AMIA 2014 Annual Symposium
November 15-19, Washington, D.C.
amia.org/amia2014
Dear Exhibitors and Sponsors,

Everyone loves a good story. Stories can capture our imaginations, open our eyes to possibilities, envision the future.

We want you to tell your story at the AMIA 2014 Annual Symposium – the premier scientific meeting for biomedical and health informatics research and practice. This year we want our more than 2,400 attendees to understand how informatics is shaping the future of health care delivery, consumer health, public health, translational science, and clinical research. We especially want to show how the early research conducted in academia is being brought out of the labs and into industry.

I’m willing to bet that you can tell a story like that – where some part of what you deliver to the healthcare marketplace today has its roots in the work of AMIA’s members – be it a specific technology or informatics solution that was commercialized through a technology transfer program or some paper or talk that inspired your developers to go in a new direction and create something amazing.

At this year’s Symposium, we will continue to offer many of the features of past meetings that keep our attendees returning each year – full-length papers, abstracts, poster sessions, panel discussions, cutting-edge policy presentations, keynotes, tutorials, Working Group pre-symposia and system demonstrations. But we especially want to celebrate the innovations that you will be showcasing in our exhibition hall. Here are some highlights of how we will do it:

• **Tell us your story!** We are soliciting stories from you that speak about how the work of AMIA members has impacted your business. We will be highlighting the best stories submitted by exhibitors at the opening session on Sunday (page 3).

• **Be a storyteller!** After highlighting your stories at the opening session, we will encourage attendees to seek out storytellers in the exhibition hall during the welcome reception and throughout the week to participate in our “Innovation Scavenger Hunt” to become eligible for prizes (page 3).

• **Hear a story!** Sponsor the Student Design Challenge and see how our future leaders are looking past old constraints and are developing innovative solutions to vexing informatics challenges (page 6).

• **Make your pitch!** AMIA Corporate Members have a special opportunity to present their speakers and their message to a selected group of up to 25 Symposium attendees during a breakfast or lunch session through our Industry Roundtable program (page 3).

The following pages are filled with many other opportunities to get your brand and your message in front of emerging talent and established thought leaders in the field, including working group sponsorships (page 4), corporate membership (page 8), and sponsorship opportunities (pages 4-7). Among the many sponsorship opportunities are the New Member Reception, Casino Night, 2nd Annual “AMIA’s Got Talent” open mic night, and the always fun dance party. Our commitment to you is to make this the best experience we can for you and our attendees at the highest value. Together, let’s take Washington, DC by storm and make this the best AMIA Annual Symposium yet!

See you in November!

Ross D. Martin, MD, MHA
Vice President, Policy and Development
AMIA
WHO ATTENDS?

In 2013, more than 2,300 individuals attended AMIA’s 37th Annual Symposium in Washington, DC.

AMIA REGISTRANTS FROM 38 COUNTRIES CAME FROM THE FOLLOWING PARTS OF THE GLOBE:

Asia 44
Australia 7
Canada 18
Europe 72
South America 19

For more information about this meeting visit www.amia.org/amia2014
AMIA 2014
IMPORTANT DATES AND DEADLINES

04/17/2014
Registration Opens

8/28/2014
Early Bird Registration Deadline

10/22/2014
Discounted Hotel Reservations Deadline

10/23/2014
Advance Registration Deadline

EXHIBIT HOURS
Sunday, November 16, 5:00 – 7:00 pm (Welcome Reception)
Monday, November 17, 10:00 am – 1:45 pm and 5:00 – 6:30 pm
Tuesday, November 18, 10:00 am – 1:45 pm and 5:00 – 6:30 pm

INSTALLATION
Saturday, November 15, 9:00 am – 5:00 pm
Sunday, November 16, 9:00 am – 2:00 pm

DISMANTLING
Tuesday, November 18, 7:00 – 10:00 pm
Wednesday, November 19, 7:00 – 11:00 am

ONSITE REGISTRATION
Saturday, November 15, 9:00 am – 5:00 pm
Sunday, November 16, 9:00 am – 5:00 pm
Monday, November 17, 9:00 am – 5:00 pm
Tuesday, November 18, 9:00 am – 5:00 pm

Visit www.amia.org/amia2014 for schedule updates and a full program schedule matrix.
AMIA 2014
EXHIBIT OPPORTUNITIES

COMMERCIAL BOOTHS
Each 8’ by 10’ booth space includes:
• Five complimentary exhibitor staff badges
• Admission to Opening and Closing Keynote Sessions
• Opportunity to host a private function
• Company description in onsite materials
• Recognition in the onsite programs
• Inclusion in the AMIA 2014 exhibitors’ Web site
• Priority selection for 2015 booth space
• Discounted full conference registration per 8’ by 10’ booth

FEES
Commercial booths are for each 8’ by 10’ (80 square feet) or multiples of 80 sq. feet
Inline Booth: $2,600
Corner booths are an additional $200
1 Full Conference Registration per 8x10’ booth: $600
(these discounted registrations are not available to Corporate Members or Academic Forum Members; Corporate Members may use credits to purchase discounted registrations)

NEW THIS YEAR
Make the Most out of your Exhibition Time with Attendees with Games and Prizes in the Exhibit Hall

INNOVATION SCAVENGER HUNT
Here’s a great conversation starter with meeting attendees! We will announce the Innovation Scavenger Hunt at the opening session. Attendees will receive a game flyer with questions about the participating exhibitors related to innovations they are presenting at AMIA 2014. When they come to your booth to ask about the answers, you provide them with the answer (and give them a sticker to add to their flyer).

