



The American Conference on Physician Health (ACPH) is a joint conference sponsored by the American Medical Association (AMA), the Mayo Clinic and Stanford Medicine. The ACPH, which occurs every two years, promotes scientific research and discourse on topics related to physician health and well-being. Being a research-based conference, the agenda is determined by the abstract submissions received.

This year the ACPH will be in Charlotte, NC on Sept. 19-21, 2019 at the Sheraton Charlotte Hotel. The theme of this year's conference is [Activating health system change to promote physician well-being](#).

Why should your organization be part of this event?

- Network with physicians from around the country
- Showcase your organization's commitment to physician health as a recognized exhibitor/sponsor
- Promote your organization and services to over 500 attendees
- Become involved in making physician health a priority for physicians and the organizations in which they work
- Learn about current and innovative research in physician health

On behalf of our partners and hosts, we invite you to join us as an exhibitor and/or sponsor at this exciting and unique conference.

Audience

Attendees typically include physicians, academics, students, researchers in physician health, physician administrators, physician educators, and consultants. The 2019 ACPH has an expected attendance of over 500 people. The audience profile includes national attendees who are looking to showcase their research, and bring insights and industry-proven solutions for activating health system change and/or increasing physician well-being.

Sponsorship Packages

Some items listed may not be available if you are an [ACCME-defined commercial interest](#).

Premier – \$20,000 – One (1) available - **SOLD**

- Welcome reception sponsor (exclusive)
- One (1) exhibit hall refreshment break sponsorship
- Principle recognition on the conference website (logo with hyperlink)
- Principle recognition in final program
- Introduction opportunity at reception
- Sponsor recognition at conference opening and closing
- Sponsor recognition in pre-conference communication to attendees
- Sponsor recognition in post conference email to attendees and link to company website
- 100-word company editorial with logo, hyperlink, contact information and social media links in the conference app
- Insertion of one (1) piece of promotional literature in attendee registration packet (AMA has final approval)
 - Promotional literature will be shipped and provided by the sponsor at their expense
- Complimentary “take away” distributed to attendees in attendee registration packet (small item, e.g., pen or notepad - AMA has final approval)
 - To be shipped and provided by the sponsor at their expense
- Three (3) complimentary conference registrations, valued at \$925 per registration
- Add on for \$3,000 - Opportunity to be an exhibitor. Includes one (1) exhibit space - 10x10 space will include one (1) table, drape, two (2) chairs and wireless internet access. Additional equipment will be at exhibitor's expense (i.e., monitors, laptop).

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Gold - \$15,000 – Five (5) available

- Breakfast (3 available) or lunch (2 available) sponsorship
 - All meals are buffet, except lunch on last day (Sept. 21) will be boxed lunches
- Prominent recognition on the conference website (logo with hyperlink)
- Prominent recognition in final program
- Introduction opportunity during meal
- Sponsorship and logo recognition in designated meal area that the company is sponsoring
- Sponsor recognition at conference opening and closing
- Sponsor recognition in pre-conference communication to attendees
- Sponsor recognition in post conference email to attendees and link to company website
- 50-word company editorial with logo and contact information in the conference app
- Insertion of one (1) piece of promotional literature in attendee registration packet (AMA has final approval)
 - Promotional literature will be shipped and provided by the sponsor at their expense
- Complimentary “take away” distributed to attendees in attendee registration packet (small item, e.g., pen or notepad - AMA has final approval)
 - To be shipped and provided by the sponsor at their expense
- Two (2) complimentary conference registrations, valued at \$925 per registration
- Add on for \$3,000 - Opportunity to be an exhibitor. Includes one (1) exhibit space - 10x10 space will include one (1) table, drape, two (2) chairs and wireless internet access. Additional equipment will be at exhibitor's expense (i.e., monitors, laptop).

