



Become an ACE CORPORATE SPONSOR

ACE Corporate Sponsorships
are available on an
annual basis (July-June)

JULY 2009 - JUNE 2010

SPONSORSHIP OPPORTUNITIES & BENEFITS

PLATINUM \$10,000

- Complimentary exhibit space at the Annual Meeting with first choice location and special recognition signage PLUS Free Registration for four attendees
- Opportunity to select keynote speaker for an Annual Meeting session (topic and speaker must be selected by Sept. 30, 2009, and approved by ACE)
- Corporate Logo (and link to corporate website) on ACE homepage AND Corporate Sponsor page
- Access to ACE Member Roster (four requests throughout year)
- Three articles published in ACE bi-monthly newsletter (approved by ACE)
- Full-page ad in all 2009-2010 newsletter issues
- Recognition on all ACE meeting materials

GOLD \$5,000

- Complimentary exhibit space at the Annual Meeting with second choice location, PLUS Free Registration for three attendees
- Corporate Logo (and link to corporate website) on ACE homepage AND Corporate Sponsor page
- Access to ACE Member Roster (three requests throughout year)
- Two articles published in ACE bi-monthly newsletter (approved by ACE)
- Half-page ad in four 2009-2010 newsletter issues
- Recognition on all ACE meeting materials

SILVER \$3,500

- Complimentary exhibit space at the Annual Meeting, PLUS Free Registration for two attendees
- Corporate Logo on ACE Sponsor page
- Access to ACE Member Roster (two requests throughout year)
- One article published in ACE bi-monthly newsletter (approved by ACE)
- Half-page ad in two 2009-2010 ACE newsletter issues
- Recognition on all ACE meeting materials

BRONZE \$2,000

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

25% OFF Any Annual Meeting Sponsorship Opportunity with your Corporate Sponsorship!

ACE MEMBERSHIP INCLUDES over 400 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.

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 IN ADVANCE FOR YOUR SUPPORT!
Please complete this form and return it with payment to:

ASSOCIATION OF CANCER EXECUTIVES
2300 N Street NW • Suite 710
Washington, DC 20037

TEL: 202.521.1886 • FAX: **202.833.3636**

Brian Mandrier, Executive Director: bmandrier@cancerexecutives.org

FOR OFFICE USE ONLY

DATE RECEIVED:

APPROVED:

ACCOUNT #:



16TH ACE ANNUAL MEETING

CONNECT WITH ATTENDEES

FEBRUARY 13-16, 2010
WESTIN GASLAMP QUARTER

SAN DIEGO CALIFORNIA

THE MUST-ATTEND EVENT OF THE YEAR FOR CANCER EXECUTIVES

ACE membership includes **OVER 400 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.

BECOME AN EXHIBITOR

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
- **EXPO Reception with Prizes** on Sunday, February 14
- **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 16th 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

Saturday, February 13

6:00PM-7:30PM **Opening Reception** (NOT in Expo Hall)

Sunday, February 14

12:00PM-5:00PM **Registration & Exhibit Set-Up**

5:30PM-7:30PM **Reception in Expo Hall**

Monday, February 15

8:00AM-9:00AM **Breakfast in Expo Hall**

10:00AM-11:00AM **Refreshment Break in Expo Hall**

10:45AM **Exhibit Tear-Down**

SPONSORSHIP OPPORTUNITIES

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

SPONSORSHIP OPPORTUNITIES

- Oncology 101 Sponsorship** \$ 5,000
- Monday Luncheon** 6,000
- Saturday Opening Reception** 5,000
- Sunday Evening EXPO Reception** 5,000
- Meeting Tote Bags (w/logo)** 5,000
- Guest Room Key Cards (w/logo)** 3,500
- Monday EXPO Breakfast** 3,000
- Tuesday Breakfast** 3,000
- Water Bottles in Hotel Rooms (2 per room w/logo)** 2,000
- Lanyards (w/logo)** 2,000
- Three Coffee/Snack Breaks in Expo Hall (each)** 1,250

Sponsorships of \$5,000 and above receive:

- One complimentary exhibit space
- One complimentary Annual Meeting registration
- A full-page color ad in Annual Meeting notebook

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

THANK YOU FOR YOUR SUPPORT!
Learn more about exhibiting or sponsorship opportunities at the ACE 16th Annual Meeting at www.cancerexecutives.org or contact Brian Mandrier at bmandrier@cancerexecutives.org

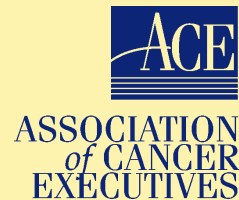
**Connect with ACE Members and put your name at the forefront of cancer care...
RESERVE YOUR EXHIBIT SPACE AND/OR SPONSORSHIP TODAY!**



16TH ACE ANNUAL MEETING
FEBRUARY 13-16, 2010
WESTIN GASLAMP QUARTER
SAN DIEGO CALIFORNIA

SPONSORSHIP OPPORTUNITIES

SPONSORSHIPS ARE AVAILABLE ON A FIRST-COME-FIRST-SERVED BASIS



CONNECT WITH ACE MEMBERS AND PUT YOUR NAME AT THE FOREFRONT OF CANCER CARE... RESERVE YOUR SPONSORSHIP TODAY!

