

*** APPLY EARLY ***
Exhibit space is limited!



SMA Southern Medical Association
Advocacy, Leadership, Quality and Professional Identity

The 20th Annual
**FOCUS ON THE
FEMALE PATIENT**

Kiawah Island Golf Resort • Kiawah Island, South Carolina

A Conference Designed for Those Committed to Improving Women's Health Outcomes

Exhibitor Prospectus



**KIAWAH ISLAND, SOUTH CAROLINA
EAST BEACH CONFERENCE CENTER**

**MEETING & EXHIBIT DATES
JULY 26-30, 2009**

EXHIBITOR PROGRAM HIGHLIGHTS:

- ♦ **DEDICATED/UNOPPOSED EXHIBIT TIME EACH DAY**
- ♦ **CONTINENTAL BREAKFAST AND BREAKS IN EXHIBIT HALL EACH DAY**
- ♦ **SUNDAY EVENING WELCOME RECEPTION IN EXHIBIT HALL**
- ♦ **PRE & POST CONFERENCE ATTENDEE ROSTERS**
- ♦ **OVER 200 HEALTHCARE PROFESSIONALS EXPECTED TO ATTEND**

Exhibit Fee includes 1-6' table & 2 chairs – *(area is carpeted)*

We would like to invite you to join SMA at the 20th Annual Focus on the Female Patient Conference, July 26-30, 2009 at the Kiawah Island Resort, Kiawah Island, South Carolina. With over 200 healthcare professionals expected to attend this year's conference, it's the best venue to showcase your products and services to those working with a female patient population. This isn't just another typical conference, where everyone attending is of the same specialty or from the same state! Exhibitors will have the unique opportunity to meet with a range of healthcare professionals practicing in Women's Health, Gynecology, Obstetrics, Internal Medicine, Family or General Practice, Geriatric Medicine, Emergency Medicine and Preventive Medicine. There will be dedicated times for attendees to visit the exhibit area – early mornings and during breaks. We've also included a special Sunday evening Welcome Reception in the exhibit area as another opportunity for exhibitors to meet and greet with the attendees. With an Exhibit Fee of only \$1000, this is one meeting you can't afford to pass up. Space is limited, so be sure to send in your application today!

EXHIBITOR APPLICATION

The Southern Medical Association is hereby authorized to reserve exhibit space for our use with the preferences as follows.
(PRINT OR TYPE EXACTLY AS IT SHOULD APPEAR IN OFFICIAL MEETING MATERIALS)

Yes, I would like to purchase exhibit space – Exhibit Fee: \$1000

Company Name _____
 Contact Name _____ Title _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 Email _____
 Company Website _____
 Product/Service (Pharmaceuticals, Equipment, Software, etc) _____
 Company Description _____

NAMES OF REPRESENTATIVES ATTENDING ON BEHALF OF YOUR COMPANY

(4 reps w/ each exhibit booth, additional reps/\$150 each)

1. _____ 2. _____
 3. _____ 4. _____

ELECTRICITY -

YES, We will need electricity for our exhibit, send me information – including any applicable fees for electricity.

ACTIVITY SPONSORSHIP OPPORTUNITIES – Sponsors receive specific recognition for support through signage during the activity, verbal acknowledgment from the podium, recognition on a Power Point presentation, in the meeting syllabus and on the meeting website.

Yes, we would like to sponsor the following:

- \$3000 Welcome Reception
- \$2500 Breakfast Sponsor
- \$2000 Break Sponsor

PAYMENT – Checks should be made payable to SMA - SMA'S TAX ID # 63-0196615

Exhibit Fee (\$1000) \$ _____
 Additional Reps (\$150 each) \$ _____
 Activity Sponsorship (see above breakdowns) \$ _____
 TOTAL COST \$ _____
 Amount Enclosed/Authorize SMA to charge \$ _____

Enclosed is my check or Charge my credit card (circle one) – VISA MasterCard Discover American Express

Credit Card # _____ Exp. Date ____ / ____ / ____ Security Code _____
 Name on Card _____
 Credit Card Billing Address: ___same as above or _____

 Signature _____

Return this application to Wendy Erhart, Southern Medical Association, 35 W. Lakeshore Drive, Birmingham, AL 35209
Phone: 800-423-4992, ext. 150 FAX: 205-945-1548
Email: wendy@sma.org • Exhibit Calendar: <https://www.smaservicesinc.com/exhibitopps.cfm>

Exhibit Cancellation policy – Space canceled 1 month prior to conference will receive full refund of monies paid, less a \$100 administrative fee. No refunds are granted for cancellations at less than 1 month prior to conference.