Silver - \$10,000 – Five (5) available

- Exhibit hall refreshment break sponsorship (5 available)
- Recognition on the conference website and in conference app (with hyperlink)
- Recognition in final program
- Sponsorship and logo recognition in designated break area that the company is sponsoring
- Sponsor recognition in pre-conference communication to attendees
- Sponsor recognition in post conference email to attendees and link to company website
- Insertion of one (1) piece of promotional literature in attendee registration packet (AMA has final approval)
 - Promotional literature will be shipped and provided by the sponsor at their expense
- Complimentary “take away” distributed to attendees in attendee registration packet (small item, e.g., pen or notepad - AMA has final approval)
 - To be shipped and provided by the sponsor at their expense
- One (1) complimentary conference registration, valued at \$925
- Add on for \$3,000 - Opportunity to be an exhibitor. Includes one (1) exhibit space - 10x10 space will include one (1) table, drape, two (2) chairs and wireless internet access. Additional equipment will be at exhibitor's expense (i.e., monitors, laptop).

*** If selected as a sponsor, your company will be provided with additional information.**

Exhibitor Package: \$3,000 – One (1) available

Some items listed may not be available if you are an [ACCME-defined commercial interest](#).

- One (1) exhibit space - 10x10 space will include one (1) table, drape, two (2) chairs and wireless internet access. Additional equipment will be at exhibitor's expense (i.e., monitors, laptop)
- Opportunity to host a drawing for giveaways at their designated booth
- Logo recognition in the exhibit area

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- Option to choose location and space assignment in exhibit area, on a first-come, first-served basis
- Recognition on the conference website and app (with hyperlink)
- Recognition in final program
- Insertion of one (1) piece of promotional literature in attendee registration packet (AMA has final approval)
 - Promotional literature will be shipped and provided by the exhibitor at their expense
- Maximum of two (2) complimentary conference registrations (registrations are valued at \$925 per registration)

Note: You will be responsible for material left overnight at your booth; no extra security will be provided; exhibit area will be accessible to the public.

Details regarding shipping and additional equipment requests will be sent in the information packages to exhibitors and sponsors upon confirmation of participation.

Exhibitor Schedule

The conference will be held at the Sheraton Charlotte Hotel in Charlotte, NC on Sept. 19-21, 2019. The final conference agenda will be posted by early June 2019 to determine final exhibit area traffic times, but the exhibitor area will be available and active for approximately 2.75 hours.

Anticipated exhibitor area traffic times (subject to change):

- Thursday, Sept. 19, 10:15-10:30 a.m. and 2:30-3:30 p.m.
- Friday, Sept. 20, 10 -10:30 a.m. and 4 - 4:15 p.m.
- Saturday, Sept. 21, 10 -10:30 a.m. and 12:30-12:45 p.m.

Exhibitor Set-up: Sept. 18, beginning at 8 p.m. All exhibits must be set up and ready to open at 8:00 a.m. on Sept. 19.

Exhibitor Tear Down: All exhibits must be dismantled and ready for shipment by 12 p.m. on Sept. 21.

Please visit the ACPH website at www.physician-wellbeing-conference.org for more information.



Sept. 19–21 • Sheraton Charlotte Hotel
555 South McDowell St.

AMERICAN CONFERENCE ON PHYSICIAN HEALTH



APPLICATION AND AGREEMENT TO EXHIBIT/SPONSOR

This Application and Agreement to Exhibit/Sponsor (“Agreement”) serves as a formal request by the Exhibitor/Sponsor referenced below to reserve exhibit space or to be a sponsor at the AMERICAN CONFERENCE ON PHYSICIAN HEALTH® (“Event”) at the Sheraton Charlotte Hotel (“Venue”) on September 19, 20 and 21, 2019. This document becomes a legally binding agreement only after being signed by the Exhibitor/Sponsor, approved and accepted by American Medical Association (“AMA”) and a confirmation of space has been issued with a receipt of payment acknowledged by AMA. Applications must be accompanied by payment in full and are due at the time of order. No applications will be accepted after **Wednesday, July 31, 2019**.

