

*Exhibitor and Supporter Prospectus*

**2004**

**Annual Meeting & Technical Conference**

**March 10-12, 2004**

**New Orleans, Louisiana**

*New  
frontiers*



The American Health Quality Association®  
and  
The American Health Quality Foundation®



The American Health Quality Association® and The American Health Quality Foundation®

## *Dear Colleague:*

The American Health Quality Association and The American Health Quality Foundation would like to invite you and your organization to participate in the 2004 Annual Meeting and Technical Conference: "New Frontiers." The meeting will be held March 10-12, 2004 at the New Orleans Marriott in New Orleans, Louisiana.

This meeting attracts more than 700 health professionals and policy makers involved in quality measurement and performance improvement from across the United States. We are proud to offer continuing medical education credit for physicians, which will be awarded through our joint sponsorship with the Colorado Foundation for Medical Care.

In addition to the exhibit program, we are offering the opportunity for your organization to increase its visibility by supporting selected events and products during the 2004 Annual Meeting and Technical Conference. While we offer a number of pre-designed support options outlined in the prospectus, our goal is to meet your needs. We would be delighted to meet with you to design a conference support package that maximizes exposure and visibility for your organization, while adhering to the ACCME Standards for Commercial Support.

We value you and the contributions your organization will make, either by exhibiting or by supporting events, at the conference. We look forward to receiving your application and working with you to make the 2004 Annual Meeting and Technical Conference, "New Frontiers," your most successful marketing effort of the year.

Exhibit space is limited! We suggest you reserve your space immediately! To reserve exhibit space or support an event, please fill out the forms at the end of the prospectus and send your application or contribution to: Attention: Education and Development Department, 1140 Connecticut Avenue, NW, Suite 1050, Washington, DC 20036.

If you have any questions or would like additional information, please feel free to contact us at 202-331-5790 ext. 201 or ext. 207. We thank you in advance for your support and look forward to another outstanding conference.

Sincerely,

Jacqueline Osborne  
Exhibit Manager/Meeting Planner

Erin Williams  
Education Program Manager

1140 Connecticut Avenue, NW • Suite 1050 • Washington, DC 20036  
Phone: 202-331-5790 • Fax: 202-331-9334 • [www.ahqa.org](http://www.ahqa.org)

*The American Health Quality Association and  
The American Health Quality Foundation extend to you  
an exclusive invitation to exhibit or  
support events at the 2004 Annual*

# *New frontiers* Meeting and Technical Conference,

**March 10-12, 2004  
New Orleans, Louisiana**

**T**he American Health Quality Association (AHQA) is a national membership association dedicated to health care quality through community-based, independent quality evaluation and improvement programs. AHQA represents Quality Improvement Organizations (QIOs) and professionals working to improve health care quality and patient safety. The American Health Quality Foundation (AHQF) is a non-profit charitable, educational organization, whose mission is advancing the art and science of clinical quality improvement and the creation of an endowment fund to support the charitable and educational purposes of The American Health Quality Association (AHQA).

## **2004 Annual Meeting and Technical Conference**

The 2004 Annual Meeting and Technical Conference promotes quality improvement in health care. During the conference, participants can access more than 80 interactive workshops and seminars. The Exhibit Hall provides attendees the opportunity to network with new organizations and offers attendees access to cutting edge health care quality improvement activities at the local and national level.

### **Share your work with your colleagues**

- Practicing clinicians
- Quality evaluation and improvement specialists
- Local, state and federal government representatives
- Medicare Quality Improvement Organizations
- Health services researchers
- Consumer groups
- Health plan accrediting groups
- Communications specialists
- Members of the press

### **Potential Exhibitors**

- Health-related associations
- Research centers
- Health care publishers
- Public health research organizations
- Government agencies

- Pharmaceutical manufacturers
- Software providers
- Consulting firms

### **Exhibitor Benefits**

- 2 days of exhibiting
- Complimentary draping and identification sign
- Exhibitor description in program
- Dedicated exhibit hours, with exhibits located near conference activities
- Exhibitor posting on AHQA website with links to your organization's website
- High exposure to attendee traffic: breakfasts, breaks, lunch and opening reception held in the exhibit hall
- Packet of conference material including program and participants list
- Drawings in exhibit hall
- Poster sessions in exhibit hall



# Conference Support

**Show your organization's support and increase your visibility!**

## Levels & Benefits of Support:

**Platinum \$10,000+:** Supporters receive one complimentary individual membership with AHQA for one year, two complimentary conference registrations, complimentary exhibit space to promote your products, recognition in the conference program, promotional signage at the event location or registration area — plus a display of your logo on the official conference website!

