



# 2009 Annual Research Meeting

The premier forum for health services research

Hilton Chicago | June 28-30

## Sponsor & Exhibitor Prospectus

[www.academyhealth.org/arm](http://www.academyhealth.org/arm)



AcademyHealth

# Exhibiting

## Who Should Exhibit?

- University & Non-University based research & policy organizations
- Professional societies/trade associations
- Government agencies
- Foundations
- Publishers
- Consulting firms (research and policy-related)
- Technology companies

*To qualify as an exhibitor, your organization must be related to health services research and/or health policy.*

## Exhibitor Benefits

- Dedicated exhibit hours, featuring meal functions, more than 800 poster presentations, and career center
- Opportunity to network with and educate an audience ranging from students to high-level health care decision makers
- Link on AcademyHealth Web site to exhibitor's Web site
- Description in Agenda Book
- One pre-meeting participant mailing list, upon request (booth & full table packages only)
- One full set of conference materials
- Identification sign
- 24-hour security

[www.academyhealth.org/arm/exhibits](http://www.academyhealth.org/arm/exhibits)

## Exhibit Package Rates

|                    | Org. Affiliate | Government | Non-Member |
|--------------------|----------------|------------|------------|
| Booth (10' x 10')  | \$850          | \$1,445    | \$1,700    |
| Table (6' skirted) | \$425          | \$725      | \$850      |
| Half Table (3')    | No Charge      | \$260      | \$360      |

### Booth Package

Includes 10' x 10' pipe and draped space. (Carpet, electricity, furnishings, etc., not included)

### Table Package

Includes 6' skirted table. (Chairs not included)

### Optional table set-up service

For an additional fee of \$100, AcademyHealth will set up the half or full table for any table exhibitor. For displays involving complicated pop-ups, AcademyHealth will refer the service to the official exhibits contractor.

AcademyHealth will not be responsible for disassembling exhibits and returning any materials. If an exhibitor requires this service, they will be referred to the official exhibits contractor.

### Decorator and Drayage Services

Information and rates for rental of booth furnishings, carpet, special sign services, cleaning, electrical orders and shipping will be sent to all exhibitors by the official exhibits contractor.

### Exhibit Hours

|                   |               |  |
|-------------------|---------------|--|
| Saturday, June 27 | Set up        | 9:00 a.m.–3:00 p.m.                                  |
| Sunday, June 28   | Exhibits open | 12:30 p.m.–6:00 p.m.<br>(with posters and lunch)     |
| Monday, June 29   | Exhibits open | 8:00 a.m.–11:30 a.m.<br>(with posters and breakfast) |
|                   | Exhibits open | 4:30 p.m.–8:00 p.m.<br>(with posters and reception)  |
| Tuesday, June 30  | Exhibits open | 7:15 a.m.–11:00 a.m.<br>(with breakfast)             |
|                   | Dismantle     | 11:00 a.m.–4:00 p.m.                                 |

## Why Advertise?

- Increase visibility
- Promote mission
- Draw attendees to booth/table
- Attract students to training programs
- Recruit for job openings

## Advertising Rates

|                                  | Org. Affiliate | Non-Member |
|----------------------------------|----------------|------------|
| Full Page (7.5" w x 10" h)       | \$1,115        | \$1,485    |
| Half Page (7.5" w x 4.75" h)     | \$615          | \$815      |
| Quarter Page (3.25" w x 4.75" h) | \$320          | \$425      |

[www.academyhealth.org/arm/advertise](http://www.academyhealth.org/arm/advertise)

# 2009 Sponsorship Opportunities



The Annual Research Meeting (ARM) offers your organization substantial visibility among leading health services researchers, policy analysts, and practitioners. The 2009 sponsorship opportunities include a variety of unique promotional avenues for and benefits to your organization, as listed below.

**All sponsorship categories receive recognition in AcademyHealth printed and online materials prior to and onsite at the ARM.**

## Opening Plenary: \$25,000

Your sponsorship includes:

- Logo featured on session screen before and after presentation.
- Two complimentary full-conference registrations.
- One complimentary full-page advertisement in the ARM Agenda Book.
- One 10'x10' booth space in the exhibit hall.

## Poster Session: \$10,000

Your sponsorship includes:

- Logo featured on poster session signage.
- One complimentary full-conference registration.
- One complimentary half-page advertisement in the ARM Agenda Book.

## Cyber Center: \$10,000

Your sponsorship includes:

- Logo featured on Cyber Center signage and/or screensaver.
- One complimentary full-conference registration.
- One complimentary half-page advertisement in the ARM Agenda Book.

## Lounge: \$10,000

Your sponsorship includes:

- Logo featured on lounge signage.
- One complimentary full-conference registration.
- One complimentary half-page advertisement in the ARM Agenda Book.