Example:
Q: Acme Informatics, Inc. introduced ___________ into their product line in 2012 based on technology developed at Columbia University. A: Natural Language Processing

Every answer collected represents a chance to win from a drawing each exhibition day. Number and value of prizes will be determined by the number of exhibitor participants.

$300 for commercial exhibitors; $200 for AMIA Corporate Members – Please see Exhibitor Contract for payment details.

HAVE YOUR STORY FEATURED AT THE OPENING SESSION
Exhibitor participants in the Innovation Scavenger Hunt can submit examples of how the work of AMIA members has impacted their business – it could be a research paper that prompted an improvement in your products or services, a presentation you heard at one of our meetings, one of your own employees who is an AMIA member who contributed to an innovation, or any other connection to AMIA and our members. We will highlight up to three of these stories at the opening session on Sunday night. You must submit your stories no later than October 1st, 2014 in order to be considered. There is no additional charge to submit your story. Please simply indicate your interest in participating on your Exhibitor Contract.

EXHIBIT HALL HOT SPOT GIVEAWAY
The Exhibit Hall Hot Spot Giveaway will help encourage attendees to visit your booth! At designated times throughout exhibition hall hours, attendees will have a chance to win prizes simply by having a conversation with you at your booth. A participating exhibitor will be chosen at random by the spin of a dial and the first five attendees at your booth at that time will be entered to win a prize! Hot spot participants will be identified on the floor plan in the conference program. Please mark on the Exhibitor Contract whether or not you would like to participate in the hot spot. There is no additional charge to participate in the Exhibit Hall Hot Spot Giveaway. Please simply indicate your interest in participating on your Exhibitor Contract.

BECOME AN AMIA CORPORATE MEMBER
AMIA Corporate Members enjoy special priority, discounts, and many other benefits when they choose to become sponsors of or exhibitors at AMIA meetings. If you want to make the best impression with AMIA members and have the best impact from your marketing investment, consider becoming an AMIA Corporate Member. See page 8 for more information.

INDUSTRY ROUNDTABLE
Available to AMIA Corporate Members only, these invitation-only roundtable discussions are our most popular corporate benefit. Registered attendees are invited to select up to three breakfast or lunch roundtable sessions. Corporate member participants then select their top picks for attending their private session. Present your latest offerings, get feedback on your strategic plan, or engage in a dialogue on a topic of interest. Whatever you choose to do with the time, you will connect with AMIA 2014 attendees at a level not otherwise possible. See page 8 for more information on joining AMIA as a Corporate Member so you can participate in this special program.

For more information about this meeting visit www.amia.org/amia2014
**SPONSOR A WORKING GROUP EVENT**
Each year, AMIA Working Groups -- such as Nursing Informatics, Implementation, Clinical Information Systems, and Global Health Informatics -- hold business meetings and receptions during Annual Symposium. Many of these events can be sponsored. Costs range from $1,500 to $7,000 depending on the size of the event and the food and beverage options selected. Contact Dr. Ross Martin, VP of Policy and Development at ross@amia.org or 240-479-2133 for details.

**WELCOME RECEPTION**
Sunday Evening networking event in the exhibit hall with over 2,000 expected attendees

**Ideas/Examples**
Opportunity for sponsor to host and distribute literature

**Details**
- 2-hour cash bar w/ hors d’oeuvres
- Opportunity for banner, handouts, etc.
- Logo on meeting website
- Logo and company name on meeting signage

**Cost**
$20,000

**OPENING SESSION**
Sunday Opening Session with over 2,000 attendees

**Ideas/Examples**
Opportunity to introduce keynote speaker and take advantage of supreme branding opportunity

**Details**
- 10 VIP seats at the session
- Logo on meeting marketing materials
- Logo on meeting website
- Logo and company name on meeting signage

**Cost**
$20,000

**CASINO NIGHT (MEET-UP)**
Monday Evening networking event with over 300 expected attendees

**Ideas/Examples**
Opportunity for sponsor to take advantage of supreme branding opportunity

**Details**
- Approximately 2-hour cash bar w/ one free drink ticket and hors d’oeuvres
- Napkins with Logo
- Opportunity for banner, handouts, etc.
- Logo on meeting website
- Logo and company name on meeting signage

**Cost**
- Exclusive $20,000
- Non-Exclusive $5k (up to 5 non Exclusive Sponsors)

**AMIA 2014**
**CORPORATE SPONSORSHIP**

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- Non-Exclusive $5k (up to 5 non Exclusive Sponsors)
AMIA’S GOT TALENT

In 2013, we debuted an “AMIA’s Got Talent” open mic night and had people sitting on the floor and standing outside the doors to catch the show. The evening was hosted by our very own Dr. Ross D. Martin, the world’s leading Medical Informatimusicologist, and featured musicians, storytellers and performers of all sorts. This year we plan to make the Monday evening event even bigger – with over 200 expected attendees – and are looking for a sponsor or two for this fun event. We’ll even feature your company in an original opening number if you sign up before October 1st.