**Premium \$5,000-\$9,999:** Supporters receive one complimentary conference registration, complimentary exhibit space to promote your products, recognition in the conference program, promotional signage at the event location or registration area — plus a display of your logo on the official conference website!

**Prime \$2,500-\$4,999:** Supporters receive recognition in the conference program, promotional signage at the event location or registration area — plus a display of your logo on the official conference website!

*All supporters will be recognized at the annual conference!*

## Benefits for all support levels:

- Promotional signage at the event location or registration area
- Mention in the conference program
- Display of your organization's logo from the AHQA conference website

## Support Opportunities—

Opportunities exist for organizations to gain exclusive exposure by supporting events and conference materials during the conference. The support opportunities include, but are not limited to:

- Conference Program - \$10,000
- Handout Binders - \$10,000
- Luncheons - \$10,000 per event
- Breakfast & Breaks - \$8,000 per event
- Keynote Speakers - \$7,500
- Breakout Sessions - \$3,500 per session
- Souvenirs – (pens, bookmarkers, key chains) - \$2,500

## New Support Opportunities this Year—

- **Cyber Café - \$15,000**  
Cyber Café will provide meeting participants the opportunity to stay on top of important tasks while away from work and check/send emails.
- **Registration Bags - \$10,000**  
The custom bags will be distributed to each conference registrant.

## Additional benefit:

- Company flyer inserted into each conference bag.
- Name Badge Holders (neck cords that convert into sunglasses holders) - \$8,000

## Additional benefit:

- Company name and/or logo imprinted on the cord
- Hospitality Suite (drinks or dessert suites) - \$5,000
- Your organization can plan its own networking party!

## Additional benefit:

- Company invitation inserted into each conference bag

For details about exhibiting and support opportunities, contact Erin Williams or Jacqueline Osborne at (202) 331-5790 or at ewilliams@ahqa.org and josborne@ahqa.org. *We thank you, in advance, for your generous support!*

# Exhibitor Guidelines

## General Information

The rules and regulations contained below are intended by the AHQA/AHQF to serve the best interest of the 2004 Annual Meeting and Technical Conference sessions, attendees, and exhibitors. All applicants and exhibitors are bound by the rules and regulations.

The exhibitor understands and agrees that the information contained in this Prospectus and the rules and regulations are subject to change. It is a binding part of the exhibit space contract. Signing the exhibit space application/contract indicates understanding and agreement to comply with all policies, rules, regulations terms and conditions in the Prospectus and any other materials issued by AHQA/AHQF regarding the 2004 Annual Meeting and Technical Conference. Any matters not specifically covered in these articles are subject to final decision by AHQA/AHQF.

**Eligibility:** Any exhibitor whose proposed exhibit is consistent with the educational intent of the 2004 Annual Meeting and Technical Conference may apply for space. AHQA/AHQF reserves the right to reject any application, which in its judgment does not meet this criterion.

## Space Rental

Assignment of Space: Exhibit spaces are assigned based on the date the application is received, stated preferred location, and any specifications outlined in the application.

**Floor Plan:** AHQA/AHQF reserves the right to make such modifications as may be necessary to the floor plan to meet the needs of AHQA/AHQF, the exhibitor, and the program.

**Terms of Payment:** Full payment is required with the application. Any application received without payment will be held for five (5) business days, after which the requested space(s) may be released to another qualified applicant. No space will be considered definite unless accompanied by payment.

**Cancellation:** No request for cancellation will be acknowledged unless received in writing by the dates listed below. Refunds will be made based on appropriate fees paid by the exhibitor.

Prior to 1/2/04 – Refund Minus \$150 (processing fee)

After 1/2/04 – NO REFUNDS

## Exhibit Provision

### Installation and Dismantlement of Exhibits:

Installation and dismantlement of exhibits must occur during the date and time period specified. No exhibit may be installed after the exhibition set-up hours or before closing time. All empty crates must be properly labeled with company name and booth/table number and removed by the official contractor from the exhibit floor. AHQA/AHQF is not responsible for setting up or dismantling exhibits. Any exhibit not removed by the specified time will be charged a \$175 violation fee in addition to any overtime rates charged by the contractor.

