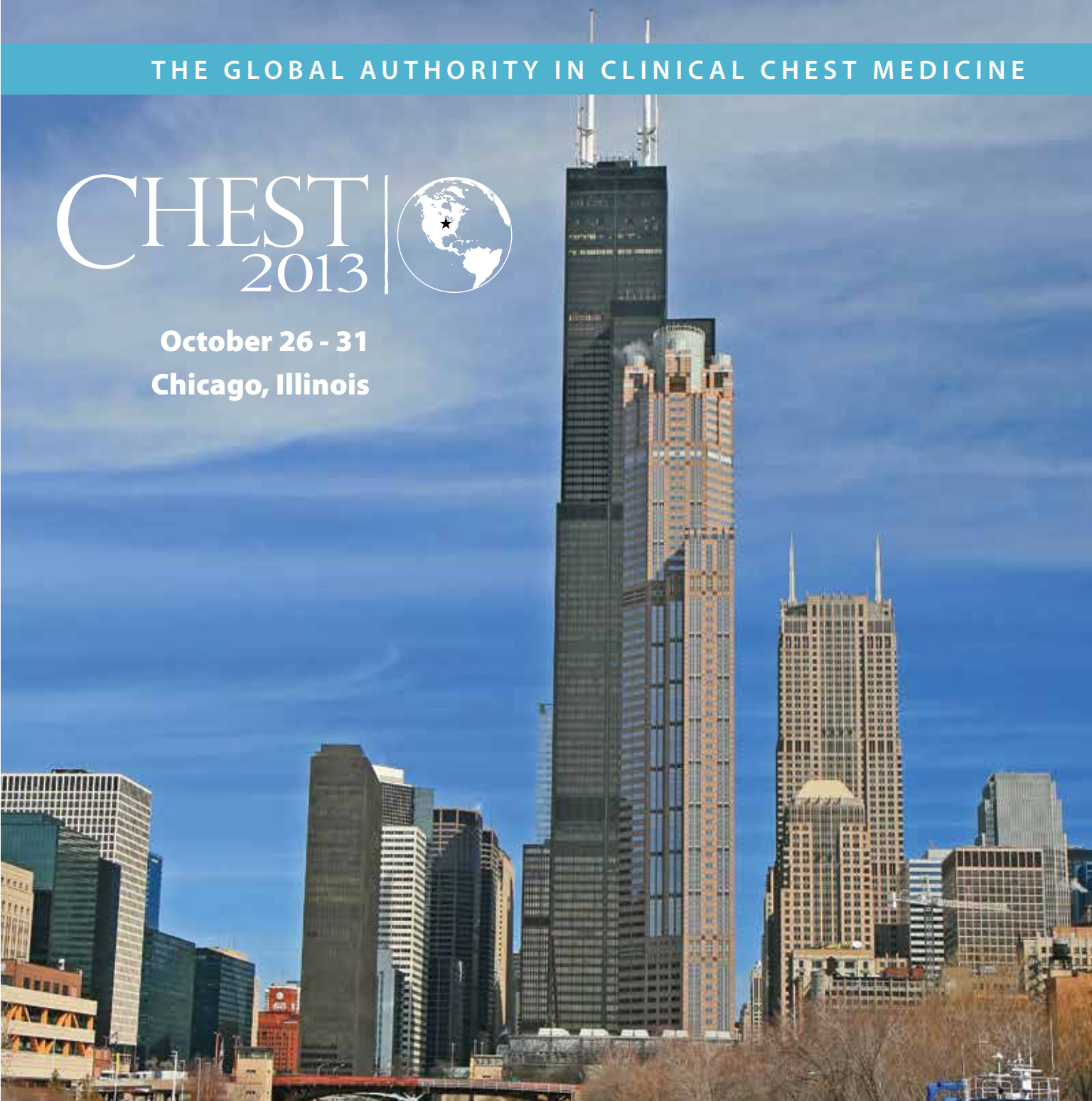


THE GLOBAL AUTHORITY IN CLINICAL CHEST MEDICINE

CHEST 2013



October 26 - 31
Chicago, Illinois



PULMONARY • CRITICAL CARE • SLEEP

Exhibit Dates: October 28-30, 2013

6 Hours of Unopposed Exhibit Time

**Marketing and
Exhibit Prospectus**

Connect With the Physicians You Want to Reach

Pulmonary • Critical Care • Sleep

6 Hours of Unopposed Exhibit Time

You are invited to take advantage of marketing opportunities and exhibit during CHEST 2013. Recognized around the world as the authority in clinical chest medicine, CHEST 2013 will feature a learning program in pulmonary, critical care, and sleep medicine with essential updates on patient care and practice management strategies. Meet face-to-face with your target market, connect with new customers, and reinforce relationships with existing customers.

Travel + Leisure readers voted Chicago the nation's "Best Skyline." It's easy to see why, with iconic architectural wonders everywhere you look. Pair the best skyline with the best clinical learning experience, and you have CHEST 2013 in Chicago. We look forward to your participation in this world-class education program.



CHEST | 2013

October 26 - 31
Chicago, Illinois

Be a part of the Clinical Resource Center, where attendees will gather to learn the scientific and clinical aspects of your products and engage in meaningful peer-to-peer discussion. Popular meeting features taking place in the Clinical Resource Center will help draw attendees to your exhibit.

Active Participation Opportunities. Offer an interactive, educational experience to showcase the clinical value of your products and services.

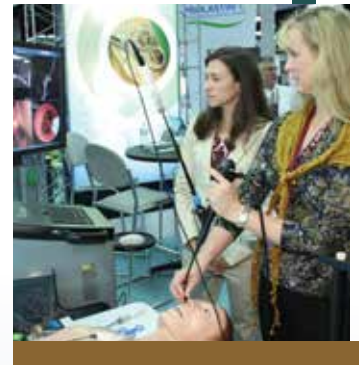
Experience ACCP. This popular stopping point highlights new offerings and exciting possibilities within the ACCP.

Original Investigation Posters. Abstract posters summarizing unpublished science will be displayed and presented during unopposed sessions.

Case Report Posters. Interesting, relevant, and sometimes unusual cases will be presented.

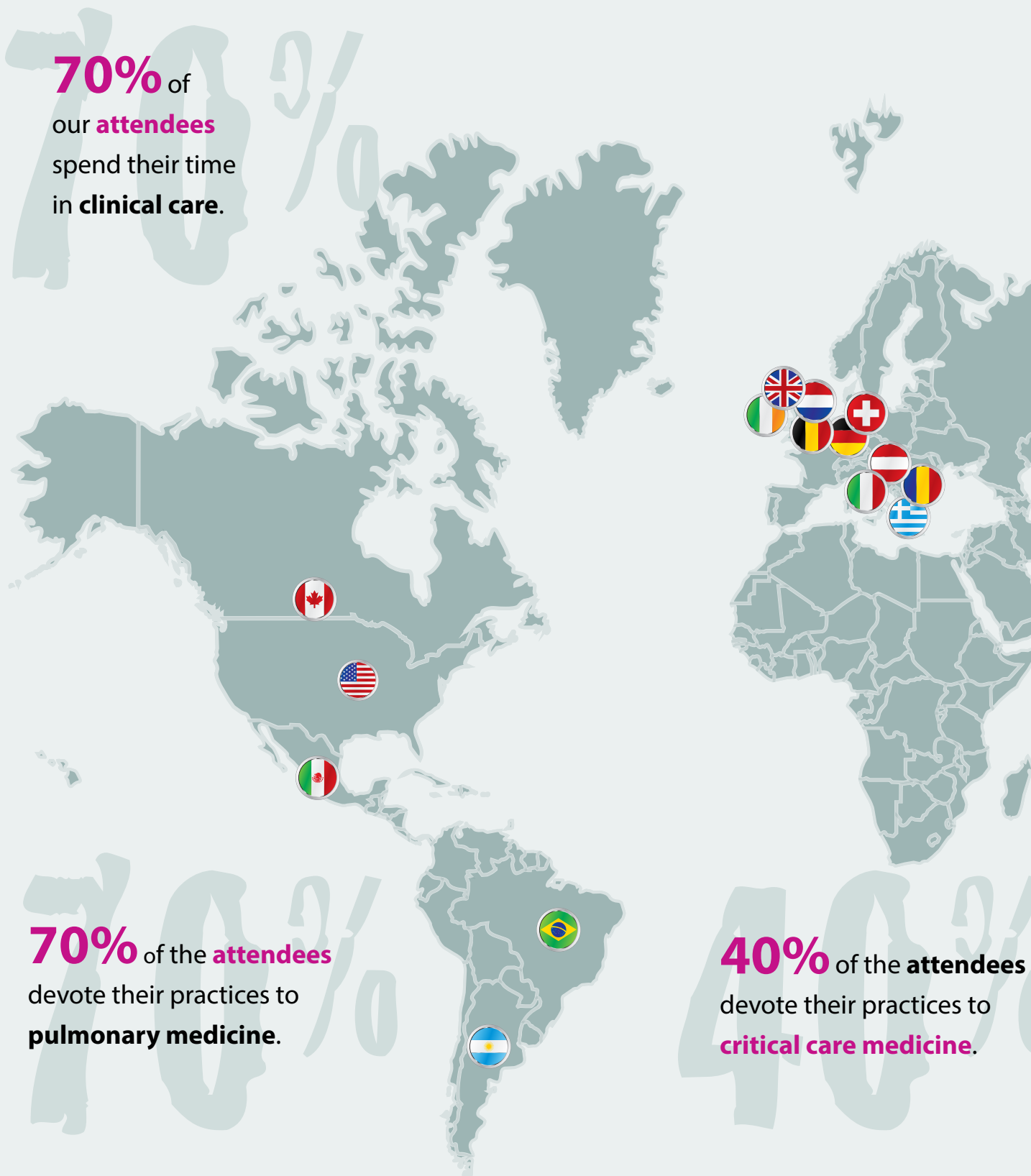
e-Presentations. Electronic versions of abstract and case report presentations will be available in a PDF format.