Ideas/Examples
Opportunity for sponsor to take advantage of supreme branding opportunity

Details  Approximately 2-hour cash bar w/hors d’oeuvres
Napkins with Logo
Opportunity for banner, handouts, etc.
Logo on meeting website
Logo and company name on meeting signage

Cost  $10,000 or
$15,000 all of the above plus one drink ticket per attendee
STUDENT DESIGN CHALLENGE

Title: “Beyond Patient Portals: Engaging Patients with their Healthcare Providers”

This year the Student Design Challenge is inviting submissions that focus on novel and original approaches to facilitating communication, information exchange, and cooperation between individuals and their healthcare providers. Patient engagement has become a high priority for many healthcare institutions. Many of these institutions use dedicated portals to provide their patients with access to information and a means of communication with their provider. However, for a variety of reasons, the adoption of patient portals remains low. We invite student teams to envision new approaches beyond traditional patient portals that will engage patients as equal, informed partners in decisions regarding their healthcare and facilitate increased cooperation between patients and their healthcare providers.

Details
- Logo on meeting marketing materials
- Logo on meeting website
- Logo and company name on meeting signage

Cost $10,000

MOBILE APP

AMIA uses the Thomson Reuters “MyItinerary” planner for our meetings. Have your logo at the bottom of this multi-platform app (iPhone, Android, etc.) that attendees use in advance of and during the meeting to plan out their schedule.

Ideas/Examples
- Logo placement throughout pages of the mobile app

Details
- Logo on meeting marketing materials
- Logo on meeting website
- Logo and company name on meeting signage

Cost $10,000
<table>
<thead>
<tr>
<th>Event</th>
<th>Description</th>
<th>Ideas/Examples</th>
<th>Details</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td><strong>WI-FI</strong></td>
<td>Very popular and widely used service providing full-time Internet access to attendees</td>
<td>Multiple acknowledgements throughout entire 4-day event</td>
<td>Logo on meeting marketing materials&lt;br&gt;Logo on meeting website&lt;br&gt;Logo and company name on meeting signage</td>
<td>$15,000</td>
</tr>
<tr>
<td><strong>CORPORATE RECEPTION</strong></td>
<td>Monday Evening networking event with influential AMIA members</td>
<td>Create a recruiting opportunity by inviting students and Young Informatics Professionals</td>
<td>Logo on meeting marketing materials&lt;br&gt;Logo on meeting website&lt;br&gt;Logo and company name on meeting signage</td>
<td>$10,000</td>
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<td><strong>COFFEE BREAKS (X3)</strong></td>
<td>Supply the overflowing urns of leaded and unleaded</td>
<td>Mug giveaways, coasters</td>
<td>Logo on meeting marketing materials&lt;br&gt;Logo on meeting website&lt;br&gt;Logo and company name on meeting signage</td>
<td>$7,500</td>
</tr>
<tr>
<td><strong>DANCE PARTY</strong></td>
<td>Tuesday Evening networking event with over 200 expected attendees</td>
<td>Opportunity for sponsor to take advantage of supreme branding opportunity</td>
<td>Approximately 2-hour cash bar w/ hors d’ouvres&lt;br&gt;Napkins with Logo&lt;br&gt;Opportunity for banner, handouts, etc.&lt;br&gt;Logo on meeting website&lt;br&gt;Logo and company name on meeting signage</td>
<td>$5,000 or $7,500 all of the above plus one drink ticket per attendee</td>
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<tr>
<td><strong>RE-CHARGING STATION</strong></td>
<td>Ideally located and essential charging services</td>
<td>Multiple acknowledgements throughout entire 4-day event</td>
<td>Logo on meeting marketing materials&lt;br&gt;Logo on meeting website&lt;br&gt;Logo and company name on meeting signage</td>
<td>$7,500</td>
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AMIA plays a unique and powerful role in healthcare, academia, and product research and development. As the primary convener of some of the most influential informatics meetings in the healthcare industry, AMIA's Corporate Members have a distinct opportunity to engage directly with established and emerging leaders in informatics. Through the Industry Advisory Council (IAC), AMIA Corporate Members can serve as counsel to and as an influential feedback channel for board-initiated collaborations and investigations.

The 2014 AMIA Corporate Membership program is designed to accommodate the diverse needs of industry stakeholders by allowing you to select from a wide range of benefit options and maximize your organization’s corporate membership. A number of valuable benefits are available to you including:

- Membership in the Industry Advisory Council (IAC)
- Individual AMIA memberships for your organization’s employees
- Business development opportunities
- Involvement in AMIA’s advocacy, strategy and public policy initiatives
- Access to training programs for your organization’s employees
- Exclusive marketing and sponsorship opportunities
- Full-access passes to our symposia and summits
- Significant discounts on AMIA programs and services

AMIA offers four Corporate Membership levels; each level includes a number of “credits” which you can allocate to the various benefits available to Corporate Members:

- Basic – $7,500, 100 credits
- Gold – $15,000, 300 credits
- Platinum – $30,000, 600 credits
- Benefactor - $50,000, 1,000 credits