**Use of Space:** Exhibitors are not permitted to sublet or share space. All activities must be confined to the limits of the rented space. AHQA/AHQF may evict exhibitors that detract from the educational nature of the exhibit through conduct, method of operation, or other reason. Should eviction occur, the exhibitor forfeits all monies paid and is not entitled to a refund.

**Labor:** Exhibitors must employ only accredited labor for all work other than that properly handled by their own personnel in accordance with local labor regulations. If a contractor is being used, AHQA/AHQF must be notified four weeks prior to the official set-up date and must be provided with a general insurance certificate, or the contractor will not be permitted to service the exhibit.

**Fire and Safety Regulations:** Each exhibitor agrees to be knowledgeable of and in compliance with all ordinances and regulations pertaining to health, fire prevention, and public safety codes. No combustible material may be stored in or around the exhibit. In addition, fire regulations require that all decoration materials are flameproof.

## Security Liability/Insurance

**Security/Liability:** The hotel will provide security from installation to dismantlement and will endeavor to protect exhibit property during the closed hours of the exhibit. However, full responsibility for the protection of exhibit equipment, signs, and all other materials associated with the booth/table remains with the exhibitor. After exhibit hours, only properly identified exhibit personnel with permission from AHQA/AHQF may enter the exhibit areas.

**Insurance:** Exhibitors acknowledge that AHQA/AHQF and the New Orleans Marriott do not maintain insurance covering exhibitor property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage covering such losses by the exhibitor.

**Protection of Exhibit Facility:** Exhibitors shall not deface any part of the exhibit facility. Nothing may be posted, nailed, affixed, or otherwise attached to any part of the walls, floors, ceiling, furniture, or other property of the facility. Any costs arising out of negligence on the part of the exhibitor, its agents, or employees will be the sole responsibility of the exhibitor.

### Cancellation of Exhibit

In the event the exhibition is canceled due to circumstances not within the control of AHQA/AHQF, such as fire, acts of God, labor strikes, picketing, civil disturbances, terrorism, shortage of materials, curtailment of transportation facilities, or governmental regulation which materially affect the ability of either AHQA/AHQF or the facility to hold the exhibit show, then a refund of fees paid to AHQA/AHQF will be paid to exhibitors. This refund will be reduced by a \$75 processing fee and any actual expenses incurred if the cancellation is made 60 days or fewer prior to the installation date specified in the prospectus.

### Giveaways

Exhibiting companies are permitted to distribute giveaways. The following are examples of items allowed to be distributed: pens, pencils, note pads, small desk clocks, gift baskets, bookmarks, paperweights, etc. During the 2004 Annual Meeting and Technical Conference, AHQA/AHQF will sponsor a drawing in the exhibit hall. Exhibitors are encouraged to donate products or services to be given away to drawing winners. Any items an exhibiting company intends to distribute at the 2004 Annual Meeting and Technical

Conference must be listed on the Exhibitor Application for approval.

### Interpretation of Rules

AHQA/AHQF shall have full authority to interpret or amend these rules, and its decision is final. Exhibitors agree to abide by any rules or regulations that may hereafter be adopted, which shall be as much a part as though originally incorporated. All issues not addressed herein are subject to the decision of AHQA/AHQF. The rules and regulations have been formulated in the best interest of all exhibitors.

### American Disabilities Act

Exhibitors shall be fully responsible for compliance with all applicable provisions of the American Disabilities Act (ADA) with regard to their booth space. AHQA/AHQF will not be liable for exhibitors not complying with the provisions of the ADA.

### Children

Children are not allowed in the exhibit halls during move-in or move-out. In addition, due to the limited seating capacity and highly technical nature of the program, children are not allowed to attend presentations.

### Meeting Rooms

Meeting rooms needed for functions during the 2004 Annual Meeting and Technical Conference must be arranged through the Association. A meeting request form can be found on the AHQA website. Meeting space is only available to organizations attending the conference. AHQA must provide approval.

## AHQA/AHQF 2004 Exhibitor Prospectus

# Quick Reference

### Show Dates

Sessions: March 10 – March 12, 2004  
Exhibits: March 10 – March 12, 2004

### Exhibit Installation

Tuesday, March 9, 2004  
6:00pm – 9:00pm

All exhibits must be set by 9:00pm on Tuesday – no exceptions. All crates and boxes must be removed from the hall after 9:00pm. If you are not completed with your set-up by the specified time, please speak with the AHQA meeting planner to discuss options for early morning (before 7:00am) setup on Wednesday, March 10th. AHQA will not assume overtime fees after 9:00pm; it will be the responsibility of the exhibitor.

