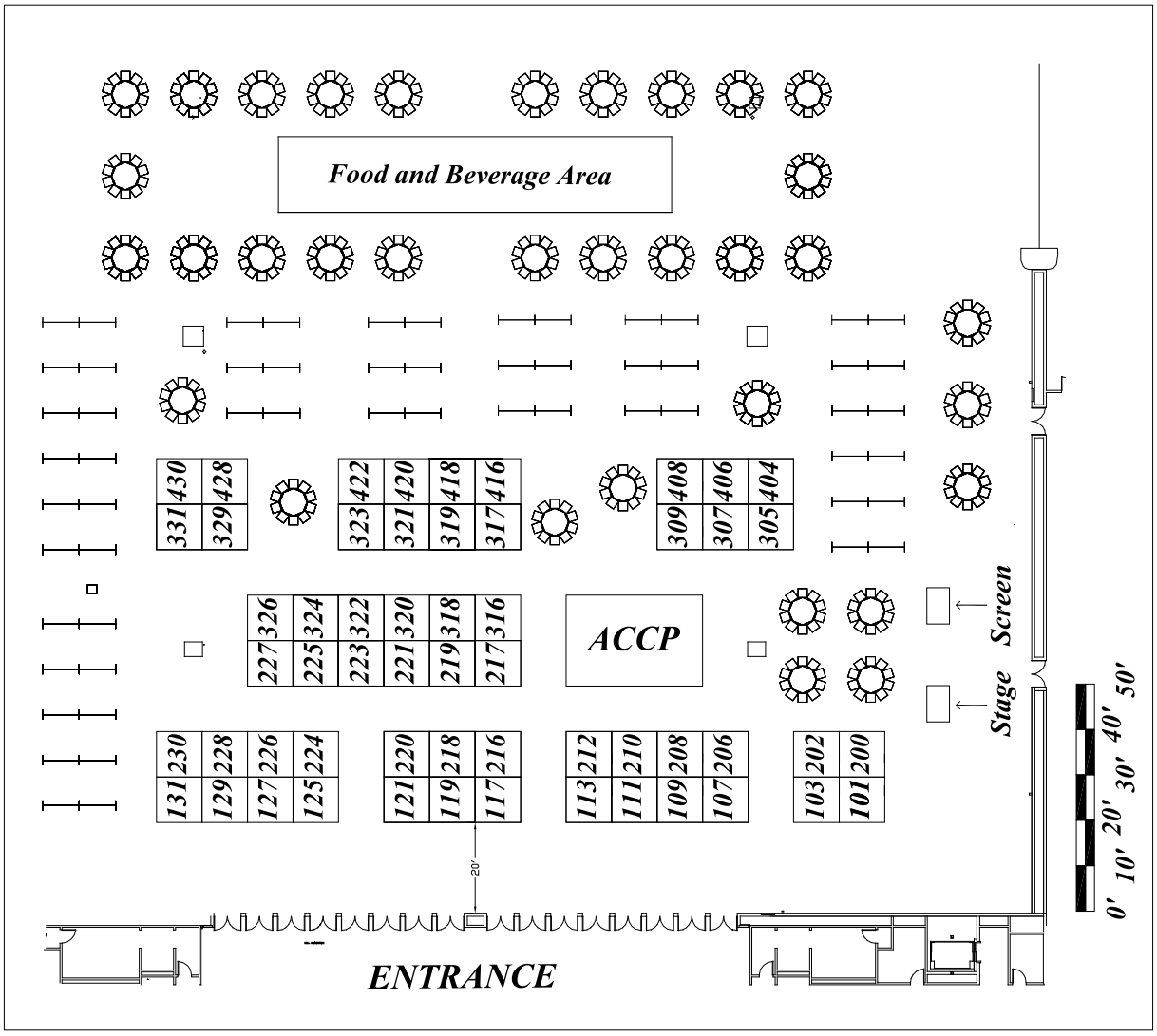
Hotel Accommodations

The Hilton Anaheim is the headquarters hotel for the Annual Meeting. The hotel is conveniently located adjacent to the Anaheim Convention Center, the site for the Annual Meeting educational events. Plus, the Hilton Anaheim will be the site for the evening receptions and networking events, which are an essential part of the Annual Meeting experience. Please visit www.accp.com/am in June to make hotel reservations at the discounted group rate.

Arrangements for Special Assistance

If you have any disability for which you require an auxiliary aid or special service while attending the Annual Meeting, please contact Gretchen L. Miles, CMP, at ACCP, gmiles@accp.com or (913) 492-3311, by September 18, 2009.