For more information on AMIA's Corporate Membership program, please see our website at www.AMIA.org/corporate-membership and be sure to check out our three-minute video at www.AMIA.org/corporate-membership-video. Contact Dr. Ross Martin, Vice President of Policy and Development at ross@amia.org or 240-479-2133 for details on joining AMIA as a corporate member.
<table>
<thead>
<tr>
<th>Company Name</th>
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<tr>
<td>3M Health Information Systems</td>
<td>Harvard Medical School</td>
<td>Springer, Medical and Scientific Publishers</td>
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<td>ACF Technologies, Inc.</td>
<td>Health Care DataWorks</td>
<td>Stanford University</td>
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<td>Agency for Healthcare Research &amp; Quality</td>
<td>HIT Pro</td>
<td>SYSNET International, Inc.</td>
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<td>Allscripts</td>
<td>Hiteks Solutions Inc.</td>
<td>TACH Health, LLC</td>
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<td>American Board of Preventive Medicine</td>
<td>Indiana University, School of Informatics</td>
<td>Teksoft Ventures, Inc</td>
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<td>American Health Information Management Association</td>
<td>Intelligent Insites</td>
<td>The College of St. Scholastica</td>
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<td>American Telemedicine Association</td>
<td>Intelligent Medical Objects</td>
<td>The Ohio State University - Department of Biomedical Informatics</td>
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<td>Antimicrobial Therapy, Inc.</td>
<td>Intermountain Health Care</td>
<td>Thomson Reuters</td>
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<td>Apelon</td>
<td>Intersystems Corporation</td>
<td>Training Affairs, Inc.</td>
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<td>Applied Pathways, LLC</td>
<td>IOS Press</td>
<td>U.S. Army</td>
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<td>Arizona State University</td>
<td>Isabel Healthcare</td>
<td>University at Buffalo Institute for Health Informatics</td>
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<td>Biomax Informatics AG</td>
<td>IVR Care Transition Systems, Inc.</td>
<td>University of Alabama at Birmingham</td>
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<td>BMJ Group</td>
<td>Johns Hopkins University</td>
<td>University of California, Davis</td>
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<td>Booz Allen Hamilton</td>
<td>Krames</td>
<td>University of California, San Diego</td>
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<td>Boston Biomedical Informatics Training Program</td>
<td>Lexi-Comp, Inc.</td>
<td>University of Illinois Chicago</td>
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<td>CAHIIM</td>
<td>Linguamatics</td>
<td>University of Maryland School of Nursing</td>
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<td>CAP Consulting</td>
<td>M*Modal</td>
<td>University of Michigan, Ann Arbor</td>
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<td>CareEvolution</td>
<td>Man &amp; Machine</td>
<td>University of Minnesota Institute for Health Informatics</td>
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<td>CDC</td>
<td>Marshfield Clinic Research Foundation</td>
<td>University of Missouri - Kansas City, School of Medicine</td>
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<td>CDISC</td>
<td>Medcomp Systems, Inc.</td>
<td>University of Missouri Columbia</td>
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<tr>
<td>Centers for Disease Control &amp; Prevention</td>
<td>MEDITECH, Inc.</td>
<td>University of Missouri Informatics Institute</td>
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<td>Centers for Medicare &amp; Medicaid Services</td>
<td>Medusa Medical</td>
<td>University of Pittsburgh</td>
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<td>Children's Hospital of Philadelphia</td>
<td>Meridios Ltd.</td>
<td>University of San Francisco School of Nursing and Health Professions</td>
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<td>Clinical Architecture</td>
<td>MUSC - College of Health Professions</td>
<td>University of Texas Health School of Biomedical Informatics</td>
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<td>Clinical Pearl</td>
<td>National Cancer Institute</td>
<td>University of Utah</td>
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<td>Cliniplex, Inc.</td>
<td>National Library of Medicine</td>
<td>University of Virginia</td>
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<td>Columbia University</td>
<td>Netezza Corporation</td>
<td>University of Washington</td>
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<td>CSC Consulting, Inc.</td>
<td>Northwestern University Biomedical Informatics Center (NUBIC)</td>
<td>University of West Florida</td>
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<td>CTG</td>
<td>Nova Southeastern University</td>
<td>University of Wisconsin-Milwaukee</td>
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<td>DataSource Mobility</td>
<td>Nuance Communications Inc.</td>
<td>University Partnership for Health Informatics</td>
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<td>Deloitte</td>
<td>nVoq</td>
<td>User Centric, Inc.</td>
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<td>Department of Veterans Affairs</td>
<td>Oak Ridge Associated Universities</td>
<td>VA Information Resource Center, Edward Hines, Jr. VA Hospital</td>
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<td>DF8Health</td>
<td>Ohio State University</td>
<td>VA Salt Lake City Healthcare System</td>
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<td>DiagnosisONE, Inc.</td>
<td>Oracle Corporation</td>
<td>Vanderbilt University</td>
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<td>Diagnosoft, Inc.</td>
<td>Oregon Health Science University</td>
<td>Velos, Inc.</td>
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<td>Drexel University, The iSchool at Drexel</td>
<td>Oxford University Press</td>
<td>Vocollect</td>
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<td>Duke Center for Health Informatics</td>
<td>PEPI D</td>
<td>Walden University</td>
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<td>Duke University School of Nursing</td>
<td>Pitt Community College</td>
<td>Westat</td>
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<td>Elsevier</td>
<td>Prometheus Research, LLC</td>
<td>Wolters Kluwer Health/ProVation Medical</td>
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<td>Encore Health Resources</td>
<td>Quantal Semantics, Inc.</td>
<td>Zynx Health</td>
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<td>Epocrates, Inc.</td>
<td>Recombinant by Deloitte</td>
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AMIA 2014
EXHIBIT OPPORTUNITIES FOR ACADEMIC INSTITUTIONS

The Exhibition Hall showcases innovations bringing the next generation of information systems in health care, public health, research, and biomedicine. Gain valuable feedback from leading informaticians: AMIA members.