Exhibitor Information

*As it should appear in printed materials (*please print or type)*

Company Name (hereinafter referred to as “Exhibitor”):

(Please indicate how you would like your company name to appear on promotional literature)

Name of contact person: _____

Address: _____

City: _____

State: _____

Zip code: _____

Phone: _____

Email address: _____

Website address: _____

Contact Information for Correspondence/Agreement/Payment

Please send all correspondence regarding the Event to:

Ms. Ashley Cummings
Project Administrator
American Medical Association
AMA Plaza
330 North Wabash Avenue, Suite 39300
Chicago IL 60611-5885



Exhibit Tables

Each 10x10 exhibit table includes:

- 1 table
- Drape
- 2 chairs
- Wireless internet access

All other costs associated with the exhibit will be the responsibility of the Exhibitor including, but not limited to, shipping charges, electric, phone, monitors and laptops. The cost for each exhibit table is \$3,000. Full payment must accompany this Exhibitor's submission of its application hereunder. Exhibit space is limited and requests will be filled on a first-come, first-served basis. Some items listed in the prospectus may not be available if you are an [ACCME-defined commercial interest](#).

Exhibitor Schedule:

The Conference will be held at the Sheraton Charlotte Hotel in Charlotte, NC on Sept. 19-21. The final conference agenda will be posted by early June 2019 to determine final exhibit area traffic times, but the exhibitor area will be available and active for approximately 2.75 hours.

Anticipated exhibitor area traffic times (subject to change):

- Thursday, Sept. 19, 10:15 -10:30 a.m. and 2:30 -3:30 p.m.
- Friday, Sept. 20, 10 -10:30 a.m. and 4 p.m. - 4:15 p.m.
- Saturday, Sept. 21, 10 - 10:30 a.m. and 11:30 - 11:45 a.m.

Exhibitor Set-up: Sept. 18, beginning at 8 p.m. All exhibits must be set up and ready to open at 8 a.m. on Sept. 19.

Exhibitor Tear Down: All exhibits must be dismantled and ready for shipment by Noon on Sept. 21.

Exhibit Space: 1 Table (10x10): \$3,000

Preferred Booth Locations in Order of Preference

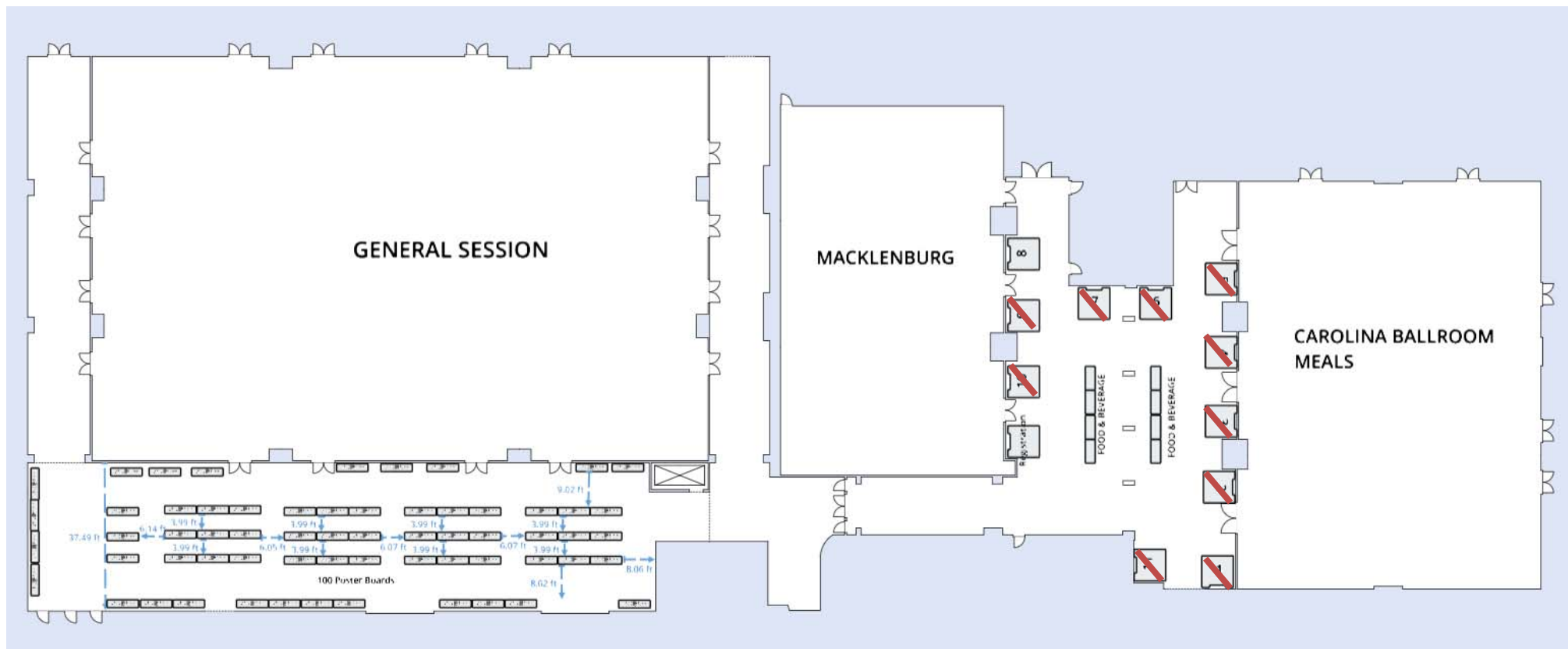
Write preferred booth number as indicated on floor plan:

Choice #1 Table location: _____

Choice #2 Table location: _____

Choice #3 Table location: _____

Please choose which table you would prefer to exhibit at. We will try our best to give you your first or second option.





Sponsorship Opportunities

Items that can be sponsored can be found in the marketing prospectus. Complimentary conference registrations included with sponsorship packages are valued at \$925 per registration. Some items listed may not be available if you are an [ACCME-defined commercial interest](#).

Sponsorship Levels

Please select one Sponsorship Level (if applicable)

*Prices are subject to increase depending on food/beverage items selected

- () Premier \$20,000
- () Gold: \$15,000
- () Silver: \$10,000
- () Add-on exhibitor space: \$3,000

Payment

Based on the prices listed above, please enter your payment totals in the fields below.

Sponsorship Total: _____

Exhibit Booth Total: _____

TOTAL PAYMENT DUE _____

- Payment by check only
- Check made payable to **American Medical Association**

Mail check and signed form to:

American Medical Association
AMA Plaza
Attn: Remittance Control - ACPH
330 North Wabash Avenue, Suite 39300
Chicago IL 60611-5885



Exhibitor Description

Please add your organization's products and services as it should appear in printed materials in 50 words or less in the space provided.

Sponsor Description

Please add your organization's products and services as it should appear in printed materials in 100 words or less if a Premier sponsor or 50 words or less if a Gold sponsor in the space provided.

Exhibitor Rules and Regulations

The Exhibitor Rules and Regulations are attached hereto and are incorporated herein by reference. Exhibitor agrees to comply with such Exhibitor Rules and Regulations.

Badge Information (Name, Company, Credential)

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

Exhibitor Rules and Regulations for 2019 ACPH

These Exhibitor Rules and Regulations are subject to and incorporated by reference in the ACPH 2019 Application and Agreement to Exhibit between Exhibitor and the AMA (the "Agreement").

1. GENERAL: The American Conference on Physician Health (ACPH) this year is hosted by the American Medical Association, on behalf of itself, its agents and employees acting for the management of the 2019 ACPH ("AMA"). The ACPH is designed to provide a showcase of products and services related to the health of physicians. AMA reserves the right to refuse rental of display space to any company whose display of goods or services is not, in the opinion of AMA, likely to be compatible with the general character and objectives of the Exhibition. In the event that an exhibitor is evicted for violating these restrictions, AMA is not liable for any refunds, rental or other exhibition expenses.

AMA does not guarantee that any space will be available to any applicant. If space is not available, a waiting list will be developed in the order of the date of receipt of each completed and paid-in-full Application and Agreement. AMA will refund all payments received with the Agreement on exhibit space to any applicant for whom space is not available within four weeks after the conference.

All matters and acquisitions not covered by the regulations are subject to the decision of the AMA. In the event of a decision of general interest, notice will be given by the AMA to affected exhibitors.

2. TABLES, BADGES, AND REGISTRATION: Exhibit tables are being offered. Exhibitor table applications and payment are due at time of order to ensure reservation of an exhibit table at the 2019 ACPH. No applications will be accepted after July 31, 2019. Each exhibitor will receive two full conference registrations per 10' x 10' booth space purchased. These are not transferable.

