

Target physicians. Network. Make connections. Build relationships. Interact. Exchange ideas. Educate. Demo products. Corner the market. Cultivate interest. Promote services. Grow clientele. Gain advantage. Make contacts. Exhibit with ICEP.

EXHIBIT & SPONSORSHIP OPPORTUNITIES

The Illinois College of Emergency Physicians, the state medical society representing more than 1,100 emergency physicians in Illinois, holds a number of educational programs for emergency physicians annually. As the state chapter of the American College of Emergency Physicians, ICEP is **dedicated to advancing emergency care** and committed to the interests of emergency physicians.

Exhibiting at an ICEP event brings you **face-to-face with key decision-makers** who evaluate your products and services and utilize them in daily practice at emergency departments across the nation.

Sponsoring companies receive additional acknowledgment, which **increases visibility and benefits** for your company. Have your company's name prominently displayed when you sponsor an ICEP event. Unrestricted educational grants may be made in conjunction with all programs, and customized sponsorship may also be arranged. Call 630.495.6400 or toll-free at 888.495.ICEP for details.

EXHIBIT & SPONSORSHIP BENEFITS

All sponsors and exhibitors receive:

- One six-foot table top exhibit
- Two standard chairs
- Identification tent sign
- Up to a 75-word description in the meeting program to describe your exhibit, products and services
- Special recognition in the EPIC newsletter
- A complete listing of registrant addresses for marketing purposes
- Two complimentary meeting registrations for two representatives per meeting sponsored (Additional representatives are \$75 each)

Additional benefits for Platinum Sponsors:

- One half-page ad in the EPIC newsletter
- A listing of registrants prior to the meeting for advance marketing
- Four meeting registrations for four representatives at no additional charge

Additional benefits for Gold Sponsors:

- One quarter-page ad in the EPIC newsletter
- Three meeting registrations for three representatives at no additional charge

Additional benefits for Silver Sponsors:

- Insertion of a flyer into the registrant materials
- Three meeting registrations for three representatives at no additional charge

Spring Symposium & Annual Business Meeting April 29, 2010

Northwestern Memorial Hospital, Feinberg Pavilion, 251 E. Huron, Chicago, Illinois
This is the largest meeting of emergency physicians in Illinois, attracting more than 200 physicians and residents looking to network. Plus, don't miss one of the few opportunities to exhibit inside Northwestern Memorial Hospital, in a setting that allows access to meeting registrants as well as other hospital personnel. The Symposium will again include the New Exceptional Teachers (NEXT) Forum, a competition designed to help young physicians improve their presentation skills. Participants' performances are evaluated, with the winner given a lecture spot at the 2011 Symposium.

Platinum Sponsor: \$2,000
Tote Bag Sponsor: \$1,500
Gold Sponsor: \$1,000

NEXT Forum Sponsor: \$1,000
Silver Sponsor: \$800
Exhibit Only: \$600

EM | MOREinFOUR-Emergency Medicine Review Intensive August 17-20, 2010 and October 19-22, 2010

ICEP Conference Center, 3000 Woodcreek Drive, Suite 200, Downers Grove, Illinois
Emergency physicians from across the nation attend this intensive board review course to prepare for their exams. ICEP now offers two course dates in preparation for the ConCert Exam in September and the Qualifying Exam in November. Exhibit opportunities are limited, so register early to display your products or services to 200+ emergency physicians.

Platinum Sponsor: \$2,000
Tote Bag Sponsor: \$1,500
Gold Sponsor: \$1,000
Silver Sponsor: \$750

Exhibit Only (per day): \$500
(Limited opportunities available on a first-come first-served basis. Registration includes 1 day of exhibiting at each course.)

Academic Forum Resident Program & Career Fair October 7, 2010

Advocate Christ Medical Center, 4440 West 95th Street, Oak Lawn, Illinois
Topics in academic emergency medicine are presented by faculty and residents representing Illinois' residency programs. Display your products and services during the educational Resident Program, or interact with 125+ residents and attending physicians during a "Speed Dating"-style networking luncheon. Exhibitors will rotate through lunch tables, spending approximately 7 minutes with each table of participants. Don't miss this unique opportunity designed to make connections and maximize your contact with all attendees!

Resident Program Marketing Opportunities:

(for marketing emergency medicine-related products and services)
Platinum Sponsor: \$1,000 **Research Award Sponsor: \$500**
Gold Sponsor: \$800 **Exhibit Only: \$600**

Career Fair Recruitment Opportunities:

(for recruiters marketing employment opportunities and open positions)
Networking Luncheon Participant: \$800

ICEP Member Reception at Scientific Assembly September 28, 2010

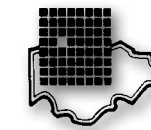
Mandalay Bay Resort & Casino, 3950 Las Vegas Blvd. South, Las Vegas, Nevada
Join ICEP for a gathering of past and present Chapter members in Las Vegas at the 2010 Scientific Assembly. The reception attracts 200 to 300 emergency physicians intent on networking. Sponsorship includes event attendance and recognition signage; gold sponsors also receive a bonus quarter-page ad in the EPIC newsletter.

