

Association of Standardized Patient Educators

POWER OF THE PAST FORCE OF THE FUTURE

2018 ASPE ANNUAL CONFERENCE | JUNE 17-20, 2018

KANSAS CITY MARRIOTT DOWNTOWN | KANSAS CITY, MISSOURI, USA

EXHIBITOR PROSPECTUS





2018 ASPE ANNUAL CONFERENCE GENERAL INFORMATION

WELCOME FROM THE PRESIDENT



The Association of Standardized Patient Educators invites you to become a supporter of our 2018 Annual Conference in Kansas City, Missouri, June 17-20, 2018. The ASPE conference attracts educators and clinicians from around the world and offers an exceptional opportunity to showcase the breadth of the field. Although it was created by educators who work primarily with simulated patients in the medical field, ASPE embraces all human simulation from any field and welcomes all who have an interest in participating in its development and growth. In addition, the use of manikins, task trainers, virtual reality and 3D simulation modalities are being used by ASPE members worldwide.

Our attendees think of the exhibitors as a part of their educational and networking experience. In fact, unlike many simulation conferences, exhibitors at ASPE are encouraged to attend sessions and learn more about integrating their products into the methodology and contributing to the field. Please take the time to view our 2018 Exhibitor Prospectus and consider being a part of our conference. We appreciate your support and look forward to working with you.

Grace Gephardt, President, ASPE

ABOUT THE ASSOCIATION OF STANDARDIZED PATIENT EDUCATORS

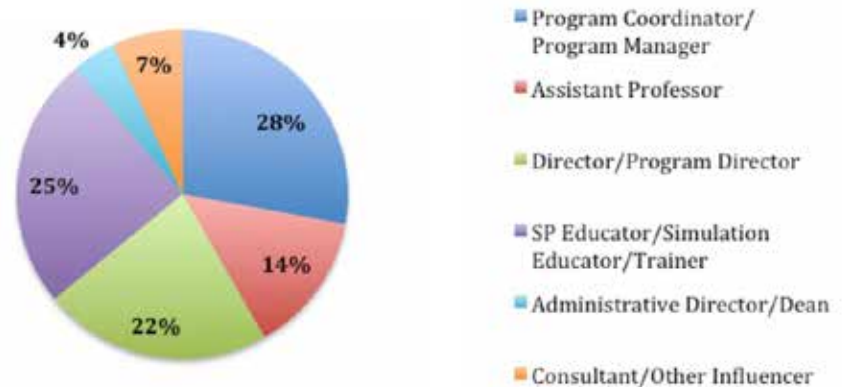
The Association of Standardized Patient Educators (ASPE) is the international organization for professionals in the field of Standardized Patient (SP) methodology. ASPE members transform professional performance through the power of human interaction.

GET TO KNOW ASPE

ASPE represents nearly 600 education professionals and decision makers within the global health sciences community. ASPE members represent the majority of academic medical schools in North America, as well as academic health science centers and teaching hospitals around the world.

The ASPE Annual Conference has an expected attendance of 400-450 professionals.

ASPE Membership By Position



WHAT ASPE ATTENDEES ARE LOOKING FOR

- NEW products, concepts, and techniques intended for simulated patients in the medical field.
- Latest innovations in medical supplies, training, diagnostic equipment, prosthetics, and healthcare technology.
- Simulation equipment, research and development, and curriculum resources.
- And so much more!



2018 ASPE ANNUAL CONFERENCE EXHIBITOR INFORMATION



Location:

Kansas City Marriott Downtown
200 W 12th Street
Kansas City, Missouri, USA

Exhibit Hall Hours:

Sunday, June 17: 3:00 pm - 6:00 pm
Monday, June 18: 7:00 am - 4:15 pm
Tuesday, June 19: 7:00 am - 3:15 pm

Exhibitor Setup Hours:

Sunday, June 17: 10:00 am - 3:00 pm

Exhibitor Move-Out Hours:

Tuesday, June 19: 3:30 pm - 4:30 pm

*Exhibit hours subject to change.



YOUR EXHIBIT SPACE INCLUDES:

Double Table Top Exhibitor - \$2,600

- Two 6' draped tables and 4 chairs
- Company brochure or literature sheet in each registrant's packet (insert to be provided by exhibiting company)
- FREE listing and marketing statement (100 words) in onsite program.
- 4 complimentary registrations
- Opportunity to participate in the Attendee Raffle to be held on Tuesday, June 19, in the Exhibit Hall

Table Top Exhibitor - \$1,450

- A 6' draped table and 2 chairs
- Company brochure or literature sheet in each registrant's packet (insert to be provided by exhibiting company)
- FREE listing and marketing statement (100 words) in onsite program.
- 2 complimentary registrations
- Opportunity to participate in the Attendee Raffle to be held on Tuesday, June 19, in the Exhibit Hall



Non-Profit Discipline-Based Academic Society Exhibitor - \$525

- A 6' draped table and 1 chair
- FREE listing and marketing statement (100 words) in onsite program.
- 1 complimentary registration (with proof of tax-exempt status)
- Opportunity to participate in the Attendee Raffle to be held on Tuesday, June 19, in the Exhibit Hall

MORE WAYS TO CONNECT

Take your engagement with attendees even further with these exclusive opportunities! Check our Supporter Opportunities and Sponsorships!

