



ASSOCIATION of  
CANCER EXECUTIVES

*Presents*

THE MUST-ATTEND  
EVENT of *the* YEAR  
for ALL ONCOLOGY  
ADMINISTRATORS

ACE  
ASSOCIATION  
of CANCER  
EXECUTIVES

17<sup>TH</sup>

Annual Meeting

JANUARY 26-29, 2011

NEW ORLEANS

THE ROOSEVELT HOTEL  
THE WALDORF ASTORIA COLLECTION



EXHIBITOR *Prospectus* &  
SPONSORSHIP *Opportunities*



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.



# Become an ACE CORPORATE SPONSOR

ACE Corporate Sponsorships  
are available on an annual basis,  
beginning in July and ending in June.  
**JULY 2010 - JUNE 2011**

## SPONSORSHIP OPPORTUNITIES & BENEFITS

### PLATINUM \$8,000

- Complimentary exhibit space at the Annual Meeting with first choice location, large Platinum banner, 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, 2010, and approved by ACE)
- Corporate Logo (and link to corporate website) on ACE 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 (four requests throughout year)
- Three articles published in ACE bi-monthly newsletter (approved by ACE)
- Full-page ad in all 2010-2011 newsletter issues

### 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
- 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 bi-monthly newsletter (approved by ACE)
- Full-page ad in four 2010-2011 newsletter issues

### SILVER \$3,500

- Complimentary exhibit space at the Annual Meeting; plus FREE Registration for two attendees
- Corporate Logo on ACE Sponsor page
- Recognition on all ACE meeting materials
- 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 2010-2011 ACE newsletter issues

### 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

**SAVE 25% off any  
Annual Meeting Sponsorship  
Opportunity with your  
Corporate Sponsorship!**

**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.

**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 20037

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

**FOR OFFICE USE ONLY**

DATE RECEIVED:

APPROVED:

ACCOUNT #:



# NEW ORLEANS 2011

**CONNECT WITH THE ATTENDEES**



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.

## EXHIBIT

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 26

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

#### Thursday, January 27

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

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

#### Friday, January 28

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

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

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

## SPONSOR

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 ..... \$ 2,500
- Friday Networking/Table Topic Luncheon ..... 3,000
- Meeting Syllabus in Flash Drive (w/logo) ..... 3,000
- Wednesday Opening Reception ..... 2,500
- Thursday Evening EXPO Reception ..... 2,500
- Meeting Tote Bags (w/logo) ..... 2,500
- Friday EXPO Breakfast ..... 1,500
- Saturday Breakfast ..... 1,500
- Water Bottles in Hotel Rooms (2 per room w/logo) ... 1,000
- Lanyards (w/logo) ..... 1,000
- Three Coffee/Snack Breaks in Expo Hall (each) ..... 700

### 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 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 "first-come, first-served." Complete the enclosed sign-up forms and return them to ACE HQ right away!

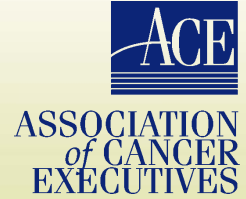
**THANK YOU FOR YOUR SUPPORT!** Learn more about the ACE Annual Meeting at [www.cancerexecutives.org](http://www.cancerexecutives.org)  
**QUESTIONS?** Contact Brian Mandrier at [bmandrier@cancerexecutives.org](mailto:bmandrier@cancerexecutives.org) or call (202) 521 1886

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



# SPONSORSHIP OPPORTUNITIES RESERVATION FORM

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



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

The ACE 17th Annual Meeting offers a variety of sponsorship opportunities for your company to play a vital role in support of the Annual Meeting while raising your company's profile to ACE members.

Please take a moment to review the various sponsorship categories. We ask that you confirm your sponsorship commitment by January 15, 2011, so that we may include your company in the Annual Meeting syllabus and appropriate signage. Commitments submitted after January 15, 2011 cannot be assured inclusion in the syllabus.

Thank you very much in advance for your support!

**Questions?** Please contact ACE Executive Director Brian Mandrier at (202) 521 1886 or bmandrier@cancerexecutives.org.

**SPONSORSHIP CATEGORIES** Select the item(s) you wish to sponsor:

- Oncology 101 Sponsorship..... \$ 2,500
- Friday Networking/Table Topic Luncheon..... 3,000
- Meeting Syllabus in Flash Drive (w/logo)..... 3,000
- Wednesday Opening Reception ..... 2,500
- Thursday Evening EXPO Reception ..... 2,500
- Meeting Tote Bags (w/logo)..... 2,500
- Friday EXPO Breakfast..... 1,500
- Saturday Breakfast..... 1,500
- Water Bottles in Hotel Rooms (2 per room w/logo)..... 1,000
- Lanyards (w/logo)..... 1,000
- Three Coffee/Snack Breaks in Expo Hall (each) ..... 700

**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(S) 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  
1025 Thomas Jefferson Street NW • Suite 500 East  
Washington DC 20037

**FAX: (202) 833 3636**

Questions? Call (202) 521 1886 or visit  
[www.cancerexecutives.org](http://www.cancerexecutives.org)

**FOR OFFICE USE ONLY:** Date Received: \_\_\_\_\_ Approved: \_\_\_\_\_ Account #: \_\_\_\_\_



# EXHIBITOR APPLICATION/CONTRACT

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



ASSOCIATION  
of CANCER  
EXECUTIVES

**FAX TO:** 202-833-3636

**MAIL TO:** 1025 Thomas Jefferson Street NW  
Suite 500 East  
Washington DC 20037

**Connect with the attendees and put your name at the forefront of cancer care...  
RESERVE YOUR EXHIBIT SPACE TODAY!**

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 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 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).