3. ASSIGNMENT OF TABLES: Applications received with total payment from prospective exhibitors will be recorded in order of their receipt. If two applications for the same space are received at the same time, priority will be given to the exhibitor with the longest consecutive AMA exhibiting history. Ties will be decided by the AMA. In the event of a conflict regarding space or other imperative conditions, the AMA shall have the right to assign space to the exhibitor and/or rearrange the floor plan, and/or reallocate any exhibit at any time before or during the period of exhibition.

4. PAYMENT AND PROVISION IN CASE OF DEFAULT: If any exhibitor fails to pay, when due, any sum required by the Application and Agreement, or if any exhibitor fails to meet any term or condition of the Agreement, including these Rules and Regulations, the AMA reserves the right to terminate this Agreement immediately without refund of any monies previously paid.

5. EXHIBITOR SET UP: At the time of writing these Rules and Regulations, it is planned that set up must be completed by September 19 at 8am. After this hour, no installation work will be permitted without special permission from the AMA.

6. REMOVAL OF EXHIBITS: All exhibits must remain intact until Saturday, September 21, 2019 at 12:45 p.m. and may not be dismantled or removed until that hour without prior permission from the AMA Exhibits Manager. Exhibits must be packed and ready to ship by Saturday, September 21, 2019, at 2:00 p.m.

7. SUBLETTING OF SPACE: The exhibitor may not assign or sublet any space and may not advertise or display goods other than those manufactured or sold by it in the regular course of its business. In addition, exhibitors may not switch locations without the prior permission from the AMA Exhibits Manager. Failure to do so may result in those exhibitors involved paying a fine or being asked to leave the floor.

8. CANCELLATIONS: Cancellation of exhibit space must be directed in writing to Lisa Lipinski at the AMA. Cancellations made on or before August 1, 2019 will receive 50 percent of the rental fee. No refunds whatsoever will be made on cancellations after August 1, 2019.

9. ADMITTANCE: Admittance to the exhibit hall is limited to those people whose names have been provided by the exhibitor as required in section two of the Rules and Regulations. Children under age 18 will not be allowed admittance to the exhibit hall.

10. LIABILITY: Neither the AMA, Mayo Clinic or Stanford Medicine, (Stanford) their members, officers, representatives, or employees, the Sheraton Charlotte Hotel (Hotel) or its employees will be responsible for any injury, loss or damage that may occur to the exhibitor's employees or property from any cause whatsoever, prior, during or subsequent to the period covered by the Agreement. Each exhibitor must make provision for the safeguarding of its goods, materials, equipment and display at all times. General overall security will be provided by the Hotel for the exhibition period. The furnishing of such security shall not be deemed to affect the non-liability of AMA, Mayo Clinic, Stanford, the Hotel or their officers, representatives or employees.

In the event that said premises shall be destroyed by fire or the elements, or by any cause, or in the event of government intervention or intervention or regulation, military activity, strikes or any other circumstances that make it impossible or inadvisable for AMA to hold the show at the time and place provided in the Application and Agreement then and thereupon the contract shall terminate and the exhibitor shall waive any claim for damages or compensation, except the pro rata return of the amount paid for space, after deduction of actual expenses incurred in connection with the show, and there shall be no further liability on the part of either party. In the event any part of the exhibit hall is damaged, or if circumstances make it impossible for AMA to permit an exhibitor to occupy the space assigned during any part or the whole of the period covered, then under such circumstances the exhibitor will be charged for space only for the period space was or could have been occupied by the exhibitor, and AMA, Stanford and Mayo Clinic are released from any and all claims for damages that may arise in consequences thereof.

Distribution of circulars or promotional materials may be made only from the display area assigned to the exhibitor presenting such material or as approved by AMA Exhibits Manager.