YOU MUST RECEIVE PRIOR APPROVAL FOR ALL TOTE BAG INSERTS. FAILURE TO DO SO MAY PREVENT DISTRIBUTION.

ALL TOTE BAG INSERTS MUST ARRIVE TO HEADQUARTERS BY MAY 25, 2018.

IF YOU DO NOT HAVE THE ACTUAL SAMPLE, PLEASE CONTACT LYNDSEY NICHOLSON AT LNICHOLSON@KMGNET.COM WITH A PHOTO.



2018 ASPE ANNUAL CONFERENCE PREMIUM SPONSORSHIPS

	Platinum Sponsors \$7,000+	Gold Sponsors \$5,000+	Silver Sponsors \$2,500+	Bronze Sponsors \$1,000+	Conference Exhibitor
PRE-CONFERENCE BENEFITS	Acknowledgement in ASPE Event Publications				
	Company Logo on Event Page				
	Pre-Conference Attendee List				
	Sponsor Shout-outs to Your Company from the Official ASPE Facebook Page				
	Email Invitation to All Registered Attendees for Sponsored Function (if applicable)				
	Company Logo Hyperlinked to Company Site on Event Sponsor Page				
	Company Logo, Hyperlink to Company Site and 100 Word Description on Event Sponsor Page				
	Company Logo and Hyperlink to Company Site on ASPE Website For Up to 3 Months Before Event				
AT CONFERENCE BENEFITS	Ribbons for Name Badges				
	Acknowledgement in ASPE Event Publications/Signs				
	100-word Marketing Statement in the Printed Onsite Program				
	One Minute at Opening Plenary to Pitch Your Company to Attendees				
	Signage Recognition for Sponsored Function (if applicable)				
	Sponsor Recognition Sign				
	Verbal Recognition by ASPE Leadership During Conference				
	Priority Booth Placement				
	First Choice Booth Placement				
	Full Page + Half Page in Printed Onsite Program				
	Full Page in Printed Onsite Program				
	Half Page in Printed Onsite Program				
	POST-CONFERENCE BENEFITS	Post-Show Attendee List			
Acknowledgement as Sponsor in ASPE Event Publications					
Company Logo in Thank You To Our Sponsor's Email					
Company Logo, Hyperlink to Company Site and 100 Word Description on Event Supporter Page and ASPE Website					



SPONSORSHIP OPPORTUNITIES

Conference Wi-Fi for Meeting Area - \$7,000 (Exclusive)

- Company logo on internet loading screen (dependent on hotel capabilities).
- Signage with company logo displayed with password for Wi-Fi in a high-traffic area.
- Insert with company logo and Wi-Fi password in each registrant's packet.
- Platinum Sponsor Marketing Benefits.

ASPE Plenary Session - \$5,000 (Only 3 Available)

- Verbal recognition from ASPE leadership at start of session.
- Signage with company logo displayed on stage and in high-traffic area.
- Ability to add provided collateral items on tables (highlighters, sticky notes, etc) during session.
- Detailed email invitation to Plenary Session to all registered attendees sent on company's behalf.
- Gold Sponsor Marketing Benefits.

Conference Tote Bag - \$3,000 (Exclusive)

- Sponsor's logo prominently featured on the traditional keepsake tote distributed to each attendee.
- Gold Sponsor Marketing Benefits.

Breakfast - \$2,500 (2 Available)

- Food and beverage elements to be placed near company exhibit booth (if also exhibiting).
- Ability to distribute marketing materials during designated break.
- Signage with company logo displayed with recognition in a high-traffic area near food.
- Silver Sponsor Marketing Benefits.

Real World Technology Session - \$1,750

- Breakout room for an Interactive Educational Technology Session during the educational program (90 minutes).
- Session abstract included in conference program materials.
- Session "teasers" included in pre-conference marketing e-mail blasts.
- Detailed e-mail invitation to session to all registered attendees sent on company's behalf.
- Two (2) complimentary registrations, including all meals, breaks and reception; additional registrations available at \$350 per person.
- Bronze Sponsor Marketing Benefits.