Disease-State Bingo. This popular game is played each day the Clinical Resource Center is open. Attendees visit participating booths to try to win prizes.



Audience Reach

70% of our **attendees** spend their time in **clinical care**.



70% of the **attendees** devote their practices to **pulmonary medicine**.

40% of the **attendees** devote their practices to **critical care medicine**.

Members in more than
100 countries
around the world.

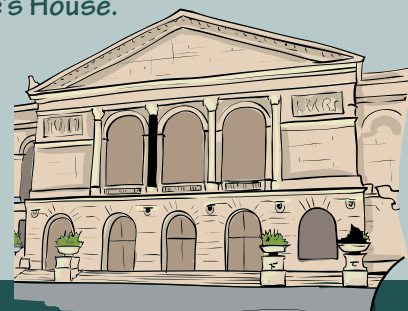


Expected Audience

Advanced Practice Nurses
Anesthesiologists
Cardiologists
Cardiothoracic Surgeons
Critical Care Physicians
Fellows-in-Training
General Medicine Physicians
Hospitalists
ICU Medical Directors
International Professors,
Clinicians, and other
Pulmonary, Critical Care,
and Sleep Professionals
Interventional Bronchoscopists
Pediatric Pulmonologists
Physician Assistants
Practice Administrators,
Executives, and Managers
Pulmonary, Critical Care,
and Sleep Training Program
Directors and Associate
Training Program Directors
Pulmonologists
Registered Nurses
Respiratory Therapists
Sleep Medicine Physicians



The Field Museum...
Sue's House.



4,500 - 5,000
health-care professionals are
expected to attend **CHEST 2013**.

Audience Reach

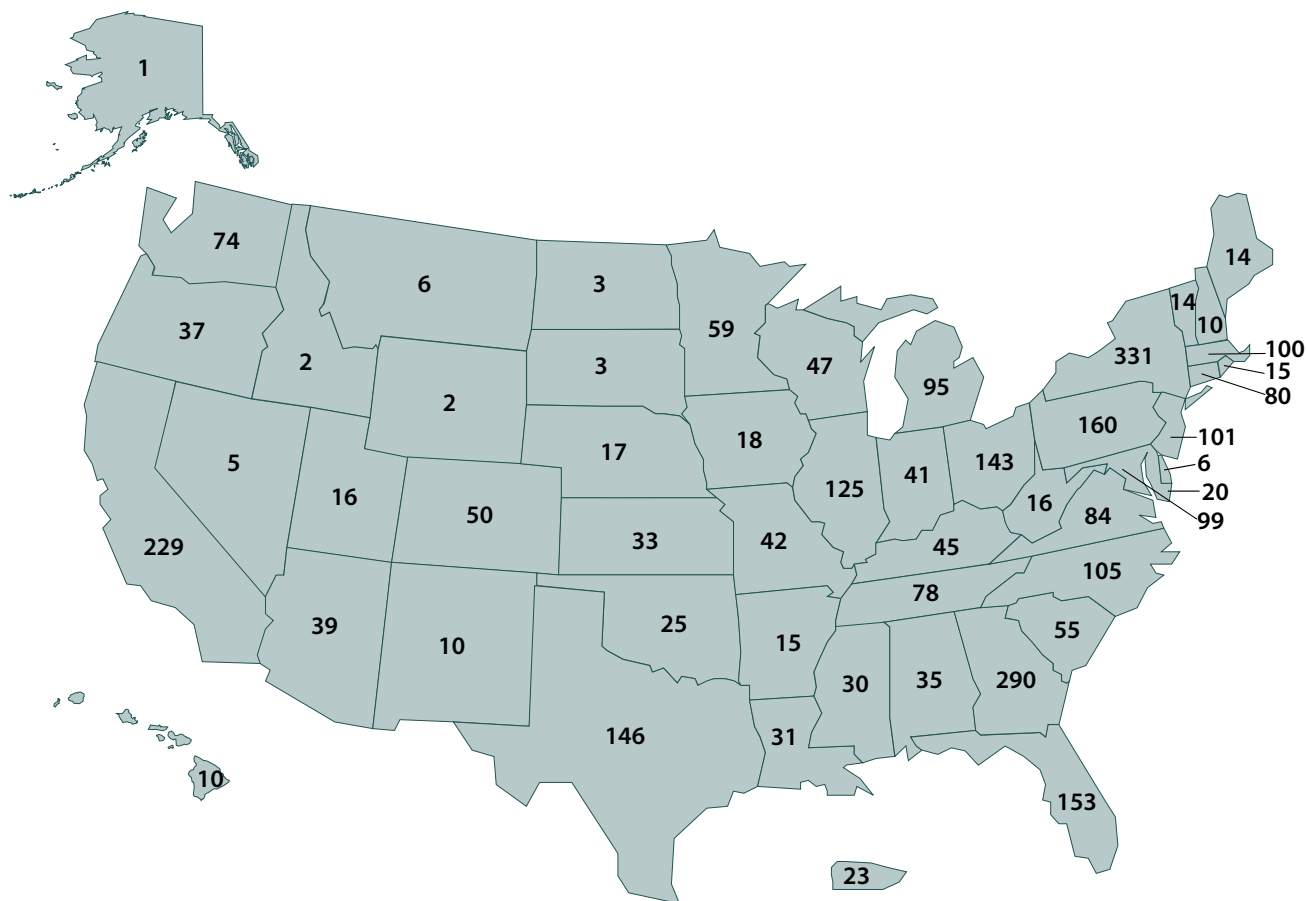
What best describes your practice specialty or specialties (select all that apply)?

Pulmonary medicine	47%
Critical care medicine/intensivist	30%
Sleep medicine	12%
Other	7%
Thoracic surgery	2%
Pediatric pulmonology	2%

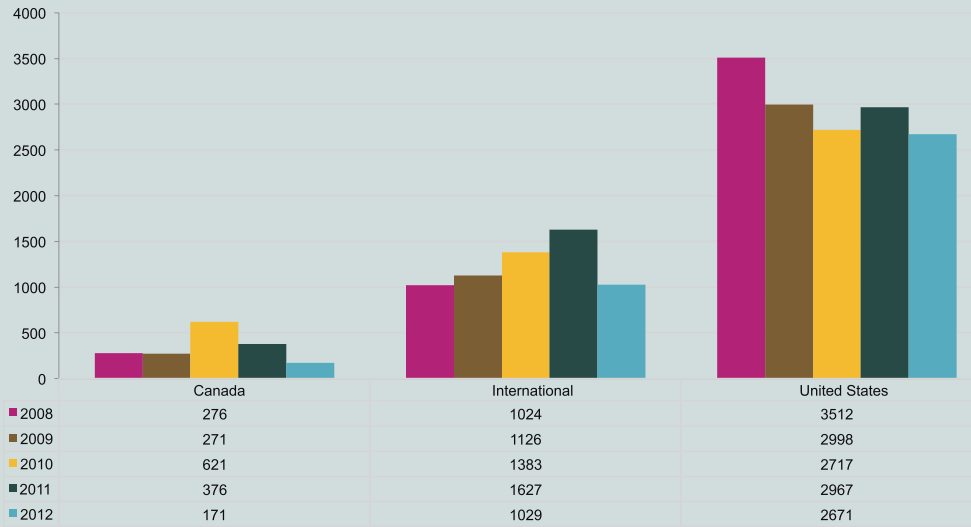
During a typical workweek, how do you primarily spend your time (select one)?