## Reception: \$10,000

Your sponsorship includes:

- Logo featured on reception signage.
- One complimentary full-conference registration.
- One complimentary half-page advertisement in the ARM Agenda Book.

## Continental Breakfast: \$5,000

Your sponsorship includes:

- Organization name on continental breakfast signage.

## Conference Break: \$5,000

Your sponsorship includes:

- Organization name on break signage.

## Career Center: \$5,000

Your sponsorship includes:

- Organization name on Career Center signage and/or screensaver.

## Meet-the-Expert Student Breakfast: \$5,000

Your sponsorship includes:

- Organization name on event signage.

## Breakout Session: \$3,000

\*21 Invited Papers and Policy Roundtables

Your sponsorship includes:

- Organization name on session signage and session listing in the Agenda Book.

*In all signage, AcademyHealth reserves the right to use either the sponsoring organization's name or logo at our discretion.*

[www.academyhealth.org/arm/sponsors](http://www.academyhealth.org/arm/sponsors)

## Mark your calendar

**April 10** Deadline for exhibitor and/or sponsorship recognition in the Annual Research Meeting Agenda Book and on the AcademyHealth Web site

**April 10** Advertisement copy due for the Annual Research Meeting Agenda Book

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# Contract

## Contact

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Tel \_\_\_\_\_  
Fax \_\_\_\_\_  
E-mail \_\_\_\_\_

## Exhibit Space Request

| Please reserve:                             | Org. Affiliate | Government | Non-Member |
|---|----------------|------------|------------|
| <input type="checkbox"/> Booth (10' x 10')  | \$850          | \$1,445    | \$1,700    |
| <input type="checkbox"/> Table (6' skirted) | \$425          | \$725      | \$850      |
| <input type="checkbox"/> Half Table (3')    | No Charge      | \$260      | \$360      |

Yes, please set up our table/half table for \$100.

*\*I understand that AcademyHealth is not responsible for disassembling exhibits and returning materials.*

Indicate your top booth/table space choices:

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

(Visit [www.academyhealth.org/arm/exhibits](http://www.academyhealth.org/arm/exhibits) for floor plan)

Please do not place me next to the following competitors:

\_\_\_\_\_  
*\*AcademyHealth will do its best to honor space requests; however, requested spaces are not guaranteed.*

## Cancellations

Prior to May 15, AcademyHealth will refund the space cost for any cancellations received in writing, less a \$150 service charge. After May 15, the exhibitor forfeits the entire amount paid.

## Advertising

|   | Org. Affiliate | Non-Member |
|---|----------------|------------|
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## Sponsorship

Category pledged \_\_\_\_\_

Amount pledged \$ \_\_\_\_\_

Please list my organization in all materials as:

\_\_\_\_\_

## Payment

Original purchase order or check payable to AcademyHealth  
(DO NOT FAX OR SEND COPIES of the PO) Tax ID # 52-1260918

Exhibit Space \$ \_\_\_\_\_

Set-up Fee \$ \_\_\_\_\_

Advertising \$ \_\_\_\_\_

Sponsorship \$ \_\_\_\_\_

**Total Due** \$ \_\_\_\_\_

### Please charge my:

MasterCard     Visa     Discover     AmEx

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Name as it appears on Card \_\_\_\_\_

Zip Code for Card Billing Address \_\_\_\_\_

Authorized Signature \_\_\_\_\_

## Exhibitor Description

Organizational Profile - 50 words or less (please attach document)

Exhibit Sign Name (max. 40 characters) \_\_\_\_\_

Web site \_\_\_\_\_

## Exhibitor Category (select one)

- University-based research/policy programs and center
- Non-university research/policy organization
- Professional societies/trade association
- Government agency
- Foundation
- Publisher
- Consulting firm (research and policy-related)
- Technology company
- Other

## Three Ways to Register

**Online:** [www.academyhealth.org/arm/exhibits/register.cfm](http://www.academyhealth.org/arm/exhibits/register.cfm)

**By Fax:** Fax form with credit card information to 202.292.6878.

**By Mail:** Send form with payment (check, purchase order, or credit card information) to Tracie Howard, AcademyHealth, 1150 17th Street, NW, Suite 600, Washington, DC 20036.

**For more information, contact Tracie Howard, Meetings Associate**

tel: 202.292.6778 | fax: 202.292.6878 | e-mail: [tracie.howard@academyhealth.org](mailto:tracie.howard@academyhealth.org)

[www.academyhealth.org/arm](http://www.academyhealth.org/arm)

# Mark Your Calendar for Future Annual Research Meetings

2010 June 27-29, Boston  
2011 June 12-14, Seattle  
2012 June 24-26, Orlando  
2013 June 23-25, Baltimore



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Washington, DC 20036

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[www.academyhealth.org](http://www.academyhealth.org)

Advancing  
Research, Policy  
and Practice