Gold Sponsor: \$2,000

Silver Sponsor: \$1,000

Non Profit
U.S. Postage
PAID
Downers
Grove, IL
Permit No. 226

**Illinois College
of Emergency Physicians**
3000 Woodcreek Drive, Suite 200
Downers Grove, IL 60515



Target physicians. Network. Make connections. Build relationships. Interact. Exchange ideas. Educate. Demo products. Corner the market. Cultivate interest. Promote services. Grow clientele. Gain advantage. Make contacts. Exhibit with ICEP in 2010.

Illinois College of Emergency Physicians

EXHIBIT & SPONSORSHIP OPPORTUNITIES 2010

MAXIMIZE YOUR MARKETING DOLLARS
by targeting emergency physicians in Illinois:
... Sponsorship ... Exhibiting ... Advertising ...



ICEP: phone 630.495.6400 ... toll-free 888.495.ICEP ... fax 630.495.6404 ... www.icep.org



Illinois College of Emergency Physicians

3000 Woodcreek Drive, Suite 200
Downers Grove, IL 60515

EXHIBITOR REGISTRATION FORM

TO REGISTER, FULLY COMPLETE THE FOLLOWING INFORMATION
AND RETURN WITH PAYMENT INFORMATION TO:

Illinois College of Emergency Physicians
3000 Woodcreek Drive, Suite 200
Downers Grove, IL 60515 USA **OR** Fax to: 630.495.6404

Spring Symposium & Annual Business Meeting

- Platinum Sponsor – \$2,000
- Tote Bag Sponsor – \$1,500
- Gold Sponsor – \$1,000
- NEXT Forum Sponsor – \$1,000
- Silver Sponsor – \$800
- Exhibitor Space – \$600
 - ___ Additional Table – \$150/table
 - ___ Additional Exhibitor – \$75/person
 - ___ Electricity – \$50

EM | MOREinFOUR - Emergency Medicine Review

- Platinum Sponsor – \$2,000
- Tote Bag Sponsor – \$1,500
- Gold Sponsor – \$1,000
- Silver Sponsor – \$750
- Exhibitor Space – \$500 per day
(Limited opportunities available on a first-come, first-served basis. Registration includes 1 day of exhibiting at both courses.)

Academic Forum Resident Program & Career Fair

Resident Program Opportunities for Marketing Products/Services:

- Platinum Sponsor – \$1,000
- Gold Sponsor – \$800
- Research Award Sponsor – \$500
- Exhibitor Space – \$600
 - ___ Add'l Table – \$150/table
 - ___ Add'l Exhibitor – \$75/person
 - ___ Electricity – \$50

Career Fair Opportunities for Recruiters Marketing Employment Opportunities:

- "Speed Dating"-style Networking Luncheon Participant – \$800

ICEP Member Reception at Scientific Assembly

- Gold Sponsor – \$2,000
- Silver Sponsor – \$1,000

\$ _____ Total Amount

*Higher sponsorship levels include exhibit space and name badges for additional exhibitor staff.

EXHIBITOR REGISTRATION FORM (continued)

*Company Name _____

*Company Address _____

*City _____ *State _____

*Zip/Postal Code _____ *Country _____

*Phone _____ *Fax _____

*Company Website _____

**This information will be published in the onsite meeting program.*

Contact Name and Title _____

Address _____

City _____ State _____

Zip/Postal Code _____ Country _____

Phone _____ Fax _____

E-mail _____

Authorized Signature _____

All correspondence will be sent to the contact's name and address. If this is not acceptable, please provide alternative information.

Please provide the first and last names of the representatives exhibiting. This information must be received at least one month prior to the meeting date.

Method of Payment (please do not send cash)

- Please invoice company (provide contact name):

ICEP Tax ID Number
23-714-7401

- Check enclosed (made payable to ICEP)
- MasterCard Discover Visa American Express

Account Number _____ Exp. Date _____

Cardholder Signature _____

Please include up to a 75-word description of your company's products/services for inclusion in the meeting program. This information must be received one month prior to the meeting date. Please e-mail the description to janicec@icep.org. Faxed or handwritten descriptions will not be accepted.

EXHIBIT RULES AND REGULATIONS

1. **Assignment of space.** ICEP staff will assign space starting with premium areas to higher level sponsors and companies with signed and complete applications and full payment based on the date of receipt. Space will not be assigned until a registration form has been received.

2. **Payment.** Payment must be received at least two weeks prior to the event. International funds must be submitted on a U.S. bank in U.S. equivalents. Please attach a copy of the registration form to the payment so as to ensure appropriate allocation.

3. **Refund for cancellation.** Cancellations with a refund, minus a \$100 fee, will be made if received prior to one month before the event. Within one month of the event, no refunds will be issued.