**EXHIBITOR FEES (PER 6' TABLE)**

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

**SUBTOTAL**

**FREE**

\$

\$

**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 \_\_\_\_\_

**LOCATION PREFERENCE** – Select your **top four locations** from the enclosed Expo Hall floor plan: (1) \_\_\_\_\_ (2) \_\_\_\_\_ (3) \_\_\_\_\_ (4) \_\_\_\_\_

Note: Applications for exhibit space and space assignments will be processed in the order that they are received (first-come, first-served).

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:**

**ACCEPTED BY ACE:**

Official Representative Signature \_\_\_\_\_ / \_\_\_\_\_ Date

Brian Mandrier, ACE Executive Director \_\_\_\_\_ / \_\_\_\_\_ Date



# EXHIBITOR APPLICATION/CONTRACT

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

**FAX TO:** 202-833-3636  
**MAIL TO:** 1025 Thomas Jefferson Street NW  
Suite 500 East  
Washington DC 20037



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, 2011**, a refund less a 20% cancellation fee will be issued. If space is canceled after **January 4, 2011**, 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, 2011**, 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 Roosevelt Hotel). 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 Roosevelt Hotel 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

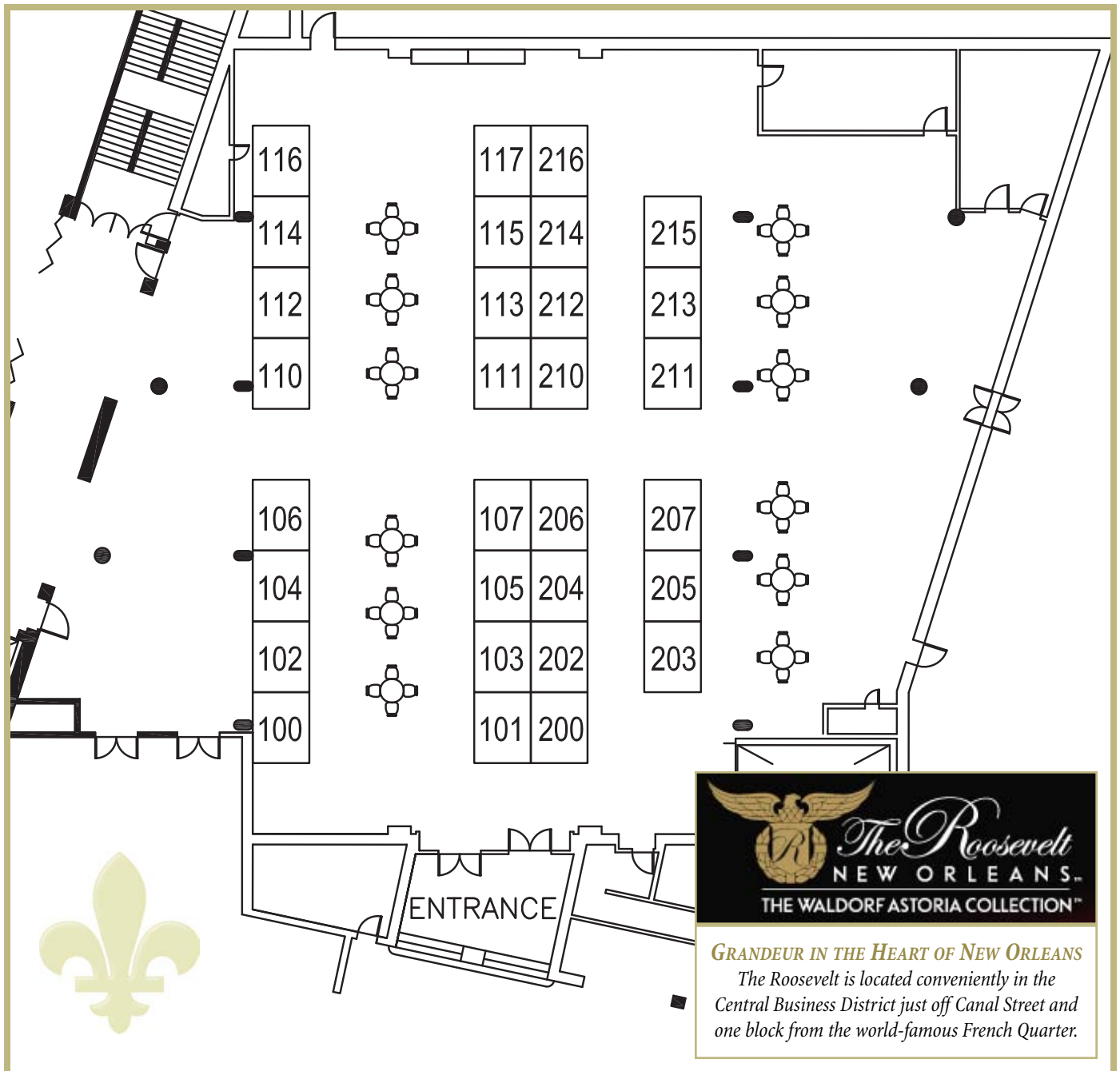
The exhibitor understands and agrees that these Terms and Conditions are an integral and binding part of this contract.

# EXPO HALL

EXHIBIT SPACE IS AVAILABLE ON A  
 FIRST-COME-FIRST-SERVED BASIS.  
 ADVANCE LAYOUT IS SUBJECT TO CHANGE.

THE ROOSEVELT HOTEL • THE WALDORF ASTORIA COLLECTION

## CRESCENT CITY BALLROOM



**GRANDEUR IN THE HEART OF NEW ORLEANS**  
 The Roosevelt is located conveniently in the  
 Central Business District just off Canal Street and  
 one block from the world-famous French Quarter.