AMIA’s Academic Forum has been established as the formal network of biomedical and health informatics training programs with active participation from well over 35 academic units. The Academic Forum was conceived by recognized leaders to establish a professional home for academic informatics within AMIA and to promote the development of biomedical and health informatics as an academic discipline. The Academic Forum is dedicated to serving the needs of post-baccalaureate biomedical and health informatics training programs. Become a member of AMIA’s Academic Forum and enjoy membership benefits that include:

- Creating an acknowledged professional home for leaders of academic biomedical and health informatics programs and best practices to advance the discipline
- Complimentary attendance to the AMIA Academic Forum Annual Conference
- Special exhibition rates at the AMIA Annual Symposium
- Use of social media to collaborate and network with colleagues who share similar opportunities and challenges

Not only do Academic Forum members benefit from being part of the membership unit dedicated to biomedical and health informatics training programs, but they are also extended favorable rates on exhibition at AMIA 2014. Members of AMIA’s Academic Forum are entitled to the discounted rate of $750 for an inline booth (corner booths are $950). This does not include Affiliate or Emerging Program members of the Academic Forum. All other exhibitors from academic training programs that are not members of AMIA’s Academic Forum must pay the $2,600 ($2,800 for corner) rate.

ACADEMIC FORUM MEMBER BOOTHs

Each 8’ by 10’ booth space includes:
- Five complimentary exhibitor staff badges
- Company description in onsite materials
- Recognition in the advance and onsite programs
- Inclusion in the AMIA 2014 exhibitors’ Web site
- Priority selection for 2015 booth space

**Note: Academic Forum Exhibitors do not get a discounted symposium registration.**

FEES

Academic Forum booths are each 8’ by 10’ (80-square feet).
- Inline Booth: $750
- Corner booths are an additional $200

For more information about this meeting visit www.amia.org/amia2014
**INSTALLATION OF EXHIBITS**

Saturday, November 15, 9:00 am – 5:00 pm  
Sunday, November 16, 9:00 am – 2:00 pm

All exhibits must be installed during these times. Skilled labor will be available for hire during installation hours. No exhibits may be erected during exhibit hours.

**EXHIBIT HOURS**

Sunday, November 16, 5:00 – 7:00 pm (Welcome Reception)  
Monday, November 17, 10:45 am – 2:00 pm and 5:00 – 6:30 pm  
Tuesday, November 18, 10:45 am – 2:00 pm and 5:00 – 6:30 pm

Coffee Breaks will be scheduled in the Hall.

*Please Note: All exhibitors are welcome to attend the Opening Session, Sunday, November 16th, 1:00 – 3:00 pm and Closing Keynote Session, Wednesday, November 19th, 12:15 – 1:30 pm.

**DISMANTLING OF EXHIBITS**

Tuesday, November 18, 7:00 pm – 10:00 pm

*Dismantling must not start prior to the close of the Hall on Tuesday, November 18 at 7:00 pm and must be completed by 11:00 am on Wednesday, November 19.

**RULES AND REGULATIONS**

Please read the rules and regulations included in this brochure before signing the contract. Signature on the contract indicates that the exhibitor agrees to and accepts all terms and conditions as stated.

**Exhibitor Registration**

Saturday, November 15, 9:00 am – 5:00 pm  
Sunday, November 16, 9:00 am – 5:00 pm  
Monday, November 17, 9:00 am – 5:00 pm  
Tuesday, November 18, 9:00 am – 5:00 pm

**OFFICIAL GENERAL SERVICE CONTRACTOR**

The Exhibitor Service Manual will be available approximately 60 days prior to the show. Please read all information contained in the service manual. Shipping and handling of show materials, furniture, labor, drayage, electrical signs, and other booth furnishings may be ordered. All charges for additional services are the sole responsibility of the exhibitor.

**INSTALL/DESIGN (I&D) COMPANIES**

Exhibitors who choose to use booth assembly or dismantle labor other than those provided by the Official General Service Contractor must notify Exhibit Management and the Official General Service Contractor at least 30 days in advance of the first day of move-in and supply the necessary certificates of insurance. Exhibitors using non-official contractors are required to supply such contractors with all necessary information regarding installation and dismantling, material handling, exhibitor rules and regulations. Neither the decorator nor Exhibit Management is required to supply an Exhibitor Service Manual to non-official service contractors. However, I&D companies must comply with all Exhibit Management and facility rules and regulations.