4. **Cancellation or termination of exhibition.** In the event that the premises where the exhibition is to be held shall, in the sole determination of ICEP staff, become unfit or unavailable for occupancy, or shall be substantially interfered with, by reason of picketing, strike, embargo, injunction, act of war, act of God, fire or state of emergency declared by any government agency or by reason of any municipal, state or federal law or regulation or by reason of any other occurrence beyond the control of ICEP, ICEP may cancel or terminate the exhibition.

In case ICEP staff shall for any reason determine to cancel or terminate the exhibition, the exhibitor waives all claims the exhibitor might have against ICEP for damages or expenses and agrees to accept in complete dissatisfaction and discharge of all claims against ICEP a refund of all amounts paid by the exhibitor to ICEP in accordance with this agreement. Funds may be designated to exhibition or sponsorship at/of a future function if so desired.

5. **No-show policy.** Any exhibitor or sponsor who does not attend the conference event will be billed for the full amount owed.

6. **Liability.** ICEP, the exhibition venues, its agents or employees shall not be responsible for any loss, theft, or damage to the property of the exhibitor, his or her employees or representatives. Further, ICEP will not be liable for damage or injury to persons or property during the term of this agreement from any cause whatsoever by reason of the use or occupancy of the exhibit space by the exhibitor or his assigns, and the exhibitor shall indemnify and hold harmless ICEP from all liability, which might ensue from any cause whatsoever. If the exhibitor's material fails to arrive, the exhibitor is nevertheless responsible for all amounts due hereunder.

Exhibitors are advised to carry special insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the person or property of others.

7. **Restrictions.** All exhibits are table top only unless otherwise noted. No full floor displays will be allowed due to space restrictions.

8. **Security.** Security will not be provided by ICEP at any of the functions. Each exhibitor should make provisions to safeguard his/her goods from the time they are placed in the booth until the time they are removed. ICEP will not be responsible for loss or damage due to any cause. All exhibitors must wear the official exhibitor's name badge for admission to and while exhibiting.

9. **Shipping information.** All materials should be sent to the location where the function is taking place. Complete instructions will be sent with confirmation of exhibition. ICEP is not responsible for any items that do not arrive in time for the function.

10. **Set up and dismantling.** Set up must be accomplished by exhibit opening time. No exhibitors shall have the right prior to closing of the exhibition to pack or remove articles in exhibit without permission from ICEP staff.

11. **Responsibility.** If the exhibitor fails to comply in any respect with the terms of this agreement, ICEP shall have the right, without notice to the exhibitor, to offer said space to another exhibitor, or to use said space in any other manner. This shall not be construed as affecting the responsibility of the exhibitor to pay the full amount specified by the contract.

12. **Management.** ICEP staff reserve the right to interpret, amend and enforce these regulations as deemed appropriate to ensure the success of the exhibition.

13. **Electricity.** During some meetings, it is the responsibility of the exhibitor to make arrangements for electricity with the site. Instructions will be provided in the confirmation package. Please read all confirmation materials carefully and call with questions.

14. **Confirmation.** Instructions will be provided in the confirmation package. Please read all confirmation materials carefully and call with questions.

ADVERTISING OPPORTUNITIES

ILLINOIS EMERGENCY PHYSICIAN INTERIM COMMUNIQUE (EPIC)

If you have a professional opportunity, product or service you want emergency physicians to know about, the Illinois EPIC, ICEP's member newsletter, will get you noticed. This publication reaches a targeted market of 1,100-plus emergency physicians in Illinois and more than 150 emergency medicine leaders nationwide. A great value for your marketing dollar, the EPIC helps you reach your audience by providing a complete line of advertising services.

Display Advertising

Size	Black	Spot Color*	Process Color
Full Page (7.5" x 9.25")	\$500	\$600	\$750
Half Page (7.5" x 4.5")	\$375	\$475	\$625
Quarter Page (3.625" x 4.5")	\$300	\$350	\$425
One-Sixth Page (1.675" x 9.25")	\$200	\$250	\$325

NOTE: EPIC does not accept custom-sized ads.

*Color options for spot-color ads are limited to black, PMS 549, and PMS 360 inks.

Classified Advertising

Seventy-five words or less, \$100 per issue; \$1 per additional word. Minimum line charge is \$100.

Publication Schedule & Advertising Deadlines

The EPIC is published bimonthly with publication dates on odd-numbered months. Advertisements are accepted on a rolling basis. Please contact Janice Ciszek at 630.495.6400, ext. 211, or janicec@icep.org for deadlines for upcoming issues. Advertisers who wish to run their ads in multiple issues of the EPIC should indicate this on the insertion order.

Display Ad Design

The EPIC provides design services for display ads at a rate of \$50/hour of work.

Ready to corner the market with ICEP?

For more information about exhibiting, sponsorship, or placing an advertisement, please contact:

Janice P. Ciszek
Programs Administrator

888.495.ICEP or 630.495.6400,
ext. 211

janicec@icep.org

Watch ICEP's website (www.icep.org)
for additional sponsorship opportunities
to be added later in 2010!

