

**SPONSORSHIP OPPORTUNITIES
& EXHIBITOR PROSPECTUS**



**ASSOCIATION
of CANCER
EXECUTIVES**



**18th ACE
ANNUAL MEETING**
*Savannah * Georgia*
JANUARY 18-21, 2012
HYATT REGENCY SAVANNAH



**THE MUST-ATTEND
EVENT OF THE YEAR
FOR ALL ONCOLOGY
ADMINISTRATORS**



**CONNECT WITH THE ACE
ANNUAL MEETING ATTENDEES
AND REACH OUT TO KEY
DECISION-MAKERS FROM
THE NATION'S LEADING
ONCOLOGY INSTITUTIONS.**



Association of Cancer Executives (ACE) is a national organization committed to the leadership development of oncology executives through continuing education and professional networking designed to promote improvement in patient care delivery.

www.cancerexecutives.org



Become an ACE CORPORATE SPONSOR

ACE Corporate Sponsorships are available on an annual basis, beginning in July and ending in June. This application is for:
JULY 2011-JUNE 2012
For more information or to apply online please visit www.cancerexecutives.org.

SPONSORSHIP LEVELS & BENEFITS

PLATINUM \$8,000

- Complimentary exhibit space at the ACE Annual Meeting with first choice location, large Platinum banner, and special recognition signage PLUS Free Registration for four attendees
- Opportunity to select a keynote speaker for an Annual Meeting session (topic and speaker must be submitted for approval by ACE by Aug. 30, 2011; sponsor agrees to cover all associated travel expenses for the selected speaker)
- Corporate logo with link to your website on ACE's homepage AND Corporate Sponsor page
- Recognition in pre- and post-session slide shows as well as in all ACE meeting materials
- Access to ACE Member Roster (up to four requests throughout year)
- Up to three articles published in ACE newsletter (approved by ACE)
- Full-page ad in ACE newsletter for one year

GOLD \$5,000

- Complimentary exhibit space at the ACE Annual Meeting with second choice location, PLUS Free Registration for three attendees
- Corporate Logo with link to your website on ACE's homepage AND Corporate Sponsor page
- Recognition in pre- and post-session slide shows as well as in all ACE meeting materials
- Access to ACE Member Roster (three requests throughout year)
- Two articles published in ACE newsletter (approved by ACE)
- Full-page ad in four issues of ACE newsletter

ACE Corporate Sponsors can **SAVE 25% off** any ACE 18th Annual Meeting Sponsorship!

SILVER \$3,500

- Complimentary exhibit space at the Annual Meeting; plus FREE Registration for two attendees
- Corporate Logo on ACE Corporate Sponsor page
- Recognition on all ACE meeting materials
- Access to ACE Member Roster (two requests throughout year)
- One article published in ACE newsletter (approved by ACE)
- Half-page ad in two issues of ACE newsletter

ACE MEMBERSHIP

consists of more than 300 oncology executive leaders. These individuals are the key change agents for their organizations and are involved in decisions related to capital planning, development, marketing, technology transfer, etc.

BRONZE \$2,000

- 50% discount on exhibit space at the ACE Annual Meeting
- One FREE ACE Annual Meeting Registration
- Recognition on all ACE meeting materials
- Access to ACE Member Roster (one request throughout year)
- Corporate logo on ACE sponsor page

YOUR DECISION to become an ACE Corporate Sponsor represents a partnership for progress, future growth, development, and innovation.

YOUR SUPPORT will assist ACE to enable networking, best practice information sharing, leadership development, technology updates, and the distribution of reimbursement/charge capture initiative information to ACE Members.

SPONSORSHIP PLEDGE

Please print or type information EXACTLY as you would like it to appear in ACE sponsor listings.

YES! WE WANT TO BECOME AN ACE CORPORATE SPONSOR. PLEDGE AMOUNT: \$ _____

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

METHOD OF PAYMENT Check (payable to Association of Cancer Executives)
 Credit Card: AmEx MC Visa

Credit Card # _____ Exp. Date _____

Cardholder's Name _____

Billing Address _____

City _____ State _____ Zip _____

Signature _____ Date _____

THANK YOU FOR YOUR SUPPORT!