**AMIA 2014 ALLIED GROUP MEETINGS**

AMIA provides companies the opportunity to co-locate a meeting or event (business meeting, special event, or educational event) with the Annual Symposium. Benefits of co-locating a meeting/event include:

- Reach over 2,500 people
- Add complementary content to the meeting agenda
- Strengthen affiliate organizational ties
- Promote valuable networking opportunities among attendees

Pricing varies for Academic/Non-profit Associations and commercial/Corporate Member companies. For more information and to submit your meeting/event request online, please follow [http://www.amia.org/amia2014/allied-group-meeting-instructions](http://www.amia.org/amia2014/allied-group-meeting-instructions). The deadline for requests is October 15, 2014.

**EXHIBITION GUIDE**

AMIA will distribute an exhibition guide to each registrant as part of the onsite program. Exhibitor’s name, address, booth number(s), and description of company/product/service(s) will be highlighted. A link to the online form will be provided in your confirmation email to submit your product categories and company description.

**ACCOMMODATIONS**


**BOOTHS CANCELLATIONS**

- Booth cancellations received on or before September 5, 2014 will be charged a penalty equal to 25% of the total cost of the booth.
- Booth cancellations received from September 6, 2014 until October 12, 2014 will be charged a penalty equal to 50% of the total cost of the booth.
- Booth cancellations received after October 12, 2014 will be charged a penalty equal to 100% of the total cost of the booth.
# AMIA 2014
## BOOTH SPACE AGREEMENT

Please list the company name as it should appear in all conference materials. The primary contact person will receive all communications related to AMIA 2014. Please notify AMIA should any of this information change.

<table>
<thead>
<tr>
<th>Primary Contact Name</th>
<th>Company</th>
</tr>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Address</th>
<th>City</th>
<th>State/Zip/Country</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Phone/Fax</th>
<th>E-mail/URL</th>
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</thead>
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### FEES

The minimum booth size is 8x10. AMIA will make every effort to accommodate your request, but cannot guarantee you will receive one of your requests. If none of your requests are available, AMIA will assign a booth. Please specify booth numbers in the order of preference.

1)    2)    3)    4)

### BOOTH CONFIGURATION

<table>
<thead>
<tr>
<th># of booths wide</th>
<th># of booths deep</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total # of 8x10 booths   Total # of corners

I would prefer not to be place next to ___________

### One Full Conference Registration per 8x10 booth - $600

(Not available to Corporate Members or Academic Forum Members)

# of full conference badges purchased x $600

### Degree/Credentials

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
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### CONDITIONS OF CONTRACT TO EXHIBIT

Exhibitors agree to abide by the conditions of the contract stated in the AMIA 2014 Annual Symposium Exhibitor Prospectus. Exhibitors accept responsibility for informing all of their employees of these conditions and agree that they will abide by them also.

### AUTHORIZING SIGNATURES

We hereby apply for space at the AMIA 2014 Conference on the dates shown above. We understand that booth space will be assigned on the basis of application receipt date. If our preferred space is not available, we will accept AMIA’s assignment as close to our choice as possible. We have read, understand, and accept the terms and conditions outlined in this document and agree to abide by all requirements, restrictions, and obligations outlined in the Contract Terms and Conditions that are incorporated herein. Upon acceptance by AMIA, this application becomes firm and binding.

Authorized Person

<table>
<thead>
<tr>
<th>Print Name &amp; Title</th>
<th>Signature/Date</th>
</tr>
</thead>
<tbody>
<tr>
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</table>

By signing this contract, your organization, its employees, representatives, and agents agree to receive communication via telephone, facsimile, e-mail, and regular mail from AMIA show producers and organizers, their employees, representatives and agents that is directly related to your organization’s participation in this exhibition.

### METHOD OF PAYMENT (PURCHASE ORDERS ARE NOT ACCEPTED)

<table>
<thead>
<tr>
<th>Card Number</th>
<th>Exp Date</th>
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<tr>
<td></td>
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</tbody>
</table>

Authorized Cardholder Signature

For more information about this meeting visit www.amia.org/amia2014 13
Cancellation Policy
Exhibitor must present a signed letter of cancellation on company letterhead to AMIA. Booth cancellations received on or before September 5, 2014, will be charged a penalty equal to 25% of the total cost of the booth. Booth cancellations received from September 6, 2014 until October 12, 2014 will be charged a penalty equal to 50% of the total cost of the booth. Booth cancellations received after October 12, 2013 will be charged a penalty equal to 100% of the total cost of the booth. AMIA may terminate this contract immediately, withhold from the exhibitor possession of the exhibit space, all related exhibitor benefits, and retain all space rental fees paid if: (a) the exhibitor fails to pay all fees as outlined in the Exhibit Space Payment Schedule or (b) the exhibitor fails to comply with or perform any material terms or conditions of the contract or refuses to abide by these Terms and Conditions as well as the AMIA policies as outlined in the service manual. In the event of cancellation because of circumstances beyond the control of AMIA, space rental fees and deposits made to AMIA shall be returned on a pro rata basis after payment of all related show expenses incurred by AMIA through the date of cancellation, plus an administrative fee and overhead charges.

Financial Terms and Conditions
Booth space must be paid as follows: 50% of the total exhibit space costs must accompany this contract with the remaining balance due no later than September 5, 2014. Booth space not paid according to these dates will be released and reassigned at the discretion of AMIA; there will be NO EXCEPTIONS. Payments sent to AMIA for booth space will first be applied to any outstanding balances owed to AMIA for previous exhibit activities or any other amount owed to AMIA. Any exhibitor with an outstanding balance will have their freight refused by the Service Contractor and will not be permitted to move on to the exhibit floor. There will be a $500.00 service charge for any returned check or declined credit card.