Clinical care	72%
Clinical research	8%
Industry/consulting	8%
Teaching (including clinical teaching)	7%
Administration	3%
Other	2%
Total	100%

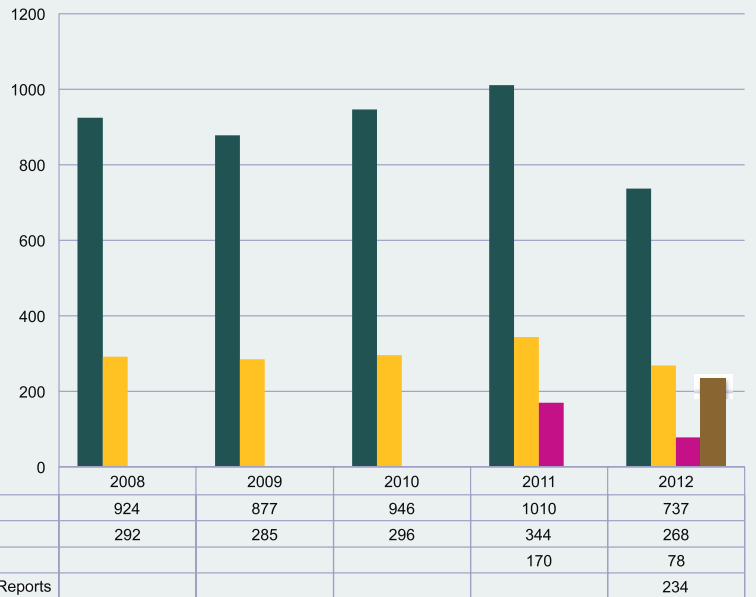
US CHEST 2012 Attendance by State (professional attendees)



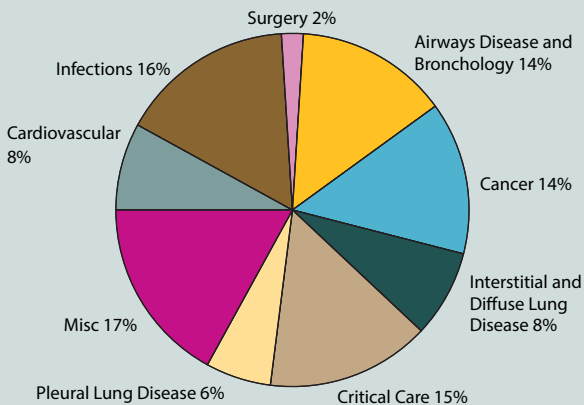
CHEST Registration by Country



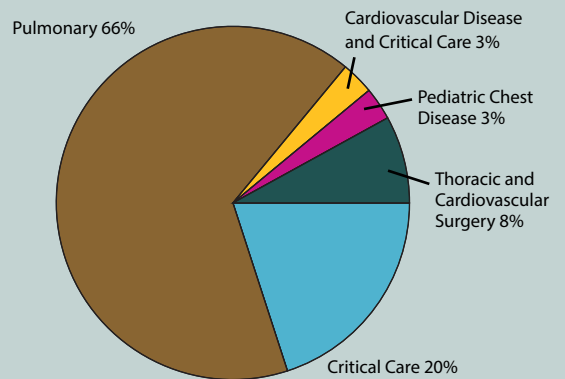
CHEST Abstract and Case Report Submissions



CHEST 2012 Case Reports: Submissions by Topic



CHEST 2012 Abstracts: Submissions by Topic





CHEST 2013 MARKETING OPPORTUNITIES

Your support at CHEST will make a valuable contribution to the total learning experience of the meeting. The ACCP offers many opportunities to increase your impact on attendees. Supporting a conference event or activity offers a more rewarding experience for attendees and increases your company's visibility. As a supporter, you will receive prominent recognition through signage and inclusion in the CHEST Program Guide and online program.

Get your message out to CHEST attendees. These popular marketing opportunities are reserved on a first-come, first-served basis, so don't delay. The ACCP also welcomes new and creative ideas that contribute to the quality of the meeting.

For more information, contact Jeanne Schaschwary at jschaschwary@chestnet.org or (847) 498-8379.

Cloudgate....affectionately known as "The Bean."



High-Profile Promotion Opportunities

Advance Program Ad Space

\$10,000-\$18,000

Audience Reach: Approximately 30,000

Deadlines: May 17—Signed Contract/
Payment

June 7—Ad Materials Due

The Advance Program is sent in July to approximately 30,000 medical professionals who use it to register for CHEST and plan their meeting schedule.

This program includes information about CHEST topics and speakers, special events and activities, morning educational symposia, and more. The Advance Program features premium advertising space to promote your company/product information.

Premium Ad Space Positions

Rates are for a full-page, 4-color ad unless otherwise indicated.

- Inside Front Cover: \$18,000
- Inside Back Cover, full page ad—\$15,000;
half page ad: \$10,000
- Opposite Table of Contents: \$16,000

CHEST Program Guide Ad Space

\$14,500-\$25,000

Audience Reach: Approximately 5,000

Deadlines: July 15—Signed Contract/
Payment

August 16—Ad Materials Due



A program guide is distributed to approximately 5,000 CHEST attendees.

The guide is the only printed program available. It includes a listing of topics and speakers in an easy

to read “program at a glance” format.

Premium advertising space is available in the CHEST Program Guide to promote

your company/product information and direct attendees to your booth.

Premium Ad Space Positions

Rates are for a full-page, 4-color ad unless otherwise indicated.

- Inside Front Cover: \$25,000
- Outside Back Cover: \$25,000
- Back Side of Daily Tab: \$14,500



Program-at-a-Glance Board

\$25,000

Audience Reach: Approximately 5,000

Deadlines: July 15—Signed Contract/
Payment

August 2—Ad Materials Due

Advertise on the program-at-a-glance board, a large directory that over 5,000 attendees use daily to identify and locate sessions. The board is in a high-traffic area, making it an ideal opportunity to showcase your brand or message and exhibit booth location.



Help Desk

\$25,000

Deadline: June 7—Signed Contract/
Payment (guarantees recognition in the advance program and program guide)

August 2—Ad Materials Due

The ACCP hosts an information booth during CHEST, Saturday through Thursday, in a high-traffic area where attendees get tech help and general information. Receive recognition on signage and selected panels of the Help Desk unit.

R & R Lounge (Rest and Recharge)

\$40,000

Audience Reach: Approximately 5,000

Deadline: July 15—Signed Contract/
Payment

The ACCP dedicates a lounge area in the Clinical Resource Center for attendees to rest, catch up with colleagues, and recharge electronic devices. Support the R&R Lounge to have your company name or product incorporated into the lounge title. Receive corporate recognition in marketing pieces and on signage in the lounge area. This is an effortless way to increase your visibility.

Theater Presentations in the Clinical Resource Center

\$15,000 for 45-minute Presentation

Fee does not include marketing and logistical expenses

Audience Reach: Approximate Seating Capacity of 100 - 125

Deadlines: July 15—Signed Contract/
Payment

TBD—Ad Materials Due

Make a presentation related to specific disease states in a mini-theater setting in the Clinical Resource Center. Meet with attendees and key decision makers to share new research, discuss clinical protocols, conduct product demonstrations, or feature new products and services. Presentations will be made daily during the lunch break.

Shuttle Bus Service

\$25,000

Fee does not include special advertisements, such as bus wraps, covering on seat headrests, or programs on TV monitors.

Deadlines: July 15—Signed Contract/
Payment

August 23—Ad Materials Due

Shuttle service is available between select hotels and the convention center to CHEST attendees. Transportation is provided for educational symposia, non-CME promotional programs/activities, and other events. As a supporter, you receive recognition on signage in the bus, at the hotels and convention center, and in CHEST 2013 marketing materials.

Non-CME Promotional Program/Activity

4-hour Evening Program: \$75,000

2-hour Morning Program: \$48,000

Fee does not include marketing and logistical expenses.

Audience Reach: Approximate Seating Capacity of 300

Deadlines: July 15—Signed Contract/
Payment

August 16—Ad Materials Due

Promotional program/activity time slots are available Monday and Tuesday evening, 6:00 pm - 10:00 pm, and Wednesday morning, 5:30 am - 7:30 am. These activities do not compete with CME programs, so you can present your product as a workshop and/or host a special activity—such as a poster presentation, reception, or other format—to present branded or nonbranded information to CHEST attendees.

