



2010

TEXAS CHAPTER OF THE AMERICAN COLLEGE OF PHYSICIANS EXHIBITOR PROSPECTUS

NOVEMBER 13-14, 2010

JW MARRIOTT – GALLERIA

HOUSTON, TEXAS

Why Should My Company Exhibit at the TXACP Annual Meeting?

- Access to hundreds of internists from across the state
- Showcase your latest products and services
- Develop valuable business contacts and relationships with Internists from around the state
- Raise your company profile among Texas internists
- Promote your company through event signage, the TXACP newsletter and the TXACP Web site
- Opportunity to sponsor various events throughout the meeting

GOVERNOR'S LETTER

On behalf of our members, I invite you to participate in the 2010 Texas Chapter of the American College of Physicians annual meeting, the largest statewide gathering of internists in Texas, to be held at the JW Marriott at the Galleria in Houston, November 13-14. We limit table-top exhibits to the first 30 companies to apply, so I encourage you to respond as soon as possible.

The American College of Physicians (ACP) is the nation's largest medical specialty society. Membership in the Texas Chapter of the ACP includes more than 6,550 physicians in general internal medicine and related subspecialties including allergy and immunology, cardiology, endocrinology, gastroenterology, geriatrics, hematology, infectious diseases, nephrology, oncology, pulmonary disease and rheumatology. Our mission is to promote quality health care for all Texans through strengthening the practice of internal medicine.

To reserve your space, simply complete the enclosed form and return it to the TXACP Business Office. Thank you for your support and I hope to see you in Houston this November.

Sincerely,

Clark R. Gregg, MD, FACP

Host Governor, ACP Texas Northern Region



Texas Chapter of
the American College
of Physicians

EXHIBITOR POLICIES

Attendees at a Glance

Attendance History:

Year	Location	Attendance
2005	Houston	257
2006	Horseshoe Bay	285
2007	Galveston	282
2008	Dallas	341
2009	San Antonio	350

Responsibilities

Hotel storage for display materials is limited; therefore, shipments will not be accepted prior to November 9, 2010.

Shipping information and forms to request electrical, telephone and internet services will be provided.

TXACP Tax ID: 75-1823808

TXACP is a nonprofit, 501 (c)(3) educational foundation. Financial support of the annual meeting is tax deductible as a charitable contribution.

Questions?

Claire Hogan, Exhibits Manager
Texas Chapter of the ACP
401 West 15th Street
Austin, Texas 78701
Phone: (512) 370-1463
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claire.hogan@texmed.org
www.txacp.org

Size and Type of Exhibits

Exhibit space is limited to 6-foot table-top displays. Exhibitors must conform to this space requirement and should plan displays accordingly. Taping or hanging of materials on walls is prohibited.

Exhibitors shall be limited to those whose products or services are related to physicians' medical, professional, or practice interests.

Due to limited space, exhibitors are asked to limit their representatives to **two** at any given time.

Electrical, telephone, and internet connections are not provided by TXACP, but may be ordered through the hotel. The exhibition hall is carpeted.

Exhibit table numbers and space assignments will be available to the exhibitors upon arrival, but will not be assigned prior to the meeting.

Payment

Payment must be received by **October 15, 2010**, or TXACP reserves the right to release your booth space.

TXACP reserves the right to assign exhibit space, change the floor plan or move an exhibitor's exhibit space without prior notice, if TXACP determines that it is in the best interest of the annual meeting. Checks should be made payable to the Texas Chapter of the ACP and mailed to TXACP at 401 W. 15th Street, Austin, TX 78701. TXACP also accepts payment via MasterCard, Visa, American Express or Discover. No booth space will be reserved until payment is received.

Notice of cancellation must be submitted in writing to the TXACP business office. In order to receive a refund, less a \$100 processing fee, notification must be postmarked no later than **Friday, October 22, 2010**.