11. SPECIAL SOUND EFFECTS/GIVEAWAYS/SOLICITATION/MUSIC: Objectionable audible or visual attention-getting devices or effects and offensive odors and/or fragrant flowers that could aggravate allergies are prohibited on the exhibit floor. Any special promotions or stunts planned for the exhibit floor or in the area must be approved by the AMA Exhibits Manager. Sample-giving shall not interfere with other exhibitors' space. Exhibitors are not permitted to conduct contests or drawings in their tables without the permission of AMA. Films of purely entertainment character, without educational or informative values, will not be permitted. Any exhibitor providing music during the Exhibition must contact the AMA Exhibits Manager to confirm ASCAP or BMI fee payment. The exhibitor must receive approval for the musical presentation from the AMA Exhibits Manager and pay all associated fees and penalties.

12. ENTERTAINMENT AND PRIVATE MEETINGS: AMA reserves the right to control all function space at the Hotel. Function approval forms will be provided for exhibitors upon request. Hospitality rooms may not be open during the hours of any official AMA function. The exhibitor assumes full responsibility for property damage, personal injury or death to any party, by reason of assurances at or related to any such functions conducted by it. Signage will only be allowed in AMA designated areas and must be approved by AMA prior to display.

13. EXHIBITOR CONDUCT: After exhibits are in place and properly set up, exhibitors are not allowed on the exhibit floor other than show hours, one hour before and after show hours and during set-up/tear down times. Exhibitors and their representatives shall not congregate or solicit trade in the aisles. The prior written consent of AMA is required for the employment or use of any live

model, demonstrator, solicitor or device for the mechanical reproduction of sound. Such employment or use shall be confined to the exhibit space. Management in its sole and absolute discretion may withdraw its consent at any time, in which event exhibitor shall terminate such activity forthwith. All promotional plans must be submitted to AMA for approval. Distribution of pamphlets, brochures or any advertising matter must be confined to the exhibit space.

Cocktail parties or social gatherings of any kind shall not be held during exhibit hours. Exhibitor shall refrain from any action that will distract attendees from attendance at the exhibit during open hours. Exhibitor shall not lead attendees from one exhibit space to another or to elevators or escalators. Exhibit space shall not be used for entertaining. Exhibitor shall not enter into another exhibitor's space without invitation or when unattended. No exhibitor or any of its representatives shall conduct itself in a manner offensive to standards of decency or good taste.

14. FIRE REGULATIONS: Fire regulations prohibit the use of paper (crepe or corrugated), cardboard or other flammable materials for booth decorations. All materials in exhibit areas must be nonflammable. Electric signs and equipment must be wired to meet local fire code specifications. Fire extinguishers on walls or elsewhere must not be removed or obstructed.

15. EXHIBITOR SERVICE KIT: Exhibitors are responsible for all exhibit production. Exhibitors should arrange shipping and receiving details with the Hotel.

16. CARE OF EXHIBIT SPACE: Exhibitors shall be responsible for properly maintaining their space. Exhibitors may not place anything in the aisles during exhibit hours. Exhibitors are not permitted to have backdrops or any part of their displays exceeding 8' in height. When exhibitors leave their tables during show hours, they are required to leave a sign indicating when they will be back. For all tables, no part of a display in the front half of the booth may be higher than 48". Any display, fixtures/products or material over 48" in must be at least 10 linear feet away from any adjacent booth. No signs shall be affixed to walls, drapes, electrical outlets, etc., by the use of nails, tacks, staples or tape. Any damage to facility through carelessness of exhibitors or their employees or agents must be paid by the exhibitor causing the damage. Any exhibitor distributing stickers will be held responsible for removing them from any part of the premises.

17. AMENDMENTS: AMA reserves the right to interpret, amend and enforce these Exhibitor Rules and Regulations. Written notice of any amendments or interpretations shall be given to each exhibitor. Each exhibitor, for himself, his agents and employees agrees to abide by all Contract Rules and Regulations set forth herein, or by any subsequent amendments or interpretations.

18. PRIVATE APPOINTMENTS: Exhibitors utilizing the exhibit time allotted for private appointments shall use this time for scheduled appointments only. You must greet your guest at the exhibit hall entrance and escort them to your table. When finished, you must escort them back to the entrance.



Sept. 19–21 • Sheraton Charlotte Hotel
555 South McDowell St.