GENERAL INFORMATION FOR EXHIBITORS

EXHIBIT DATES: July 26-30, 2009 (Sunday - Thursday)

PLACE: East Beach Conference Center, Kiawah Island, South Carolina

EXHIBIT FEE: \$1,000

HIGHLIGHTS INCLUDE: Over 200 healthcare professionals expected to attend; Dedicated unopposed exhibit hours; Breakfasts and breaks to be served in the exhibit area; Sunday evening Welcome reception in the exhibit area.

EXHIBIT SET-UP:

Sunday, July 26 5:00-6:00 pm
 Monday, July 27 6:00-7:00 am

EXHIBIT HOURS:

Sunday 6:00-6:45 pm
 Monday 6:45-10:15 am
 Tuesday, Wednesday & Thursday 7-10 am

EXHIBIT DISMANTLE:

Thursday, July 30 10:00 am – 12:15 pm

***SPECIAL NOTE:** Due to the length of the meeting, exhibitors may choose to set-up any morning prior to 7:00 am or tear down after any morning break.

EXHIBIT AREA: The Exhibit area will be setup adjacent to the scientific session room for maximum traffic. Ten feet of space will be allocated for each exhibitor. One six-foot (6') draped table and two chairs are included in the exhibit fee. Additional tables may be secured from the hotel. Electricity is available only upon request (mark application). The area is carpeted.

SECURITY: The exhibit area is a securable area, however, no security guard will be provided. It is recommended that all items of value be removed when booth is not being staffed. Neither the SMA nor the hotel will be responsible for any lost or stolen items.

EXHIBIT SPACE ASSIGNMENT:

Exhibits will not be assigned a booth number prior to the event. Space will be assigned on site. Be sure to include your company name on any items being shipped to the conference.

EXHIBIT CONTACT:

Wendy Erhart
 Coordinator, Exhibit Sales & Support
 SMA • 35 W. Lakeshore Dr. • Birmingham, AL 35209
 Phone: 800-423-4992 or 205-945-1840, ext. 150
 Fax: 205-945-1548
 E-mail: wendy@sma.org

EXHIBIT COST & DEPOSIT: The cost of exhibit space is \$1,000. The deadline for applications is June 26, 2009. Payment is due in full prior to the conference. If full payment has not been received, SMA reserves the right to reassign your booth space.

Checks should be made payable to:
 SMA and sent to the following address: SMA, Attention: Wendy Erhart, 35 W. Lakeshore Dr., Birmingham, AL 35209

SMA Tax ID#: 63-0196615

SHIPPING INFORMATION: Exhibits must be shipped directly to the hotel to arrive no earlier than July 21. Oversized boxes may be subject to charges.

Hotel Shipping Address:

Send packages to:
 (Your onsite contact) / (Your company)
 20th Annual Conf. - Female Patient July 26-30, 2009
 Kiawah Island Golf Resort
 East Beach Conference Center
 12 Kiawah Beach Drive
 Kiawah Island, SC 29455
 Phone: 843-768-2785

HOTEL RESERVATION INFORMATION:

Contact Kiawah Island Resort Reservations 800.654.2924 and reference group as "SMA group booking# 6869".

Reservation deadline - June 26, 2009- After this time, reservations will be accepted by the resort on a space and rate available basis. You are encouraged to book as early as possible, as room availability and/or group block at the original rate may be sold-out prior to reservation deadline.

Accommodations/Rates

East Beach - 1 Bedroom Scenic View Villa - \$230/night
 East Beach - 2 Bedroom Scenic View Villa - \$280/night
 (\$1960 weekly rate)
 East Beach - 2 Bedroom Ocean View Villa - \$468/night*
 *(\$3276 weekly rate, Sat. to Sat. stay required)

DEPOSIT: Each reservation must be guaranteed by payment equal to two (2) night's room and tax payable to Kiawah Island Golf Resort or guarantee by major credit card. The Kiawah Island Golf Resort will confirm your reservation directly to you when your deposit is received. Your deposit must be received within five (5) days if not paid by major credit card. All rates are subject to 11.5% tax and a 8% per day resort service fee (taxes are subject to change). **Cancellations must be received at least 14 days prior to arrival and a cancellation number obtained for refund of deposit from the resort.**