The ACCP will provide:

- Time slots unopposed by CME programming
- Room/set up (tables, chairs, and podium)
- Standard signage outside the room to indicate this is a non-CME program
- Standard AV equipment (LCD projector, screen, microphone, laser pointer)

As a supporter, you will be responsible for marketing and logistical expenses:

- Development of the program and/or the special activity.
- Production and distribution of invitations. (Participation in a bag drop and program announcement in the daily newspaper is a separate fee contracted with TriStar Publishing.)

CHEST Bingo

\$6,000 per letter (one exhibitor per letter)

Audience Reach: 3,000 - 3,500

Deadline: June 7—Signed Contract/
Payment

CHEST Bingo attracts attendees to exhibit booths as they try to win prizes. Attendees visit each participating exhibitor's booth—Monday, through Wednesday—to get a sticker for each letter printed on the game card. The game card will be located in the CHEST Program Guide, distributed to over 5,000 attendees. Once an attendee has collected all the stickers to spell out CHEST, the card is entered in a drawing for a \$75 ACCP Store gift certificate provided by the ACCP (five gift certificates given). The drawing takes place during the lunch break the last day the Clinical Resource Center (exhibit hall) is open.

Digital Marketing Opportunities

Mobile App, Online Program, On-site Digital Navigator Ad Space

\$5,000 - \$125,000

Deadlines: July 15—Signed Contract/
Payment

August 23—Ad Materials Due

More than 5,000 medical professionals will use digital tools to prepare for and navigate the meeting. Features include searchable exhibitor information, personalized maps and visit lists, sessions and faculty information, downloadable e-docs, and more. Ad space opportunities are available on the mobile app, online planner, on-site digital navigator, and kiosk for the on-site digital navigator. These are great opportunities for name and/or product recognition online before CHEST, on site, and/or following the meeting.



Wi-Fi at Convention Center

\$40,000

Audience Reach: Approximately 5,000

Deadlines: July 15—Signed Contract/
Payment

September 27—Ad Materials Due

Provide free wireless service in the convention center. Attendees use Internet service to access the online program and other meeting features from computers and mobile devices. Receive prominent space on the splash page for ads and other digital advertising. All users will be exposed to this page when using a computer or mobile device.



Electronic Signage

\$72,000 for up to
36 signs

Audience Reach:
Approximately 5,000

Deadlines: July 15—
Signed Contract/
Payment

September 27—Ad
Materials Due

The ACCP places up to 36 digital LCD signs in high-traffic areas and outside session rooms to display the current session title and speaker name(s). As the sole supporter of signs, you can have your corporate logo or message displayed when CME programs are not being held.

Advertising and Banner Ads

Escalator Advertising

\$15,000 per location

Audience Reach: Approximately 5,000

Deadlines: July 15—Signed Contract/
Payment

August 2—Ad Materials Due

Promote your message to attendees on the main escalators of the convention center. Place messaging on clings affixed to the side of the escalator, chrome dividers, and/or floor at the top and bottom of the escalators.

Aisle Banners in Clinical Resource Center

\$25,000 for exclusive support

Audience Reach: Approximately 5,000

Deadlines: July 15—Signed Contract/
Payment

August 2—Ad Materials Due

Five to seven banners are available, each measuring 4' x 16' with a 4' x 4' section for product or corporate recognition.

Meter Board Ad Space

\$5,000 per 2-sided board

Audience Reach: Approximately 5,000

Deadlines: July 15—Signed Contract/
Payment

August 2—Ad Materials Due

High visibility and multiple impressions throughout the meeting are just two reasons to place your ad graphics and message on a 2-sided meter board. Panels will be strategically located in high traffic areas, so all attendees will be exposed to your message.

Hanging Banners

\$10,000-\$25,000

Audience Reach: Approximately 5,000

Deadlines: July 15—Signed Contract/
Payment

August 2—Ad Materials Due

Promote your company identity and/or brand at the convention center, in the Clinical Resource Center (exhibit hall), or at the headquarter hotel. Cost varies by size and location.

Customized Cups and Napkins to be used during coffee breaks in the Clinical Resource Center

\$30,000

Audience Reach: Approximately 15,000
(5,000 per day)

Deadlines: July 15—Signed Contract/
Payment

August 23—Ad Materials Due

Support the beverage cups and napkins used by attendees during scheduled coffee breaks in the Clinical Resource Center. This is a reliable method of permeating the entire convention center with your product logo, corporate logo, and/or booth information.





GENERAL EXHIBIT INFORMATION

Installation

Saturday, October 26

8:00 AM – 5:00 PM

Sunday, October 27

8:00 AM – 5:00 PM

Installation must be completed by Sunday, October 27, at 3:00 PM. The ACCP and its general contractor may, without incurring liability for damages or loss, install property of an exhibitor who has failed to do so by this time at the sole expense of the exhibitor. Children under the age of 18 will not be permitted in the Clinical Resource Center during installation. Closed-toe shoes are to be worn during installation.

Dismantling

Wednesday, October 30

3:00 PM – 5:00 PM

Thursday, October 31

8:00 AM – 5:00 PM

Dismantling must be completed during these hours. Packing/dismantling of exhibits is not permitted until after closing time, Wednesday, October 30, at 2:30 PM. Any exhibit not dismantled by 11:00 AM on Thursday, October 31, or for which dismantling arrangements have not been made, will be dismantled at the exhibitor's expense and liability. Children under the age of 18 will not be permitted in the Clinical Resource Center during dismantling. Closed-toe shoes are to be worn during dismantling.

Exhibitor Personnel

Exhibitors must staff their booth during the scheduled hours. Exhibit personnel will be allowed in the Clinical Resource Center 2 hours before it opens and may remain 1 hour after it closes each day. Admission to the Clinical Resource Center will be by badge only. Security guards will monitor the entrances for badges. Exhibiting companies will be allowed five people per 10'x10' booth space; additional personnel will be charged \$50 per person. There will be a late fee for each booth personnel name submitted after October 11. There is a \$50 fee for all badges changed or made on-site. Badges for preregistered personnel will be available at the Exhibitor Registration counter within the CHEST 2013 registration area of McCormick Place, West Building. Exhibitor badges are to be worn at all times. Exhibitors' badges will allow access to all lectures and general sessions taking place Sunday, October 27, through Thursday, October 31. Registration and additional fees will be required for any ticketed sessions during CHEST 2013, including postgraduate courses, ACCP Simulation Center sessions, and problem-based learning sessions.

Security

Security service will be provided during installation, show hours, and dismantling, as well as after daily exhibit hours. The ACCP, general contractor, McCormick Place, and the security company are not responsible for loss or damage to exhibitor property.

Location

McCormick Place
West Building
Chicago, Illinois

Exhibit Dates and Hours

Date	Hours Open	Unopposed Time to Visit Exhibits	Lunch Break and Time to Visit Exhibits	Unopposed Time to Visit Exhibits
Monday, October 28	10:15 AM – 4:00 PM	10:15 AM – 11:15 AM	12:30 PM – 1:45 PM	3:00 PM – 4:00 PM
Tuesday, October 29	10:15 AM – 3:00 PM	10:15 AM – 11:15 AM	12:30 PM – 1:30 PM	1:30 PM – 2:30 PM
Wednesday, October 30	10:15 AM – 2:30 PM	10:15 AM – 11:15 AM	12:30 PM – 1:30 PM	1:30 PM – 2:30 PM

Hours, including installation and dismantling, are subject to change. Exhibitors will be notified if a change in hours is necessary. Final times will be listed in exhibit service kit.

BOOTH INFORMATION



Booth Sizing and Pricing

Booth Size	Cost
10' x 10'	\$4,000
10' x 20'	\$7,400
20' x 20'	\$16,500
20' x 30'	\$24,500
20' x 40'	\$33,000
30' x 50'	\$60,000
40' x 50'	\$82,000
50' x 50'	\$98,000

Your exhibit fee includes:

- 6 hours of unopposed time
- Exhibit listing, including booth description and educational activity, in the CHEST 2013 Online Program and the Exhibits Guide Plus Meeting Information, distributed to all attendees
- Privilege of booking housing through the CHEST housing bureau, which negotiates special rates for attendees and exhibitors
- Roving security
- Aisle cleaning
- General lighting
- Ventilation (heating/air conditioning)
- Opportunity to purchase preregistrant and postregistrant attendee mailing lists
- Access to shuttle bus
- Five complimentary exhibitor badges per 100 square feet (10'x10') of space
- One Program Guide and Exhibits Guide Plus Meeting Information per 100 square feet (10'x10') of space

Booth Construction Guidelines

Standard In-line or Corner Booth

Standard booths are 10'x10' or multiples thereof and are arranged in a straight line. All standard booths consist of a 8' high back wall of drape, 3' high sidewall drape, and a standard 7"x44" booth identification sign displaying the exhibitor's name and booth number. Exhibitor fixtures, components, and identification signs will be permitted to a maximum height of 8'. All display fixtures more than 4' in height and placed within 10' of an adjoining exhibit must be at least 4' from the aisle to avoid blocking the sight line from the aisle to the adjoining booth.