HALL A EXHIBIT FLOORPLAN



**Floorplan Subject to Change and Fire Marshall Approval*

Key Contacts

Exhibit Booth Sales/Sponsorship and Advertising
Cunningham Associates:
Jim Pattis: jpattis@cunnasso.com
or
Randi Fischer: rfischer@cunnasso.com
180 Old Tappan Road
Old Tappan, NJ 07675
(201) 767-4170, Fax (201) 767-8065

Exhibit Decorator/Service Kits
Paramount Convention Services:
Bridget Burk: bburk@paramountcs.com
5015 Fyler Ave., St. Louis, MO 63139
(314) 621-6677, Fax (314) 621-6416

Exhibit Staff Registration/List Rental/General Questions
ACCP:
Gretchen L. Miles, CMP: gmiles@accp.com
13000 W. 87th St. Parkway, Suite 100
Lenexa, KS 66215
(913) 492-3311 ext. 22, Fax (913) 492-0088

Key Dates and Deadlines

June 26: Deadline to receive application and full payment for preferred booth assignment possibility.

July 31: Deadline to cancel booth with only a $500 administrative fee penalty.

August 28: Deadline for company description and contact information to be printed in the Meeting Guide.

August 31: Deadline to cancel booth with a 50% refund. No refund offered after this date.

September 25: Deadline to preregister booth staff. After this date, all registrations and changes will be processed on-site.

EXHIBIT CONTRACT

1) Definitions: In this agreement, "Forum" refers to the ACCP Pharmacy Industry Exhibits Forum; "Exhibitor" refers to the applicant for exhibit space; "Exhibits Facility" or "Facility" refers to the Anaheim Convention Center; "Exhibits Management" and "ACCP" refer to the American College of Clinical Pharmacy, its employees, agents, representatives, officers, and Board of Regents.

2) Process: These rules and regulations have been established for the mutual benefit of Exhibitors, visitors, ACCP, and the Exhibits Facility. These rules and regulations are subject to change, with or without notice. Schedules for moving in, exhibiting, and moving out will be specified in the Exhibitor Service Kit and will be provided to each Exhibitor prior to the Forum.

3) Liability and Indemnification: In the event that the Exhibitor's application is approved, then the Exhibitor agrees to indemnify, save, protect, and hold harmless ACCP and the Facility, together with their respective employees, agents, representatives, officers, boards of directors, successors, and assignees from any and all claims, liabilities, injuries, demands, obligations, costs (including attorneys' fees), expenses, damages consequential or otherwise, suits, violations of city, state, county, or federal ordinances, regulations, statutes or rules, and causes of action, of any kind or nature whatsoever, whether known or unknown, which may now exist or which may exist in the future as the result of Exhibitor's occupancy, rental, or use of any part of the Facility, or storage of materials in the Facility, whether caused by the direct negligence, gross negligence, or willful misconduct of the Exhibitor or anyone acting on behalf of the Exhibitor. Further, the Exhibitor agrees to indemnify, save, protect, and hold harmless ACCP and the Facility, together with their respective employees, agents, representatives, officers, boards of directors, successors, and assignees, from any and all claims, liabilities, demands, damages, claims, suits, or causes of action for bodily injury or injuries sustained by anyone, including employees, representatives, agents, or anyone acting on behalf of the Exhibitor, which may arise as the result of the Exhibitor's occupancy, rental, or use of any part of the Facility, or storage of materials in the Facility, whether caused by the direct negligence, gross negligence, or willful misconduct of the Exhibitor or anyone acting on behalf of the Exhibitor.

4) Cancellation: Rental fees and deposits will be refunded in full if the Exhibitor's application is not accepted. Space assigned may be relinquished with a full refund minus a $500 administrative fee through Friday, July 31, 2009. If space is cancelled for any reason after July 31 and before September 1, 2009, then ACCP shall retain or collect 50% of the rental fee. There can be no cancellation of space after August 31, 2009. ACCP reserves the right to cancel any rental arrangement with any Exhibitor at any time prior to or during the Forum. In the event the Forum is cancelled due to circumstances beyond the control of ACCP, then rental fees and deposits shall be returned on a pro rata basis after payment of all expenses and costs incurred by ACCP.

5) Services: The standard booth is 10 feet by 10 feet and consists of draped back wall 8 feet high and draped side divider 36 inches high. Exhibits shall be arranged so as not to obstruct the general view of other exhibits.

a) One standard sign hanging from the back wall drape, showing the Exhibitor's name, will be supplied by ACCP.

b) A guard will be used to help protect the display area.

c) The Exhibitors are solely responsible for their own exhibit materials and should insure their exhibit against loss or damage. All property of Exhibitors is understood to remain in their care, custody, and control in transit to or from or within the confines of the exhibit hall.

d) Exhibitors and visitors must wear badges for identification.

e) Exhibitors may provide their own booth furnishings and may specify their own independent service contractor for the erection and dismantling of the booth. Local regulations, licensing, and labor agreements must be followed. For convenience, the official decorator will rent, on advance order, appropriate furniture of all kinds, rugs, and other accessories and also will provide signs (other than standard booth identification) at the Exhibitor's expense. An Exhibitor Service Kit, to be supplied, will contain service order forms and additional information. Exhibitors will not be permitted to remove their exhibits from the building at any time after installation until final closing of the Pharmacy Industry Forum unless special permission is obtained in writing from the Exhibits Management.