### Exhibition Dates & Hours

Wednesday, March 10  
7:00am – 4:00pm

Thursday, March 11, 2004  
7:00am – 4:30pm

Friday, March 12, 2004  
7:00am – 1:30pm

### Exhibit Dismantling

Friday, March 12, 2004  
1:30pm – 4:00pm

All exhibits must be completely packed and ready for shipping, and all material handling/outbound-shipping forms must be turned in at the official service desk by 4:00pm

### Hotel Information

New Orleans Marriott  
Room rate: \$159.00 single/double  
Reservations may be made by calling the New Orleans Marriott at (800) 228-9290  
Cut-off date: January 22, 2004 (requires first night room deposit with a major credit card)

### Cancellations

Prior to January 2, 2004, AHQA/AHQF will provide refunds for any cancellation received in writing, less a \$150 service charge. After January 2, refunds will not be given for cancellations for any reason.

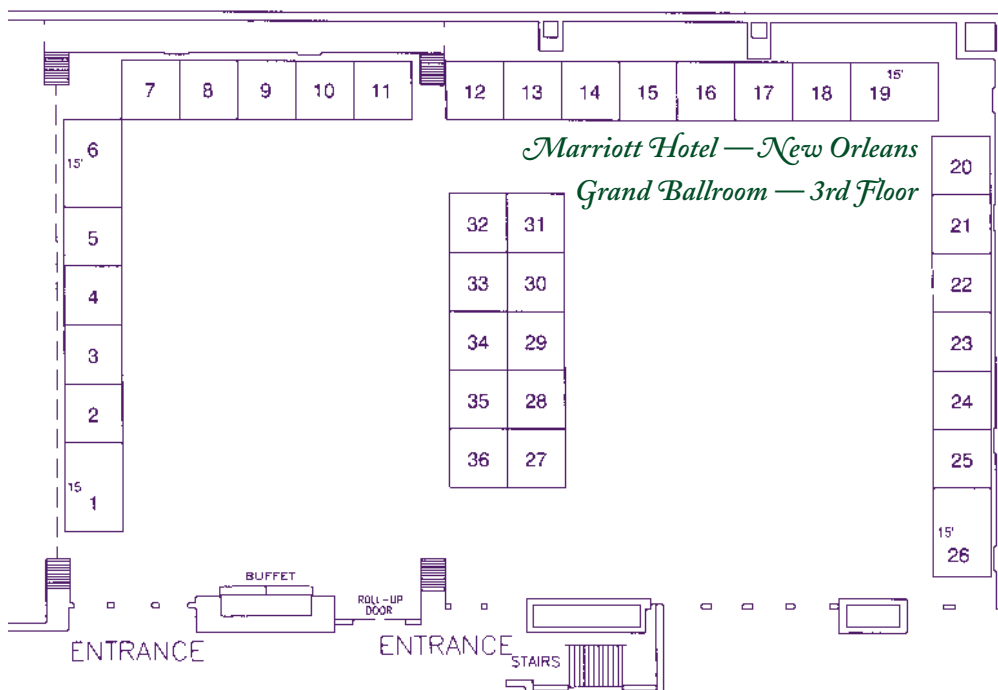
### Decorator and Drayage Services

Information and rates for rental of furnishing, carpeting, trash cans, chairs, tables, cleaning, electrical orders, and shipping may be obtained at the prevailing rates through the General Contractor, Freeman Decorating Company. All forms will be in your Exhibit Service Kit, which will be sent to all exhibitors by Freeman Decorating Company upon receipt of your Exhibitor Application and payment.

### Exhibitor-Designed Contractors

Exhibitors using contractors (other than the official AHQA/AHQF contractors) for labor, supervision or any other service must submit notification to AHQA/AHQF Exhibits Department when submitting the Exhibitor Application.

## The American Health Quality Association The American Health Quality Foundation March 10–12, 2004





The American Health  
Quality Association®  
and  
The American Health  
Quality Foundation®

**1140 Connecticut Avenue, NW  
Suite 1050  
Washington, DC 20036**

STD PRST  
U.S. POSTAGE  
**PAID**  
SOUTHERN MD  
PERMIT 4507

# *New frontiers*

*New Orleans, Louisiana*

*2004*

**Annual Meeting &  
Technical Conference  
March 10-12, 2004  
New Orleans, Louisiana**