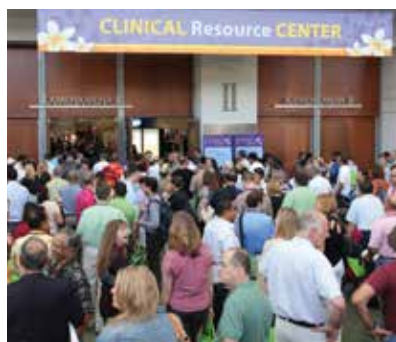
Island Booths

Exhibit fixtures, components, and identification signs will be permitted to a maximum height of 24'. Sufficient see-through areas must be provided to prevent blocking views of adjacent exhibits (ie, 50% of the island must be open display and not completely enclosed). An island booth is separated by the width of an aisle from all neighboring booths, so full use of the booth area is permitted. However, demonstration areas may not extend to the aisle line of the exhibit; space must be left within the exhibit area to absorb the spectators. If a booth is planned to be multilevel, covered, or have a ceiling, the exhibitor is required to discuss these plans with general contractor and Kim Schrader, kschrader@chestnet.org or (847) 498-8307, at least 90 days before the show opens. Sufficient time is needed for blueprints to be reviewed and approved. If plans are not provided on time, it may cause delays or disapproval of your booth.

Carpet, Colors, and Cleaning

The Clinical Resource Center has a concrete floor and is not carpeted. All exhibitors are required to carpet the booth space. You may order carpet from the service contractor, or place your own carpet. The aisle carpet color will be provided in the service kit. Booth cleaning is not included in the booth rental fee. Management may order daily cleaning at its discretion, and the cost will be charged to the exhibitor.

RULES AND REGULATIONS



ACCME Guidelines

Commercial promotional materials shall not be displayed or distributed in the same room immediately before, during, or after an educational activity certified for credit. Representatives of commercial supporters may attend an educational activity, but they may not engage in sales activities while in the room where the educational activity takes place.

Aerosols

Pressurized containers with flammable propellants are prohibited, except by written approval from the Chicago Fire Department.

Americans With Disabilities Act

Exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) within its booth and assigned space. Information regarding ADA compliance is available from the US Department of Justice.

Animals

With the exception of guide, signal, or service animals (ADA), animals are not allowed in the facility without prior approval.

Audiovisual Equipment

Open sound systems will be permitted if a closed sound system cannot be arranged. Sound "leakage" must not interfere with other exhibitors. Show management reserves the right to request the reduction in volume or cessation of use that creates sound interference.

Compressed Gases

Gas cylinders must be securely fastened to a carriage or to a fixed location at all times and may be subject to fire marshal review. Certain contents may require a special permit.

Decorative Materials

Decorative materials must be flame-retardant in accordance with the National Fire Protection Association (NFPA) 101 Life Safety Code. Nothing may be taped, nailed, tacked, or affixed to ceilings, painted surfaces, doors, glass, fire sprinklers, columns, fabric, or decorative walls.

Demonstrations

Demonstrations may not interfere with normal traffic flow or infringe on neighboring exhibits. Demonstrations will not be permitted outside of an assigned booth space. Exhibitors should reserve a reasonable portion of space for crowds or lines that may form.

Display Materials

Display materials must be flame retardant according to fire codes. A fire retardancy certificate of display materials and booth construction must be posted or available within the exhibit. If smoke detectors are required or deemed necessary by the fire marshal, special fire watch coverage will be put in effect and billed to the exhibitor.

Distribution of Advertising Material

Canvassing or distribution of advertising material by an exhibitor is not permitted outside the booth space. Canvassing or marketing of products in any area of the convention center or meeting rooms by anyone representing a nonexhibiting firm is strictly prohibited.

Exhibitor-Appointed Contractors

Exhibitors may employ the service of independent contractors to install and dismantle their display, provided the exhibitor and contractors comply with requirements specified in the exhibitor service kit. The exhibitor must complete the Notification of Intent To Use an Independent Contractor Form and return it to Kim Schrader by September 19. The exhibitor shall prove the contractor has filed a certificate of insurance with a minimum of \$1,000,000 liability coverage, including property damage, with show management and general contractor by September 19.

Electrical Regulations

All equipment, regardless of source or power, must comply with local codes and must be UL approved. Extension cords shall be three-wire with ground and shall service one appliance or device. Multi-plug adapters must be UL-approved and have an overload internal circuit breaker. If there are any special requirements in this respect, the electric contractor must be consulted. An electrical order form will be available in the exhibitor service kit.

Facility Regulations

Do not nail, staple, tack or otherwise affix anything to the ceilings, walls, painted surfaces, fire sprinklers, columns, or windows.

Fire and Safety Regulations

Comply with all federal, state, and local fire and building codes that apply to the facility.

Food/Beverages

Food and/or beverages of any kind, including bottled water, can not be dispensed without permission from Kim Schrader and the convention center. Exhibitors who do not manufacture or distribute food as normal course of business, but who would like to distribute food or beverage items, must purchase items from the convention center catering department. For more information, contact Kim Schrader at kschrader@chestnet.org or (847) 498-8307. Menus will be available in the exhibitor service kit.

Giveaways

Promotional "giveaway" items must be limited to products that can be used during the meeting or in a professional capacity. Novelty gifts not manufactured by the exhibiting company must be approved by Kim Schrader. A sample and giveaway form, to be included in the exhibitor service kit, must be submitted by September 19. Samples may not include stick-on decals, balloons, etc. Funds collected from giveaways or games must be donated to The CHEST Foundation, the philanthropic arm of the ACCP.

Hanging Signs

Banners or other identification suspended or separated from the booth will not be permitted.

Helium Balloons

Helium balloons may not be distributed or used within the facility.

Hospitality Suites/Meeting Room Requests

Hospitality suites/meeting rooms are only available to exhibitors and may only be used during non-program hours. Suites/meeting rooms will be approved on a first-come, first-served basis. A request form will be included in the exhibitor service kit.

Hotel Accommodations Policies and Procedures

Exhibitors must use the CHEST 2013 housing company. Housing policies and procedures will be available in May 2013.

Lasers and X-ray Equipment

Lasers and x-ray equipment may only be used after receiving approval from Kim Schrader.

Liability

The exhibitor assumes the entire responsibility and agrees to protect, indemnify, defend, and hold harmless the ACCP, general contractor, and the McCormick Place from liability (damage or accident) that might ensue from any cause resulting or connected with transportation, placing, removal, or display of exhibits.

Lighting

Lighting suspended or hung from the ceiling or secured truss to accent parts of a display must be approved by Kim Schrader, 60 days prior to the meeting. Banners or signs may not be hung from lighting or a truss.

Models

Personnel contracted to assist with demonstrations are required to wear appropriate attire. Models must wear an exhibitor badge at all times.

Music Licensing

Exhibitors are responsible for maintaining compliance with the appropriate music licensing organizations for all music played in conjunction with an exhibit.

Photography and Videotaping

Photography or videotaping in the Clinical Resource Center (exhibit hall) is strictly prohibited. This includes the use of cell phone cameras. Anyone who violates this rule will be removed and will incur the loss of priority points for the exhibiting company (responsible party).

Pyrotechnics and Lasers

Pyrotechnics and lasers are not allowed.

Selling on the Floor

Exhibitors must collect and pay the appropriate taxes to the city and state.

Smoking

Because tobacco kills, CHEST 2013 is a tobacco-free meeting. Tobacco use is prohibited in all ACCP-controlled areas during the entire meeting, including installation and dismantling of exhibits and at all functions associated with CHEST 2013.

Storage

Crates, fiber cases, and cardboard boxes may not be stored behind the drape. A one-day supply of advertising materials, products or literature may be stored in the exhibit. Additional storage is available through the general contractor.