The ACE 16th Annual Meeting offers a variety of sponsorship opportunities. From the educational sessions, refreshment breaks and program syllabus to tote bags for the attendees, your company can play a vital role in supporting the Annual Meeting while raising your company's profile to ACE members.

We hope that you will consider becoming an Annual Meeting sponsor. Please take a moment to review the various sponsorship categories. **We ask that you confirm your sponsorship commitment by January 14, 2010**, so that we may include your company in the Annual Meeting syllabus and appropriate signage. Commitments submitted after January 16, 2010 cannot be assured inclusion in the syllabus.

Thank you very much in advance for your support. For more information please contact ACE Executive Director Brian Mandrier at (202) 521 1886 or bmandrier@cancerexecutives.org.

SPONSORSHIP CATEGORIES Please check the item(s) you wish to sponsor:

- Oncology 101 Sponsorship \$ 5,000
- Monday Networking/Table Topic Luncheon 6,000
- Saturday Opening Reception 5,000
- Sunday Evening EXPO Reception 5,000
- Meeting Tote Bags (w/logo) 5,000
- Guest Room Key Cards (w/logo) 3,500
- Monday EXPO Breakfast 3,000
- Tuesday Breakfast 3,000
- Water Bottles in Hotel Rooms (2 per room w/logo) 2,000
- Lanyards (w/logo) 2,000
- Three Coffee/Snack Breaks in Expo Hall (each) 1,250

SPONSORSHIPS OF \$5,000 AND ABOVE RECEIVE:

- One complimentary exhibit space
- One complimentary Annual Meeting registration
- A full-page color ad in Annual Meeting notebook

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

YES! WE WANT TO BECOME A MEETING SPONSOR. SELECT SPONSORSHIP CATEGORY ABOVE AND ENTER AMOUNT: \$ _____

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

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 _____

Cardholder's billing address _____

City _____ State _____ Zip _____

Signature _____ Date _____

COMPLETE THIS FORM AND RETURN IT WITH PAYMENT TO:

Association of Cancer Executives
 2300 N Street NW, Suite 710
 Washington, DC 20037

FAX: (202) 833 3636

Questions? Call (202) 521 1886 or visit
www.cancerexecutives.org



16TH ACE ANNUAL MEETING
FEBRUARY 13-16, 2010
WESTIN GASLAMP QUARTER
SAN DIEGO CALIFORNIA

EXHIBITOR APPLICATION/CONTRACT

EXHIBIT SPACE IS AVAILABLE ON A
 FIRST-COME-FIRST-SERVED BASIS



ASSOCIATION
 of CANCER
 EXECUTIVES

MAIL OR FAX TO:
 2300 N Street NW, Suite 710
 Washington, DC 20037
 FAX: 202-833-3636

**CONNECT WITH ACE MEMBERS AND PUT YOUR NAME AT THE FOREFRONT OF CANCER CARE...
 RESERVE YOUR EXHIBIT SPACE TODAY!**

- Read the Terms and Conditions on the back of this form
- Complete and sign this Exhibitor Application/Contract
- 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 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 Representative 1 _____ Title _____

Phone _____ Email _____

Official Representative 2 _____ Title _____

Phone _____ Email _____

EXHIBIT SPACE RESERVATION:
 Exhibit space 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 fees **DO NOT INCLUDE ADMISSION to ACE 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).

| EXHIBITOR FEES (PER 6' TABLE) | SUBTOTAL |
|--|--------------------------|
| <input type="checkbox"/> ACE PLATINUM/GOLD/SILVER CORPORATE SPONSOR (ONE COMPLIMENTARY EXHIBIT TABLE) | FREE |
| <input type="checkbox"/> ACE BRONZE CORPORATE SPONSOR \$1,000 | \$ |
| <input type="checkbox"/> 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. | |
| <input type="checkbox"/> 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 \$ |
| <input type="checkbox"/> Check Enclosed (Payable to Association of Cancer Executives) | |
| <input type="checkbox"/> Charge my Credit Card: <input type="radio"/> American Express <input type="radio"/> MasterCard <input type="radio"/> Visa | |
| Credit Card # _____ Exp. Date _____ | |
| Cardholder Name _____ 3- or 4-digit CVV# _____ | |
| Signature _____ | |

I do not wish to be located near these companies: _____

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: _____ / _____
 Official Representative Signature Date

ACCEPTED BY ACE: _____ / _____
 Brian Mandrier, ACE Executive Director Date



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ANNUAL MEETING**
FEBRUARY 13-16, 2010
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EXHIBITOR APPLICATION/CONTRACT

EXHIBIT SPACE IS AVAILABLE ON A
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MAIL OR FAX TO:
2300 N Street NW, Suite 710
Washington, DC 20037
FAX: 202-833-3636



ASSOCIATION
of CANCER
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

Product brochures for medical devices and/or drugs which are subject to approval by the United States 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.

All products and services to be exhibited must be directly related to the specialty of oncology and are subject to review by the ACE Education Committee Chair. Exhibitors may display only those product brochures, products and services that they regularly manufacture or distribute.

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. 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 4 2010**, a refund less a 20% cancellation fee will be issued. If space is canceled after **January 4, 2010**, the exhibitor shall remain liable to ACE for the total rental fee for the space canceled.

Space not claimed and occupied prior to 5:00 pm, **February 13, 2010**, 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.

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. 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 Westing Gaslamp Quarter). 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 San Diego 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 Westing Gaslamp Quarter 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.

10. Exhibitor Terms and Conditions

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