



The American Health Quality Association

Dear Colleague:

The Education and Development Department of The American Health Quality Association would like to invite you and your organization once again to participate in the 2003 Technical Conference, *"Changes, Challenges and Commitment: A New Era in Health Care Quality Improvement."*

The meeting will be held February 6-7, 2003 at the Disney Coronado Springs Resort in Orlando, Florida. This meeting attracts more than 650 health professionals and policy makers involved in quality measurement and performance improvement from across the United States.

In addition to the exhibit program, we are offering the opportunity for your organization to sponsor select events and products showcased during the AHQA 2003 Technical Conference. Your involvement as both a sponsor and an exhibitor will gain you direct access to CEOs, practicing clinicians, federal government representatives and more.

AHQA values you and the contributions your organization will make by exhibiting, and sponsoring events at the conference. We look forward to receiving your application and working with you to make the 2003 Technical Conference, *"Changes, Challenges and Commitment: A New Era in Health Care Quality Improvement"* your greatest marketing effort of the year.

Exhibit space is limited. We encourage you to reserve your space immediately! To reserve exhibit space or sponsor 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 the exhibits department. We thank you in advance for your support and look forward to another outstanding Conference.

Sincerely,

Virginia Paganelli
Director of Education

Jacqueline D. Osborne
Exhibit Manager/Meeting Planner



**The American Health Quality Association extends to you
an exclusive invitation to exhibit at the 2003 Technical Conference,
*Changes, Challenges and Commitment: A New Era in Health
Care Quality Improvement* to be held
February 6–7, 2003, Orlando, Florida.**

The American Health Quality Association (AHQA) is the national, not-for-profit membership association of independent, community-based quality improvement organizations (QIOs). QIOs work every day with physicians, hospitals, and other caregivers to systematically improve patient care in local communities in all 50 States, the District of Columbia, and the U.S. Territories.

2003 Technical Conference...

AHQA's Technical Conference promotes quality improvement in health care. During the conference, participants are provided the opportunity to experience over 35 workshops and seminars. The Exhibit Hall provides attendees the prospect to network with new organizations and the chance to experience what's going on both in the community and the nation.

Exhibitor Benefits...

- ❖ 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: continental 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

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
- ❖ 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

SPONSORSHIP OPPORTUNITIES...

Opportunities exist for exhibitors to gain exclusive exposure by sponsoring events and conference materials during the conference. Sponsoring events also provides your organization a link from our website to yours. The sponsorship opportunities include, but are not limited to:

- ❖ Conference Program - **\$10,000**
- ❖ Handout Binders - **\$15,000**
- ❖ Breakfast & Breaks - **\$8000 per event**
- ❖ Luncheons - **\$10,000**
- ❖ Keynote Speakers - **\$7500**
- ❖ Reception - **\$10,000**
- ❖ Breakout Sessions - **\$3500**
- ❖ Souvenirs (bookmakers, city maps, etc.) - **\$3000**

For details about sponsorship opportunities, contact Virginia Paganelli or Jacqueline Osborne at 202-331-5790 or vpaganelli@ahqa.org and josborne@ahqa.org.

AHQA 2003 Exhibitor Prospectus

Quick Reference

Show Dates

Sessions: February 6 – February 8, 2003

Exhibits: February 6 – February 7, 2003

Exhibit Installation

Wednesday, February 5, 2003

11:00am – 4:00pm **only**

All exhibits must be set by 4:00pm on Wednesday – no exceptions. All crates and boxes must be removed from the hall at this time. No one will be allowed in the hall after 4:30pm. If you are not completed with your set-up by the specified time, the contractor will charge overtime rates to your organization. AHQA will not assume overtime fees.

Exhibition Dates & Hours

Thursday, February 6, 2003

7:00am – 4:00pm

6:30pm – 8:00pm (Welcoming Reception)

Friday, February 7, 2003

7:00am – 2:00pm

Exhibit Dismantling

Friday, February 7, 2003

2:00pm – 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

AHQA advises all participants (meeting participants and exhibitors) of the 2003 Technical Conference to review the “Hotel Sleeping Room Deposit Policy” established by AHQA before making reservations. Please visit our website http://www.ahqa.org/pub/inside/158_866_3051.CFM for more detailed information.

- Disney Coronado Springs Resort
- **Room rate: \$136.00 single/double**
- Reservations may be made by calling the Disney Coronado Springs Resort at Reunion (214) 651-1234 or (407) 939-1020
 - Cut-off date: January 6, 2003 (requires a non-refundable room reservation deposit)**

Cancellations

Prior to December 2, 2002, AHQA will provide refunds for any cancellation received in writing, less a \$150 service charge. After December 2, refunds will not be given for cancellations.

Decorator and Drayage Services

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

Exhibitor-Designated Contractors

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

EXHIBITOR GUIDELINES

General Information

The rules and regulations contained below are intended by the AHQA to serve the best interest of the AHQA 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 regarding the 2003 Technical Conference.

Any matters not specifically covered in these articles are subject to final decision by AHQA.

Eligibility: Any exhibitor whose proposed exhibit is consistent with the educational intent of the AHQA Technical Conference may apply for space. AHQA 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 reserves the right to make such modifications as may be necessary to the floor plan to meet the needs of AHQA, the exhibitor, and the program.

EXHIBITOR GUIDELINES CONTINUED

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 12/2/02 – Refund
Minus \$150 (processing fee)**

After 12/2/02 – 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 is not responsible for setting up or dismantling exhibits. *Any exhibit not removed by the specified time will be charged a \$75 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 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 are 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 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 may enter the exhibit areas.

Insurance: Exhibitors acknowledge that AHQA and the Disney Coronado Springs Resort 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, such as fire, acts of God, labor strikes, picketing, civil disturbances, shortage of materials, curtailment of transportation facilities, or governmental regulation which materially affect the ability of either AHQA or the facility to hold the exhibit show, then a refund of fees paid to AHQA 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 2003 Technical Conference, AHQA 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 Technical Conference must be listed on the Exhibitor Application for approval.

Interpretation of Rules

AHQA 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. 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 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 2003 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.