Suitcasing Policy

Exhibitors or attendees observed to be soliciting business in the aisles or other public spaces, in an exhibit booth, or in violation with any portion of the Exhibition Policy, will be asked to leave immediately. Additional penalties may be applied. Report violations to show management. Show management recognizes that suitcasing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite, restaurant, club, or other public place. For this policy, suitcasing violations may occur at venues other than the exhibition floor and at other events. Show management must be informed of any hospitality suites and expressed consent must be received prior to the event.

Vehicle Displays

Contact Kim Schrader, kschrader@chestnet.org or (847) 498-8307, for regulations, rules, and approval by September 19.

Waste Removal

Exhibitors responsible for proper and regulated disposal of all toxic or biohazard goods, materials, and substances and must comply with applicable laws. There are strict policies regarding regulated waste disposal.

CHEST 2012 EXHIBITORS

ACCP PREP
Accuray
Actelion Pharmaceuticals US, Inc.
Advanced ICU Care
Aerocrine
Allegro Diagnostics
Ambry Genetics
American Association for Bronchology and
Interventional Pulmonology
American Association of Critical-Care Nurses
American Board of Internal Medicine
American College of Physicians
American Heart Association
American Thoracic Society
ARC Medical, Inc.
B. Braun Interventional Systems Inc.
Bayer Healthcare
Boehringer Ingelheim Pharmaceuticals, Inc.
Boston Medical Products/Novatech
Boston Scientific
Bozeman Deaconess Health Service
Brazilian Thoracic Society
Breathe Technologies
Broncus Technologies
Bryan Corporation
Canadian Thoracic Society
CareFusion
Carolinas Healthcare System
Centers for Disease Control & Prevention/
Immunizations
Choose Chicago
CleveMed
Cook Medical
COPD Alliance
COPD Foundation
CSA Medical
CVS Caremark Specialty Pharmacy
Department of Veterans Affairs (HHRO)
Edwards Lifesciences
Electromed, Inc.
ELSEVIER Inc.
ERBE USA
European Respiratory Society
Extracorporeal Life Support Organization
(ELSO)
Fisher & Paykel Healthcare
Forest Pharmaceuticals, Inc.
GE Healthcare
Geisinger Health System
Gilead Sciences, Inc.
Grifols
Hill-Rom
Hospira
ICC Healthcare
InTouch Health
Invacare Corporation
Jackson & Coker
Janssen Pharmaceuticals, Inc.
Kadlec Health System
Karl Storz Endoscopy-America, Inc.
Kindred Healthcare, Inc.
Lippincott Williams and Wilkins
MAQUET Medical Systems
Masimo
Mayo Clinic Transplant Center
McLaren Greater Lansing
MEDGRAPHICS
Medical Compression System
Merck
Mercy Health
Merit Medical Endotek
Methapharm Inc.
Micro Direct, Inc.
Midmark Corporation
Mirador Biomedical
Morgan Scientific Inc.
Mylan Inc.
National Board for Respiratory Care, Inc.
(NBRC)
ndd Medical Technologies
NeilMed Pharmaceuticals
Nova Biomedical
nSpire Health, Inc.
Olympus America
Omneotech
Passy-Muir, Inc.
Peace Health
PENTAX Medical Company
Percussionaire Corporation
Pharmaxis
Pikeville Medical Center
Pinnacle Biologics, Inc.
PMD Healthcare
PneumoniaCheck™
PneumRx
Providence Health & Services
Pulmodyne
Pulmonary Fibrosis Foundation
Pulmonary Hypertension Association
Pulmonary Reach
REACH Health, Inc.
ResMed
RespirTech
Richard Wolf Medical Instruments
Riverrain Technologies
Riverside Health System
Sentec, by Master Distributor Bemes, Inc.
Shape Medical Systems, Inc.
Sharp Vision Software
Symbionix USA Corporation
Society of Critical Care Medicine
SOMNOmedics GmbH
Sonosite
Spiration, Inc.
Sunovion Pharmaceuticals Inc.
superDimension, Inc.
Teva Respiratory
The Intensivist Company
The Intensivist Group
Thermo Scientific
Tomophase
United States Air Force Health Professions
United Therapeutics/Lung LLC
University of Tennessee Physician Executive
MBA Program
UreSil, LLC
US Environmental Protection Agency
Varian Medical Systems, Inc.
Veran Medical Technologies
VIDA Diagnostics, Inc.
Vision-Sciences, Inc.
Vitalograph, Inc.

APPLICATION AND CONTRACT INFORMATION

To reserve exhibit space, complete the Application and Contract for Exhibit Space, and return it and the required deposit (50% of the total amount due) to Kim Schrader. Both the application and deposit are required.

Priority Point System Policies



When assigning booth space, the ACCP will use a priority point system. Points are accumulated as followings:

- 1 point will be given for each 10x10 booth space secured (eg, 20x30 space = 6 points).
- 2 bonus points will be given for applications received by **November 16, 2012**
- 1 bonus point will be given for applications received by **March 1**.
- Exhibitor loyalty points: 1 point will be given for each year of exhibiting during the past 5 years (2008-2012).

During the priority point space selection process, applications received without a 50% deposit will not be processed. Applications received after May 17 must be accompanied by full payment.

Space Assignment

If more than one company has the same number of priority points, the date the contract is received will determine who has first choice of the exhibit space selection.

Requests for space after the November 16 and March 1 priority point deadlines will be processed on a first-come, first-served basis, regardless of priority points. First time exhibitors will be assigned space based on the date the application and deposit are received. The ACCP will make every effort to accommodate exhibitor requirements so that companies are able to exhibit under the most favorable conditions. Final decisions will be made by the ACCP.

Mergers and Buyouts

In cases where exhibiting companies have merged, been purchased by, or have purchased another company and need to merge booth space, the resulting company will retain the higher of the

points total of the individual companies. Priority points will not be combined. Points will be evaluated on a case-by-case basis for companies sharing a booth space.

Reduction of Priority Points

Violations of rules and regulations will result in a loss of points.

- 1st violation results in the loss of the current year's priority and bonus points.
- 2nd violation results in the loss of one-half of accrued points.
- 3rd violation results in the loss of the remainder of points.
- 4th violation results in a 1-year suspension of exhibit privileges.

Points will be deducted for infractions of rules and regulations, such as:

- Distribution of advertising materials outside your exhibit space.
- Noncompliance with booth construction guidelines.
- Booth not set up on time.
- Dismantling before the show closes.
- Holding a social activity that conflicts with CHEST events.
- Unethical conduct during CHEST.
- Being disruptive.
- Taking pictures of or recording other booths without permission.
- Booking hotels outside the CHEST housing block.

The ACCP reserves the right to deduct any or all points for serious infractions. Companies who do not exhibit for 3 or more consecutive years will forfeit priority points.

Eligibility for Exhibiting

Applications from companies that have not previously exhibited at CHEST will be reviewed for eligibility before being accepted. Please provide the following with your application: information about the company, product literature, and promotional brochures. The ACCP reserves the right to accept or reject an application for any reason. This may include people, items, conduct, printed

matter, or anything objectionable to the exhibition. If a restriction occurs, the ACCP will not be liable for any refunds, rentals, or exhibit expenses. The ACCP does not need to disclose the reason to the applicant.

Product Description

Product descriptions are a required part of the application process. The product description will appear in the CHEST 2013 Online Program and Exhibits Guide Plus Meeting Information. Descriptions should be in sentence form and no longer than 50 words. Product description may be edited for length. Description will be accepted until June 1. Every effort will be made to include descriptions received after this date.

Deposit

A deposit of 50% the total amount due is required to reserve exhibit space. Checks should be made payable to the American College of Chest Physicians. Application will not be processed without a deposit. Send your completed application and deposit to Kim Schrader. Applications submitted after May 17 should include full payment.

Balance Due

Exhibitors will be invoiced for the balance due after an application is accepted. Full payment is due by May 17.

Booth Relocation

If it becomes necessary to relocate an exhibitor after a contract has been accepted, the ACCP will contact the company involved. Every effort will be made to reassign the exhibitor to a similar space.

Cancellation Policy

Cancellations or requests to reduce booth space must be sent to Kim Schrader in writing. Cancellations must be in writing and will be deemed given when received by Kim Schrader. A full refund, less 10% of the total booth fee, will be given on cancellations made by May 17. The ACCP will retain 100% of the original exhibit space cost on cancellations received after May 17.

Application and Contract for Exhibit Space



Complete both sides of the form—applications will be processed only if all questions are answered and the form is signed. Incomplete applications will be returned to sender.