Please complete this form and return it with payment to

FAX: (202) 833-3636 • OR MAIL TO: Association of Cancer Executives
1025 Thomas Jefferson St. NW • Suite 500 East • Washington DC 20007

QUESTIONS? Contact ACE Executive Director Brian Mandrier
(202) 521-1886 • bmandrier@cancerexecutives.org

FOR OFFICE USE ONLY

DATE RECEIVED:

APPROVED:

ACCOUNT #:



CONNECT WITH THE ATTENDEES



ASSOCIATION of CANCER EXECUTIVES

SAVANNAH 2012

THE MUST-ATTEND EVENT OF THE YEAR FOR ALL CANCER EXECUTIVES

ACE membership includes **OVER 300 ONCOLOGY EXECUTIVE LEADERS** who are the key change agents for their organizations and are involved in decisions related to capital planning, development, marketing, technology transfer, etc. **YOUR SUPPORT** will assist ACE to enable networking, best practice information sharing, leadership development, technology updates, and the distribution of reimbursement/charge capture initiative information to ACE Members.

18TH ANNUAL MEETING EXHIBITORS

Showcase your products and/or services to leading managers, directors, administrators and executives representing cancer care programs from rural, urban, private and physician based entities – including university based, research, free standing, and private healthcare organizations.

For greater exhibitor visibility, we provide:

- **Continental Breakfast and Breaks** to be held in the Expo Hall
- **NETWORK with HUNDREDS of Cancer Executives** from the country's most renowned cancer programs!

EXHIBITOR FEE

- 6' Tabletop (each) \$ 2,000

Exhibit space at the ACE 17th Annual Meeting consists of 6' tabletops. The exhibitor fee includes a skirted 6' table, two chairs, wastebasket, sign with company name, and Exhibitor badges for **two (2)** company representatives (admission to Expo Hall and Opening Reception ONLY).

EXHIBITOR SCHEDULE

Wednesday, January 18

6:00PM-7:00PM Annual Meeting Opening Reception
(Not in Expo Hall; exhibitors are welcome to attend)

Thursday, January 19

12:00PM-3:00PM Registration & Exhibit Set-Up
3:00PM-3:30PM Expo Hall Opening Break
6:00PM-7:30PM Reception in Expo Hall

Friday, January 20

8:00AM-9:00AM Breakfast in Expo Hall
9:00AM Exhibit Tear-Down

18TH ANNUAL MEETING SPONSORS

Position your company to play a vital role in support of the ACE Annual Meeting while raising your own profile to meeting attendees.

SPONSORSHIPS

- Conference Notebook Flash Drive (w/logo) \$3,000
- Conference Tote Bags (w/logo) \$3,000
- Conference Lanyards (w/logo) \$3,000
- EXPO Hall Internet Sponsor \$2,500
- Meeting Room Internet Sponsor \$2,500
- "Foundation for Hospital Art" Painting Project .. \$1,000

All sponsors receive:

- Recognition in the Annual Meeting notebook
- Recognition on Annual Meeting signage
- Recognition in one issue of *ACE Update* newsletter
- Recognition on the ACE website

Connect with ACE Annual Meeting attendees and put your name at the forefront of cancer care.

RESERVE YOUR EXHIBIT SPACE AND/OR SPONSORSHIP TODAY!

Sponsorships and exhibit space are on a first-come, first-served basis.

THANK YOU FOR YOUR SUPPORT!

Learn more about the ACE Annual Meeting at www.cancerexecutives.org

QUESTIONS? Contact Brian Mandrier at bmandrier@cancerexecutives.org or call (202) 521 1886



EXHIBITOR / SPONSOR



ASSOCIATION
of CANCER
EXECUTIVES

APPLICATION/CONTRACT

LIMITED OPPORTUNITIES ARE AVAILABLE
ON A FIRST-COME-FIRST-SERVED BASIS

FAX APPLICATION TO: (202) 833-3636

OR MAIL TO: 1025 Thomas Jefferson Street NW • Suite 500 East • Washington DC 20007

1. Read the Terms and Conditions on the back of this form
2. Complete and sign this Exhibitor Application/Contract
3. Send the Application/Contract to ACE (retain a copy for your files)

APPLICATIONS WILL NOT BE PROCESSED WITHOUT:

- Payment in full
- Signature of official representative

EXHIBITOR / SPONSOR INFORMATION – Please type or print clearly and enter information **EXACTLY** as it should appear in ACE Annual Meeting listings and your exhibit space sign.