Exhibit Show Rules
Companies exhibiting at AMIA 2014 are required to conduct all business within the confines of their exhibit space. Exhibiting companies are required to comply with all rules and regulations as outlined in the Exhibitor Service Manual. Should there be any conflict between these Contract Terms and Conditions and the Exhibitor Service Manual, these Contract Terms and Conditions will prevail. Only exhibiting companies may host any functions in conjunction with AMIA 2014. Exhibitor shall comply with all conditions imposed by the Washington Hilton in its contract with AMIA and with the rules and regulations of the Facility. The exhibitor is liable for any damage caused, directly by Exhibitor or Exhibitor’s employees, agents, and contractors, to building floors, walls, or columns, or to standard booth equipment, or to other exhibitors’ property. The exhibitor may not mark, tack, make holes, and apply paint/ lacquer, adhesives, or other coating to building columns and floors or to standard booth equipment. Exhibitors will be responsible for labor charges incurred in connection with the assembly, draping, repairs, and dismantling of their booth(s). All construction materials must conform to standard safety practices. Exhibitors must comply with all provisions outlined in the Americans with Disabilities Act. All display materials, including table, back drapes, textile, paper displays, and decorations, must be flame resistant or flame proof. No combustible decorations 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. All aisles, corridors, exit areas, and stairways must be maintained at their required width at all times that the exhibition is open. No obstructions will be allowed to protrude into the aisles. Photography or videography of another company’s exhibit is strictly prohibited. Each exhibitor is charged with knowledge of all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety while participating in this exhibition. Compliance with all applicable Federal, State, and local laws and regulations is mandatory for all exhibitors and the sole responsibility is that of the Exhibitor. The violation of any of these rules is grounds for dismissal from the exhibit hall and forfeiture of all associated monies.

Exhibitor Registration and Access
Badges will be required for entry into the exhibit hall at all times. Badges are not transferable and will be confiscated if worn by other than the person to whom issued. Booth personnel will not be permitted access to the exhibit hall earlier than one hour before it opens, later than one hour after it closes, and during scheduled breaks. Only registered exhibitors and their installation personnel may enter the exhibit hall during installation and dismantling hours.

Eligible Exhibits
AMIA shall determine the eligibility of any company, product, or service. AMIA may refuse rental of exhibit space to any company whose display of goods or services is not compatible, in the sole opinion of AMIA, with the character and objectives of the exhibition. In the event this application is not accepted, any paid space rental fees or deposits will be returned.

Installation and Dismantle
Exhibitor agrees to comply with assigned move-in and installation days and hours to be specified in the Exhibitor Service Manual. Exhibits may not be removed from the exhibit hall until the official closing of the show.

Limitation of Liability
AMIA shall not be liable to Exhibitor in any respect for any claims, losses, expenses, injuries, or damages arising out of or related to the event or Exhibitor’s participation in the event due to any act or omission of AMIA, its employees or agents, or any third person, whether based on breach of contract or warranty, negligence or other tort, or strict liability, unless directly and solely caused by the gross negligence or willful misconduct of AMIA. AMIA disclaims all warranties, express or implied, including, without limitation, warranties of merchantability and fitness for a particular purpose. AMIA shall not be liable to Exhibitor for any indirect, special or consequential damages, including lost profits, whether based upon a claim or action of contract, warranty, negligence, strict liability or other tort, even if AMIA is aware of the possibility thereof. Notwithstanding any other provision, the maximum liability of AMIA to Exhibitor will in no event exceed the lesser of (i) the amount of exhibit fees paid by Exhibitor to AMIA or (ii) $5,000; recovery of such amount shall be the exhibitor’s sole and exclusive legal remedy. Any claim against AMIA not submitted to AMIA within thirty (30) days of the close of the event shall be forever waived, and no suit or action shall be brought against AMIA more than one (1) year after the event.

Indemnification
Exhibitor shall indemnify and hold harmless AMIA and the Facility, and their respective officers, directors, agents and employees from and against any and all liabilities, damages, actions, losses, claims, costs, and expenses (including reasonable attorney’s fees) on account of personal injury, death, or damage to or loss of property arising out of or contributed to by any act, omission, negligence, fault, or violation of a law or ordinance by Exhibitor, its employees, agents, contractors, members, exhibitors, patrons, or invitees. The foregoing shall not apply with respect to any liability, damage, or loss directly and solely caused by the gross negligence or willful misconduct of AMIA or the Facility.

Exhibitor Insurance
All property of Exhibitor is understood to remain under its custody and control in transit to and from and/or within the confines of the Facility. AMIA and the Facility do not maintain insurance covering Exhibitor’s property. Exhibitor shall carry Comprehensive General Liability coverage, including premises, operations, and contractual liability coverage of at least $1,000,000 for Personal Injury Liability and $1,000,000 for Property Damage Liability and statutory Worker’s Compensation insurance in full compliance with all federal and state laws and covering all of Exhibitor’s employees with coverage of at least $250,000 per injury. Certificates of insurance shall be furnished if requested by AMIA.
Security
Although security service will be furnished, neither AMIA, the security contractor, nor the Facility can or will be responsible for damage to, loss, or theft of property belonging to any exhibitor, their agents, employees, business invitees, visitors, or guest. Exhibitors are to carry their own insurance.