Exhibiting Company (Booth) Information (List booth name and address EXACTLY as you wish them to appear in the Exhibits Guide)

BOOTH NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

COUNTRY _____

COMPANY TELEPHONE _____

WEBSITE ADDRESS _____

Direct Contact Information (for business correspondence)

NAME OF PERSON COORDINATING EXHIBIT _____

MAILING ADDRESS (NO PO BOXES) _____

CITY _____ STATE _____ ZIP _____

COUNTRY _____

TELEPHONE _____ MOBILE _____

E-MAIL ADDRESS (MANDATORY) _____

Description for Exhibits Guide

Submit in 50 words or less a description of the products, equipment, services, or facility that will be exhibited. Description will appear exactly as you submit it. The ACCP reserves the right to edit text to conform to style and limit length, when necessary. (Pharmaceutical companies are to adhere to FDA guidelines for descriptions.) You can also e-mail it to: kschrader@chestnet.org. All exhibits are subject to review and approval by the ACCP. Due by June 3.

Booth Request

Booth Size	Booth Cost	Booth Size	Booth Cost
<input type="checkbox"/> 10' x 10'	\$4,000	<input type="checkbox"/> 20' x 40'	\$33,000
<input type="checkbox"/> 10' x 20'	\$7,400	<input type="checkbox"/> 30' x 50'	\$60,000
<input type="checkbox"/> 20' x 20'	\$16,500	<input type="checkbox"/> 40' x 50'	\$82,000
<input type="checkbox"/> 20' x 30'	\$24,500	<input type="checkbox"/> 50' x 50'	\$98,000

Corner Requested

Yes (assignments cannot be guaranteed-assigned as available) No

You will be invoiced for an additional fee of \$200 if assigned a corner location.

Exhibit space is assigned based on Priority Points Policy (see page 18). List four preferred exhibit locations.

1. _____ 2. _____

3. _____ 4. _____

Please check if your company is a member of the following organizations.

- PhRMA AdvaMed Rx&D

Please check the appropriate category for your company.

- | | | |
|--|---|---------------------------------------|
| <input type="checkbox"/> Airway | <input type="checkbox"/> Home Care | <input type="checkbox"/> Publisher |
| <input type="checkbox"/> Association/Society | <input type="checkbox"/> Information | <input type="checkbox"/> Recruiter |
| <input type="checkbox"/> Critical Care | <input type="checkbox"/> Technology | <input type="checkbox"/> Services |
| <input type="checkbox"/> Diagnostics | <input type="checkbox"/> Monitoring | <input type="checkbox"/> Sleep |
| <input type="checkbox"/> Education | <input type="checkbox"/> Nonprofit | <input type="checkbox"/> Telemedicine |
| <input type="checkbox"/> EHR/EMR | <input type="checkbox"/> Other _____ | |
| <input type="checkbox"/> Equipment | <input type="checkbox"/> Pharmaceutical | |

- VISA MasterCard American Express

Credit card # _____

Exp date _____ Amount _____

Signature _____

In-Booth Education

Your active participation in the Clinical Resource Center is encouraged. You are requested to offer at least one interactive, informational experience to demonstrate the clinical value of your products or services. Activities may include reviewing cases, interpreting pulmonary function reports, or using equipment to simulate a clinical procedure. An engaging exhibit will draw attendees to your booth, allowing valuable one-on-one time with users or potential users of your products and services. You can position your company as a knowledgeable member of the clinical resource team, so health-care professionals will know they can turn to you for valuable input and direction. Due by June 3.

Education Curriculum Please check one:

- | | | | | |
|---|---|---|---|---|
| <input type="checkbox"/> Allergy and Airway | <input type="checkbox"/> Diffuse Lung Disease | <input type="checkbox"/> Imaging | <input type="checkbox"/> Pediatrics | <input type="checkbox"/> Pulmonary Vascular Disease |
| <input type="checkbox"/> Biotechnology | <input type="checkbox"/> Disaster Medicine | <input type="checkbox"/> Lung Cancer | <input type="checkbox"/> Practice Management and Administration | <input type="checkbox"/> Respiratory Care |
| <input type="checkbox"/> Cardiothoracic Surgery | <input type="checkbox"/> Disorders of the Mediastinum | <input type="checkbox"/> Lung Pathology | <input type="checkbox"/> Pulmonary Manifestations of Systemic Disease | <input type="checkbox"/> Signs and Symptoms of Chest Diseases |
| <input type="checkbox"/> Cardiovascular Disease | <input type="checkbox"/> Disorders of the Pleura | <input type="checkbox"/> Obstructive Lung Diseases | <input type="checkbox"/> Pulmonary Physiology | <input type="checkbox"/> Sleep Disorders |
| <input type="checkbox"/> Chest Infections | <input type="checkbox"/> Education, Teaching, and Quality Improvement | <input type="checkbox"/> Occupational and Environmental Lung Diseases | <input type="checkbox"/> Pulmonary Procedures | <input type="checkbox"/> Tobacco Cessation and Prevention |
| <input type="checkbox"/> Critical Care | <input type="checkbox"/> Genetic and Developmental Disorders | <input type="checkbox"/> Palliative Care and End-of-Life/Ethics | <input type="checkbox"/> Pulmonary Rehabilitation | <input type="checkbox"/> Transplantation |
| <input type="checkbox"/> Cultural Diversity | | | | |

In-Booth Education: (50 words or less)

Application and Contract for Exhibit Space



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Chicago, Illinois

Exhibit Space Agreement

Thank you for your interest in utilizing exhibit space at CHEST 2013 (the "Meeting"). By signing and dating this Exhibit Space Agreement ("Agreement") in the space below, Exhibitor acknowledges and agrees to the following terms of participation in the Meeting:

- 1. Designation of Exhibit Space.** Exhibitor will occupy the exhibit space identified on the other side of this Agreement (the "Exhibit Space") during the designated time frame, specifically, the booth size and applicable dates/times for the Exhibit Space.
- 2. Description of Exhibited Content.** Exhibitor will use the Exhibit Space to exhibit specific products, equipment, services, and/or facilities in conformance with the description listed on the other side, which was originally provided by Exhibitor. This description will appear in the Exhibits Guide, without change, except for edits made for the purpose of conforming the description to ACCP's style and word count restrictions.
- 3. Cost and Payment Terms.** The other side lists the total cost for the booth size chosen for the Exhibit Space. Exhibitor agrees to pay a deposit equal to fifty percent (50%) of the total cost, upon signing this Agreement, and agrees to pay the balance on or before the final payment date of May 17. Exhibitor acknowledges that if Exhibitor does not make payment(s) to ACCP as and when required, ACCP will have no further commitment to Exhibitor and will be entitled to offer the Exhibit Space to others immediately.
- 4. Compliance With ACCP Policies.** Exhibitor agrees to fully comply with the requirements listed in the ACCP Exhibit Prospectus located at www.chestnet.org and any other future ACCP directives that relate to the Exhibit Space and the Meeting. In addition, Exhibitor agrees to maintain the highest level of integrity at the Meeting and in all interactions with Meeting attendees.

- 5. Cancellation.**
 - (A) If, for any reason, Exhibitor decides not to use the Exhibit Space as outlined in this Agreement, ACCP will provide a refund of amounts paid, less 10% of the total cost for the Exhibit Space, provided, however, that ACCP will not provide any refund whatsoever if cancellation is made after the final payment date of May 17.
 - (B) If ACCP cancels the Meeting due to inclement weather or other force majeure event beyond its control, ACCP will provide Exhibitor with a credit toward exhibit space at a future ACCP meeting. The amount of the credit will equal the amount paid by Exhibitor up to the date of cancellation.
- 6. Indemnification.** Exhibitor agrees to indemnify and hold harmless ACCP, its affiliates, and their respective officers, directors, members, employees, and agents from and against all claims, demands, damages, judgments, losses, penalties, liabilities, liens, and expenses incurred by any of them as a result of or relating to any breach of Exhibitor's obligations under this Agreement.
- 7. Miscellaneous.** This Agreement will be interpreted in accordance with Illinois law, without regard to its choice of law provisions. This Agreement represents the entire agreement of the parties related to its subject matter and may not be modified in any way without the written consent of both parties.

Please sign and date below, and return to the ACCP c/o Kim Schrader, Exhibits Director, 3300 Dundee Road, Northbrook, IL 60062, or kschrader@chestnet.org, together with the required payment.

Agreed to and accepted by:

"Exhibitor"

Company Name: _____

Print Name: _____

Title: _____

Date: _____

A link to the exhibit service kit will be e-mailed in July 2013.

Application checklist

- Complete both sides of the application (*incomplete applications will be returned*)
- Sign the application
- Include the product description
- Include the deposit

A deposit of 50% of the total amount due must accompany the Application and Contract for Exhibit Space. Telephone requests for space cannot be honored. Full payment for booth space is due on or before May 17. Deposit check should be made payable to ACCP in US funds and drawn on a US bank.