AMERICAN CONFERENCE ON PHYSICIAN HEALTH



Indemnification and Insurance

Exhibitor shall protect, indemnify, defend, and hold the AMA, the co-hosts of the Event (the Board of Trustees of the Leland Stanford Junior University, on behalf of its School of Medicine's WellMD Center ["Stanford"] and Mayo Clinic), the Venue and all other exhibitors, and each of their respective parents, subsidiaries and affiliates, trustees, officers, directors, employees and agents harmless from and against all claims, liability, actions, judgments, losses, costs, fines, and expense (including reasonable attorneys' fees) arising out of or related to (i) Exhibitor's use of the Venue, its participation as an Exhibitor at the Event, the conduct of Exhibitor's business, or from any activity, work or things that may be permitted or suffered by Exhibitor in or about the Event and/or the Venue]; (ii) any breach or default in the performance of any obligation on the Exhibitor's part; and (iii) any negligence of Exhibitor or any of its agents, contractors, employees, and invitees.

Insurance coverage will not be afforded to Exhibitor by any party associated with the Event, including the AMA and the Venue.

Exhibitor shall carry and maintain during the term of the Event, at the Exhibitor's sole cost and expense, as a minimum, the following insurance with insurers rated A- or better by A.M. Best:

1. Workers Compensation as required by the state where the work is to be performed and Employer's Liability insurance with limits of at least \$500,000; and
2. Commercial General Liability including, but not limited to premises and operations, products/completed operations, contractual liability, independent contractors and personal/advertising injury liability coverage with limits of at least \$1,000,000 per occurrence and \$2,000,000 aggregate.

Coverage provided shall be primary and noncontributory or excess over other valid insurance, which may be available to AMA. Exhibitor shall submit to the AMA, whenever requested by the AMA, a certificate of insurance that evidences the required insurance coverages and inclusion of the AMA as an additional insured on the commercial general liability insurance policy. All certificates shall state that coverages afforded will not be cancelled, non-renewed or materially reduced without thirty (30) day advance written notice to the AMA.

If the AMA cannot hold the Event due to any cause beyond its control, or if the Event area is uninhabitable due to acts of God or any cause beyond the AMA's control during any part or whole of the exhibition, AMA and its subsidiaries are not responsible and Exhibitor hereby waives any claim against AMA and its affiliates for any alleged losses or damages which may arise from such inability to occupy assigned space.

General

Any notices required or permitted hereunder shall be given to the appropriate party at the address specified herein or at such other address as the party shall specify in writing. Such notice shall be deemed given upon personal delivery or upon being sent by certified or registered mail, postage prepaid, three (3) days after the date of mailing. Exhibitor agrees to be bound by the decisions of the AMA in interpreting this Agreement.



This Agreement, including the attached Exhibitor Rules and Regulations, (i) constitutes the entire agreement of the parties with respect to the subject matter hereof, (ii) may be modified only by written amendment signed by both parties, (iii) may not be assigned in whole or in part by Exhibitor nor may Exhibitor subcontract any of the services to be provided hereunder without the prior written approval of the AMA, (iv) shall be governed by the internal laws of the State of Illinois without regard to choice of law principles and (v) shall not become effective until signed by duly authorized representatives of both parties. If any provision of this Agreement is determined to be invalid or unenforceable in any jurisdiction, the remaining provisions herein shall remain in full force and effect in such jurisdiction and shall be liberally construed so as to effectuate the purposes and intent of the parties. The failure of either party to enforce any right or obligation under this Agreement shall not be deemed a waiver thereof and shall not prevent the later enforcement of any right or obligation hereunder.

EXCEPT FOR EXHIBITOR'S OBLIGATIONS OF INDEMNIFICATION, IN NO EVENT SHALL EITHER PARTY BE LIABLE IN CONNECTION WITH THIS AGREEMENT OR THE SERVICES FOR ANY INDIRECT, SPECIAL, PUNITIVE, CONSEQUENTIAL OR INCIDENTAL DAMAGES.

Acceptance

Exhibitor/Sponsor, by its undersigned duly authorized representative, agrees to comply with all terms and conditions contained in this Agreement, including the attached Exhibitor Rules and Regulations, and any requirements and/or rules provided by the Venue.

Signature

Name/Title

Date