Force Majeure
In the event that the performance by AMIA or the Facility or any part of the exhibit area thereof is unavailable whether for the entire event, or a portion of the event, as a result of fire, flood, tempest, inclement weather, or other such cause or as a result of governmental intervention, malicious damage, acts of God, war, strike, lock-out, labor dispute, riot, terrorist acts, curtailment of transportation, or other cause or agency over which AMIA has no control or should AMIA decide that because of any such cause it is necessary to cancel, postpone, or re-site the event, or reduce the move-in and installation time, show time, or move-out time, AMIA shall not be liable to refund, indemnify, or reimburse the exhibitor in respect of any fees paid, damage or loss, direct or indirect, arising as a result thereof.

Exhibitor Conduct
No person, firm, or organization which has not contracted with AMIA for occupancy of space in the show will be permitted to display or demonstrate any products, processes, or services, to solicit orders, wear any identification other than that of the contracting exhibitor, or to distribute advertising or other materials at the exposition. Any violations of this regulation will result in prompt removal of the offending person from the Facility. Exhibitors may not enter the booths of other exhibitors without invitation; no exhibitor may call or invite a visitor out of one exhibit and into his own. Exhibitors must remain within their own exhibit space in conducting demonstrations or distributing literature, products, samples, or other materials; the aisles may not be used for this purpose.

Printed Matter
Circulars/Advertising matter of any description may be used or distributed only within the booth assigned to the exhibitor for presenting such material.

Objectionable Practices
Use of noisemakers, promotions, and presentations that may be not in good taste, lacking in dignity, unduly distracting, disruptive, or not in keeping with the purpose of AMIA are prohibited.

Subletting
Exhibitors may not assign, sublet, or share their exhibit space with another business or firm unless approval has been obtained in writing from AMIA. Exhibitors must show goods or services manufactured or dealt with by them in the regular course of business. Should an article of a non-exhibiting firm be required for operation or demonstration in an exhibitor’s display, identification of such article shall be limited to the usual and regular nameplates, imprint, or trademark under which same is sold in the general course of business.

Booth Transfers
Exhibitors that wish to transfer their booth, in whole or in part, to another company shall be subject to the cancellation policy.

Sound Level/Photography
Use of audio and visual equipment will be permitted, where appropriate to the display. Sound must be maintained at not more than a level of 75 decibels. AMIA reserves the right to restrict exhibitors’ use of sound and other devices which exceed 75 decibels and interferes with the best interests of the exhibition as a whole. Exhibitors may not, under any circumstance, photograph another company’s exhibit for any reason. Violation of these rules is grounds for dismissal from the exhibit hall and forfeiture of all associated monies.

Interpretations and Rulings
Any and all matters not specifically covered herein or in the Exhibitor Service Manual are subject to the decision of AMIA. AMIA shall have the full and exclusive power to interpret and enforce these Contract Terms and Conditions. Decisions of AMIA are final, and Exhibitor agrees to abide by the same.

Applicable Law
This agreement shall be governed in accordance with the laws of the State of Maryland, without regard to conflicts principles. Any and all litigation arising from, or as a result of this Agreement, will be conducted in a State or Federal court in Montgomery County, MD.

Industry Guidelines
The purpose of AMIA Annual Symposium is to allow companies an opportunity to complement the educational sessions by informing and educating the course participants on the latest developments in equipment, supplies, and services that are available.

Adherence to the Accreditation Council for Continuing Medical Education (ACCME) Standards for Commercial Support is mandatory. Standard 4.1 states, Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities. Standard 4.2 further states that Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME.

a) Exhibit fees are separate and distinct from educational grants (they are not considered commercial support).
b) Exhibit fees are set by AMIA for each activity prior to solicitation and are standardized for that activity; AMIA may set different fees for industry, not-for-profit organizations/foundations and publishers; potential exhibitors will have equal access to purchasing exhibit space (first-come, first-served basis).
c) All exhibitors will be situated in a room or area separate from educational activities, and the exhibits must not interfere or in any way compete with the learning experience prior to, during, or immediately after the activity.
d) Commercial interest (pharmaceutical/industry) representatives may attend CME/CE activities at the discretion of AMIA for the direct purpose of the representatives’ own education; however, they may not engage in sales or marketing activities while in the space or place of the educational activity. Complimentary attendance will not be linked to offering commercial support. See ACCME Standard for Commercial Support 4.1.

Exhibitors are reminded of the Food and Drug Administration (FDA) regulations on the promotion of investigational and preapproved drugs and devices. Exhibitors are also cautioned about FDA prohibition of promoting approved drugs for unapproved purposes. Exhibitors must comply with the standards established by the Accreditation Council for Continuing Medical Education (www.accme.org), the American Medical Association’s Ethical Opinions on Continuing Medical Education and Gifts to Physicians (www.ama-assn.org), the Food and Drug Administration regulations regarding industry-supported scientific and educational activities (www.fda.gov), the revised PhRMA Code on Interactions with Healthcare Professionals (www.phrma.org), and the revised AdvaMed Code (www.adavemed.org).

These contract terms and conditions are nonnegotiable and may not be changed, added to, taken away from, or modified in any way.