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Official Exhibit Staff 1 _____ Title _____

Phone _____ Email _____

Official Exhibit Staff 2 _____ Title _____

Phone _____ Email _____

EXHIBIT SPACE RESERVATION:
Exhibits at the ACE Annual Meeting consists of **6' TABLES**. Exhibitor fee includes a skirted 6' table, two chairs, wastebasket, sign with your company name, and Exhibitor badges for **TWO (2) COMPANY REPRESENTATIVES** (admission to Expo Hall and Opening Reception ONLY). **Exhibitor fee DOES NOT include admission to Annual Meeting educational sessions or other functions** (full registration is required to attend).

ADDITIONAL EXHIBIT STAFF FEE:
\$199 per person (admission to Expo Hall and Opening Reception ONLY).

LOCATION PREFERENCE
Applications for exhibit space and space assignments will be processed in the order that they are received (first-come, first-served). Please select your **TOP FOUR EXHIBIT LOCATIONS** from the enclosed Expo Hall floor plan:

- (1) _____ (2) _____
(3) _____ (4) _____

I do not wish to be located near these companies:

SPONSORSHIPS

- MEETING NOTEBOOK FLASH DRIVE (w/ your logo) \$3,000
- MEETING TOTE BAGS (w/ your logo) \$3,000
- MEETING LANYARDS (w/ your logo) \$3,000
- EXPO HALL INTERNET SPONSOR \$2,500
- MEETING ROOM INTERNET SPONSOR \$2,500
- "FOUNDATION FOR HOSPITAL ART" PAINTING PROJECT \$1,000

SUBTOTAL

\$

EXHIBITOR FEES (PER 6' TABLE)

- ACE PLATINUM/GOLD/SILVER CORPORATE SPONSOR (ONE COMPLIMENTARY EXHIBIT TABLE) **FREE**

- ACE BRONZE CORPORATE SPONSOR \$1,000
- NON-CORPORATE SPONSOR* \$2,000

*Become an ACE Corporate Sponsor and receive the Sponsor discount!

Contact ACE HQ for information on becoming a Corporate Sponsor.

- ADDITIONAL EXHIBIT STAFF (each) \$199 X _____ (# of persons)

Fee includes admission to Opening Reception and Expo Hall ONLY. **Fee DOES NOT include admission to educational sessions** (separate FULL registration is required to attend).

\$

\$

PAYMENT METHOD

TOTAL ENCLOSED

\$

- Check Enclosed (Payable to Association of Cancer Executives)

- Charge my Credit Card: American Express MasterCard Visa

Credit Card # _____ Exp. Date _____

Cardholder Name _____ 3- or 4-digit CVV# _____

Signature _____

Exhibitor agrees to abide by the terms and conditions on the back of this application/contract. The undersigned is empowered to enter into contracts on behalf of the exhibiting company. This is not a binding contract until signed by the Executive Director of the Association of Cancer Executives.

AGREED TO:

ACCEPTED BY ACE:

Official Representative Signature _____ / _____ Date _____ Brian Mandrier, ACE Executive Director _____ / _____ Date _____



EXHIBITOR / SPONSOR

APPLICATION/CONTRACT

LIMITED OPPORTUNITIES ARE AVAILABLE ON A FIRST-COME-FIRST-SERVED BASIS

FAX APPLICATION TO: (202) 833-3636

OR MAIL TO: 1025 Thomas Jefferson Street NW • Suite 500 East • Washington DC 20007



ASSOCIATION
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EXECUTIVES

TERMS & CONDITIONS

1. Application for Exhibit Space

This contract/application must be accompanied by a check for full payment. INCOMPLETE APPLICATIONS WILL NOT BE PROCESSED.

2. Exhibit Eligibility

All products and services to be exhibited must be directly related to the specialty of oncology and are subject to review by ACE. Exhibitors may display only those product brochures, products and services that they regularly manufacture or distribute. Product brochures for medical devices and/or drugs which are subject to approval by the U.S. Food and Drug Administration or other government agency and which are to be exhibited at the ACE meeting MUST BE APPROVED by FDA or the appropriate agencies or authorities of the federal, state, or local government.

Applications deemed ineligible by the Education Committee Chair will be returned with exhibit space payment.

3. Exhibitors' Representatives

The application signatory or his designee shall be the official representative of the exhibitor, certify representatives and act on behalf of the exhibitor in all negotiations.

4. Exhibit Space Rental Rates

Exhibit space will be rented at the rates listed in the Exhibitor Application/Contract form. Pricing includes exhibit floor space, a skirted 6' table, two chairs, wastebasket and a one line company sign.