Non-attendance does not constitute notice of cancellation. If an exhibit table is not set by 7:00 am on Saturday, Nov. 13, the table may be assigned to a company on the wait list or converted to a common area.



EXHIBITOR LEVELS



\$1,000 Bronze Level Exhibitor

- Unique opportunity to meet with and market your products/services to internists across Texas
- One 6'x 30" table with two chairs located in the official TXACP Exhibit Hall
- Complimentary breakfasts and refreshments in exhibit hall
- Recognition in all on-site program materials as a bronze level exhibitor
- List of program attendees distributed on-site
- TXACP Exhibits Passport—Physicians who visit each booth by the Sunday morning refreshment break will be eligible for a grand prize drawing.

\$2,000 Silver Level Exhibitor

All exhibit benefits listed under **Bronze Exhibitor**, plus:

- Recognition in physician's on-site welcome packet if application is received by October 8, 2010
- Exclusive sponsorship for one of the following events (please indicate preference on application): Saturday Women in Medicine Breakfast, Saturday Advancement to Fellowship Breakfast, or the Sunday Advocacy Breakfast.

\$4,000 Gold Level Exhibitor

All exhibit benefits listed under **Bronze and Silver Exhibitors**, plus:

- Set of mailing labels of pre-registrants for advance promotion
- Link to your company Web site from www.txacp.org by request
- Exclusive sponsorship for one of the following events (please indicate preference on application): Saturday Continental Breakfast, Saturday Afternoon Break, or the Sunday Continental Breakfast.

\$6,000 Platinum Level Exhibitor

All exhibit benefits listed under **Bronze, Silver, and Gold Exhibitors**, plus:

- Prime exhibit space in the exhibit hall
- A second complimentary 6'x30" exhibit table, available by request
- Recognition featuring your logo in all advance promotion (ads, membership-wide e-mail campaign, web site) if application and logo are received by October 8, 2010
- Invitation for two to the sponsored special event, if applicable
- Exclusive sponsorship for one of the following events (please indicate preference on application): Friday Board of Directors Dinner, Saturday Annual Business Meeting and Awards Luncheon, or the Saturday Cocktail Reception.



PRELIMINARY SCHEDULE AT A GLANCE

Important Dates

October 8

Application must be received for recognition in promotional brochure. (Silver, Gold or Platinum level)

October 15

Payment due in full.

October 22

Deadline to cancel without penalty.

Exhibit Passport

Contribute a prize for the exhibit passport game! A drawing will be held for prizes for the physician attendees who obtain a signature on their "passport" from a representative of each exhibiting company.

As a prize contributor, your company will be recognized on all passports, passport signage and follow up materials that list the contest winners.

Hotel Reservations

The special group rates of \$132 for single/double occupancy, \$142 for triple occupancy and \$152 for quadruple occupancy is available at the JW Marriott, located at 5150 Westheimer near the Galleria in Houston.

To reserve a room at the group rate, call the hotel at (800) 228-9290 no later than **Thursday, October 28**, and be sure to mention that you are part of the TXACP meeting.

Friday, November 12, 2010

3:30 - 5:30 pm

Saturday, November 13, 2010

6:00 - 7:00 am

**Final set up must be complete no later than 7:00 am*

7:00 am - 3:00 pm Exhibits open

7:00 - 8:00 am Continental Breakfast (Exhibit Hall)

10:20 - 10:45 am Break (Exhibit Hall)

2:30 - 2:55 pm Break (Exhibit Hall)

5:30 - 7:00 pm Cocktail Reception & Awards Presentations

Sunday, November 14, 2010

7:00 - 10:35 am Exhibits open

7:00 - 8:00 am Continental Breakfast (Exhibit Hall)

10:15 - 10:40 am Break (Exhibit Hall)

10:35 am - 11:55 am Exhibits tear down

** Events in bold are considered peak traffic periods, and exhibitors are asked to remain in the exhibit hall during these times.*