Cancellations or requests to reduce booth space must be sent in writing to Kim Schrader. A refund, less 10% of the total booth fee, will be given only on cancellations received in writing by Kim Schrader on or before May 17.

ACCP Tax ID 36-2170783

Mail deposit and application to:

Kim Schrader
Exhibits Director
American College of Chest Physicians
3300 Dundee Road
Northbrook, IL 60062 USA
+1(847)498-8307
kschrader@chestnet.org

For ACCP use

Date/Dep. Rec'd _____

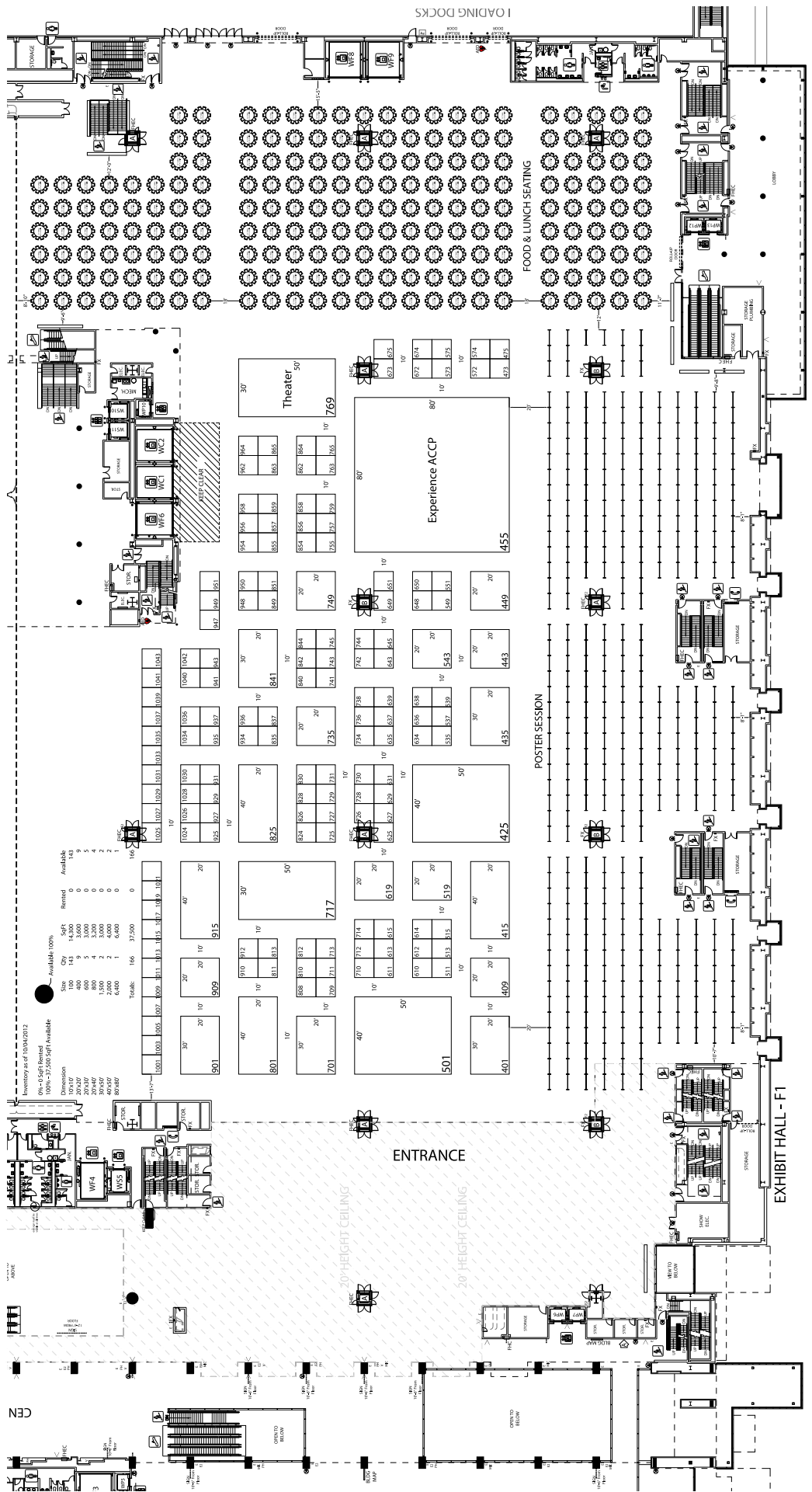
Total Cost _____

Space Assigned _____

Acct# _____

Complete both sides.

Clinical Resource Center Floor Plan



Dimensions

Dimensions	Available Rooms	Rented	Available
10' x 10'	14	0	14
10' x 15'	14	0	14
10' x 20'	5	0	5
10' x 30'	3	0	3
10' x 40'	4	0	4
10' x 50'	2	0	2
10' x 60'	1	0	1
10' x 70'	1	0	1
10' x 80'	1	0	1
10' x 90'	1	0	1
10' x 100'	1	0	1
10' x 110'	1	0	1
10' x 120'	1	0	1
10' x 130'	1	0	1
10' x 140'	1	0	1
10' x 150'	1	0	1
10' x 160'	1	0	1
10' x 170'	1	0	1
10' x 180'	1	0	1
10' x 190'	1	0	1
10' x 200'	1	0	1
10' x 210'	1	0	1
10' x 220'	1	0	1
10' x 230'	1	0	1
10' x 240'	1	0	1
10' x 250'	1	0	1
10' x 260'	1	0	1
10' x 270'	1	0	1
10' x 280'	1	0	1
10' x 290'	1	0	1
10' x 300'	1	0	1
10' x 310'	1	0	1
10' x 320'	1	0	1
10' x 330'	1	0	1
10' x 340'	1	0	1
10' x 350'	1	0	1
10' x 360'	1	0	1
10' x 370'	1	0	1
10' x 380'	1	0	1
10' x 390'	1	0	1
10' x 400'	1	0	1
10' x 410'	1	0	1
10' x 420'	1	0	1
10' x 430'	1	0	1
10' x 440'	1	0	1
10' x 450'	1	0	1
10' x 460'	1	0	1
10' x 470'	1	0	1
10' x 480'	1	0	1
10' x 490'	1	0	1
10' x 500'	1	0	1
10' x 510'	1	0	1
10' x 520'	1	0	1
10' x 530'	1	0	1
10' x 540'	1	0	1
10' x 550'	1	0	1
10' x 560'	1	0	1
10' x 570'	1	0	1
10' x 580'	1	0	1
10' x 590'	1	0	1
10' x 600'	1	0	1
10' x 610'	1	0	1
10' x 620'	1	0	1
10' x 630'	1	0	1
10' x 640'	1	0	1
10' x 650'	1	0	1
10' x 660'	1	0	1
10' x 670'	1	0	1
10' x 680'	1	0	1
10' x 690'	1	0	1
10' x 700'	1	0	1
10' x 710'	1	0	1
10' x 720'	1	0	1
10' x 730'	1	0	1
10' x 740'	1	0	1
10' x 750'	1	0	1
10' x 760'	1	0	1
10' x 770'	1	0	1
10' x 780'	1	0	1
10' x 790'	1	0	1
10' x 800'	1	0	1
10' x 810'	1	0	1
10' x 820'	1	0	1
10' x 830'	1	0	1
10' x 840'	1	0	1
10' x 850'	1	0	1
10' x 860'	1	0	1
10' x 870'	1	0	1
10' x 880'	1	0	1
10' x 890'	1	0	1
10' x 900'	1	0	1
10' x 910'	1	0	1
10' x 920'	1	0	1
10' x 930'	1	0	1
10' x 940'	1	0	1
10' x 950'	1	0	1
10' x 960'	1	0	1
10' x 970'	1	0	1
10' x 980'	1	0	1
10' x 990'	1	0	1
10' x 1000'	1	0	1



October 26 - 31
Chicago, Illinois

Important Dates

- November 16:** Priority point deadline and first round of booth assignments made
- March 1:** Second priority point deadline and second round of booth assignments made
- May 17:** Final payment exhibit space due
No Refund policy goes into effect
CHEST Housing opens
- June 3:** Exhibitor Guide information deadline
- July 15:** Exhibitor Service Kit emailed to exhibitors
- September 19:** Giveaway approval deadline
Notification to utilize an outside contractor deadline
Proof of insurance due from outside contractor
- October 1:** Exhibitor registration deadline
- October 26:** Exhibitor move-in begins
- October 28:** Clinical Resource Center (exhibit hall) opens