5. Acceptance of Exhibit Space Applications

Applications will be accepted on a first-come, first-served basis. ACE will assign all space and reserves the right to rearrange the floor plan at any time. ACE reserves the right to relocate exhibitors should it become necessary for causes beyond the control of ACE or advisable in the best judgment of ACE.

6. Exhibit Space Payment Schedule

Application must be accompanied by full payment in U.S. funds. Checks should be payable to "Association of Cancer Executives."

7. Insurance & Liability

The exhibitor shall be fully responsible for any claims, liabilities, losses, damages or expenses relating to or arising from an inquiry to any person, or any loss of or damage to property where such inquiry, loss or damage is incident to, arises out of, or is in any way connected with exhibitor's participation in the exhibition (except as otherwise provided in the Hotel Contract between ACE and the Hyatt Regency Savannah). It is the exhibitor's sole responsibility to obtain, at its own expense, any or all licenses and permits to comply with all federal, state and local laws and City of New Orleans ordinances for any activities conducted in association with, or as part of, the ACE Annual Meeting. The exhibitor shall protect, indemnify, hold harmless and defend ACE, its officers, directors, and agents against all such claims, liabilities, losses, damages and expenses, including reasonable attorney's fees, and costs of litigation, provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the negligence of ACE its officers, directors and agents. Exhibitors should maintain general public liability

insurance against claims for personal injury, death or property damage incident to, arising out of, or in any way connected with the exhibitor's participation in the exhibition, in an amount of not less than one million dollars (\$1,000,000) for personal injury, death or property damage in any one occurrence. Such insurance should include coverage of the indemnification obligations of the exhibitor under these terms and conditions and should cover ACE as an additional named insured. Each exhibitor is responsible for obtaining, for its protection and entirely at its expense, such property insurance for its exhibit and display materials as the exhibitor deems appropriate. Any policy providing such property insurance must contain an express waiver by the exhibitor's insurance company of any right of subrogation as to any claims against ACE its officers, directors and agents.

All agents or representatives performing services at the Hyatt Regency Savannah directly for an exhibitor, other than the exhibitor's employees, must provide ACE with original certificates of insurance. In the event any part of the exhibit area is destroyed or damaged so as to prevent ACE from permitting an exhibitor to occupy assigned space during any part or the whole of the exhibition period, or in the event occupation of assigned space during any part or the whole of the exhibition period is prevented by strikes, Acts of God, national emergency or other cause beyond the control of ACE the exhibitor will be charged for space during the period it was or could have been occupied by exhibitor, and exhibitor hereby waives any claim against ACE, its directors, officers and agents for losses or damages which may arise in consequence of such inability to occupy assigned space, its sole claim against ACE being for a refund of rent paid for the period it was prevented from using the space.

8. Subletting of Space

Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allocated and may not display goods or services other than those manufactured or regularly distributed by them or their subsidiaries.

9. Cancellation/Refund of Exhibit Space Fees

Written notification of cancellation must be received by ACE on or before the dates specified. If space is canceled by **January 2, 2012**, a refund less a 20% cancellation fee will be issued. If space is canceled after **January 2, 2012**, the exhibitor shall remain liable to ACE for the total rental fee for the space canceled.

Space not claimed and occupied prior to 3:00 pm, **February 19, 2012**, for which no special arrangements have been made with ACE, may be resold or reassigned by ACE without obligation on the part of ACE to refund exhibit fees, and without obligation to assign the exhibitor to other space.

10. Cancellation/Refund of Sponsorship Fees

Written notification of cancellation must be received by ACE on or before the dates specified. If sponsorship is canceled FOURTEEN DAYS after being submitted a full refund less a 20% cancellation fee will be issued. If space is canceled after fourteen days NO REFUNDS will be issued.

11. Exhibitor/Sponsor Terms and Conditions

The exhibitor/sponsor understands and agrees that these Terms and Conditions are an integral and binding part of this contract.

18th ACE ANNUAL MEETING

*Savannah * Georgia*

JANUARY 18—21, 2012

HYATT REGENCY SAVANNAH



ASSOCIATION
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EXECUTIVES

EXPO HALL

EXHIBIT SPACE IS AVAILABLE ON A FIRST-COME, FIRST-SERVE BASIS. FLOOR PLAN IS SUBJECT TO CHANGE.

HYATT REGENCY SAVANNAH BALLROOMS B/C/D/E/F