6) Safety Precautions: All construction material must conform to standard safety practices. Table and back wall drapes supplied by the official decorator, and those supplied by the Exhibitor, together with textile or paper displays and decorations, must be flameproof. No combustible decorations, such as crepe or tissue paper, cardboard, or corrugated paper, may be used at any time. All packaging containers and materials are to be removed from the floor and may not be stored under tables or behind displays. Equipment powered by combustion engines or motors cannot be operated during meeting hours. Displays are subject to inspection and approval for safety by the Fire Department of Anaheim, California.

7) Prohibited Activities: No person, firm, or organization that has not contracted with ACCP for occupancy of space in the Exhibits Facility will be permitted to display or demonstrate any products, processes, or services; to solicit orders; or to distribute advertising or other materials without the written consent of ACCP.

a) No Exhibitor may call or invite a visitor out of one exhibit into his own. Exhibitors must remain within their own exhibit space when distributing literature, product samples, or other materials; the aisles may not be used for this purpose. Circulars or advertising matter of any description may be used or distributed only within the booth assigned to the Exhibitor presenting such material.

b) Only literature published or approved by Exhibits Management may be distributed at the registration desk, in the registration area, in meeting rooms, in Exposition Halls, or in transportation under lease to ACCP.

c) Use of noisemakers and presentations that may be judged not in good taste, lacking in dignity, or not in keeping with the purpose of the exposition is prohibited.

d) Use of cameras on the show floor must be approved in writing by ACCP prior to the event.

e) The sale of published materials (books, etc.) is not permitted. All other salable items must be approved by Exhibits Management prior to the forum.

f) Use of sound motion pictures and tape recorders will be permitted, where appropriate to the display, provided sound is maintained at not more than conversational level. ACCP reserves the right to restrict Exhibitors' use of sound and other devices that may interfere with the best interests of ACCP as a whole.

g) Only those products and/or services considered by Exhibits Management as relating directly to the practice of pharmacy may be exhibited at ACCP.

h) Complaints of any violation of rules and regulations are to be made promptly to Exhibits Management, and Exhibitors and their personnel agree to abide by the decision of Exhibits Management.

EXHIBIT APPLICATION

ACCP 2009 Annual Meeting • October 18–21 • Anaheim Convention Center • Anaheim, California

Print company name exactly as you want it to appear on all listings and signs. All information must be complete and full payment received before application will be accepted and processed.

Company Name: _____

Contact Person: _____ Department: _____

Address: _____

City: _____ State: _____ ZIP Code: _____

Telephone: _____ Fax: _____

E-mail: (Required) _____

Please reserve the following exhibit booth space at the ACCP 2009 Annual Meeting:
(Contact Cunningham Associates for other booth options.)

# of Booth(s)	Type of Booth	Cost	Preferred Booth Assignment(s)
_____	10 feet × 10 feet Standard	$2,650 each	#1 _____
_____	10 feet × 10 feet Corner	$3,000 each	#2 _____
_____	20 feet × 20 feet Island	$12,000 each	#3 _____

Please do not place exhibit next to the following companies (based on availability): _____
_____
_____
_____

Payment Methods [Full payment is required with this application to reserve booth space(s).]

$ _____ Check enclosed: Please make check payable to **American College of Clinical Pharmacy**.

$ _____ Credit Card: □ MasterCard □ Visa □ Discover □ American Express

Card Number:_____ Security Code: _____ Exp. Date: _____

Cardholder Name: (please print) _____

Cardholder Signature: _____

Authorization to Exhibit: By signing this application, I/We agree to the rules, regulations, and services provided on the ACCP Web site and also in this prospectus.

Signed: _____ Printed Name: _____ Date: _____

Additional Promotional Opportunities: To receive more information on these opportunities, please check the boxes.

□ Satellite symposia □ Sponsorships □ Advertising □ *Pharmacotherapy* supplements □ Hotel door drops □ List rental

Please return this completed application and full payment, payable to **American College of Clinical Pharmacy**, to: Liz Lentino, Cunningham Associates, 180 Old Tappan Road, Old Tappan, New Jersey 07675; Fax: (201) 767-8065.

Administrative Use Only: Date Application Received: _____ Booth #(s) Assigned: _____

MARK YOUR CALENDAR – ACCP 2010 ANNUAL MEETING

OCTOBER 17–20, 2010

EXHIBIT DATES: OCTOBER 18 & 19

AUSTIN CONVENTION CENTER • AUSTIN, TEXAS