Please note that Real World Technology Sessions are open to registered attendees and SP educators only. Exhibit personnel from other companies are not eligible to attend, participate or observe these specialty sessions. Requests for special setups or additional AV may result in additional charges by the hotel and will be the sole responsibility of the company holding the session.

Official Conference Notepads and Pens - \$1,750 (Exclusive)

- Customized notepads and pens with ASPE and company logo on them.
- Company to provide supplies.
- Bronze Sponsor Marketing Benefits.

Reusable Coffee Sleeves - \$1,750 (Exclusive)

- Customized reusable coffee sleeves with company logo on them.
- Company to provide supplies.
- Bronze Sponsor Marketing Benefits.

Refreshment Break - \$1,500 (4 Available)

- Food and beverage elements to be placed near company exhibit booth (if also exhibiting).
- Ability to distribute marketing materials during designated break.
- Signage with company logo displayed with recognition in a high-traffic area near food.
- Bronze Sponsor Marketing Benefits.

Attendee Lanyards - \$1,000 (Exclusive)

- Company logo on the official convention badge lanyard worn by all attendees throughout the convention and captured in nearly every convention photo.
- Company to provide supplies.
- Bronze Sponsor Marketing Benefits.

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APPLICATION FOR SPONSORSHIP & EXHIBITING OPPORTUNITIES
Association of Standardized Patient Educators Annual Conference
 June 17-20, 2018 • Kansas City Marriott Downtown • Kansas City, Missouri, USA

o Conference Wi-Fi for Meeting Area \$7,000	o Official Conference Notepads & Pens \$1,750
o ASPE Plenary Session \$5,000	o Reusable Coffee Sleeves \$1,750
o Conference Tote Bag \$3,000	o Refreshment Break \$1,500
o Breakfast \$2,500	o Attendee Lanyards \$1,000
o Real World Technology Session \$1,750	
Exhibitor Opportunities:	
o Double Table Top Exhibitor \$2,600	o Non-Profit Discipline-Based Academic Society Table \$525
o Table Top Exhibitor \$1,450	TOTAL: _____

RULES & DETAILS

EXHIBIT REPRESENTATION: Exhibits must be staffed by a company representative during the scheduled exhibit times. All company representatives must be pre-registered. Each representative will be issued an exhibitor's badge to be worn at all times.

CANCELLATIONS: Cancellation requests must be received in writing no later than April 20, 2018, and are subject to a \$250 cancellation fee per exhibit. Should the exhibitor cancel after the deadline, no refunds will be given. No refunds for additional representatives.

OTHER BOOTH REQUESTS: Additional innovations for use of exhibit space are welcome! Please contact ASPE Meeting Planner, Lyndsay Nicholson, 407-774-7880 or lnicholson@kmgnet.com for assistance.

SHIPPING: Exhibitors are required to make individual arrangements for shipping/handling. Details for shipping will be sent to the official contact person.

EXHIBITOR SPONSORED MEETINGS OR SOCIALS: Exhibitors are welcome to sponsor small meetings, user group sessions, and social activities. ASPE will work with you to provide times when members are not participating in any scheduled conference activities. Please contact ASPE to avoid a potential scheduling conflict!

SOUND DEVICES/NOISE LEVEL: Noise level from any product demonstration or sound system must be kept to a minimum and may not interfere with other exhibits or educational activities. Exhibits will not interfere with the use of other exhibits made, impede access to them, or impede the free use of the aisle.

SUBLETTING OR SHARING OF SPACE: Subletting or sharing of exhibit space is not permitted.

LIABILITY: Each Exhibitor agrees to protect, save and hold the hotel, ASPE, and all agents and employees thereof (hereinafter collectively called "indemnities") forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor. Further, Exhibitor shall at all times protect, indemnify, save and hold harmless the indemnities against and from any and all losses, costs, damages, liability, or expenses (including attorney's fees) arising from or by reason of any accident or bodily injury or other occurrence to any person or persons, including Exhibitor, its agents, employees and business invites, which arises from or out of the exhibition premises, the hotel or any part thereof.

ASPE authorizes Exhibitor, under the terms set forth, to exhibit products, services, and materials applicable to the patient educator profession in table space to be designated by ASPE in the exhibit area of the hotel during the 2018 Annual Conference at the fee specified for locations assigned. Exhibitors shall indemnify and hold harmless ASPE and the Hotel and its servicing agents from all liability (damage or accidental) which might ensue from any cause resulting from or connected with transportation, placing, removal or display of exhibits. Exhibitors will comply with all Americans With Disabilities Act regulations in the design of the booth. Exhibitor assumes responsibility and agrees to indemnify and defend ASPE and the hotel and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither ASPE nor the hotel maintains insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance. This contract is not assignable. Exhibitors requiring music at their exhibit booth must obtain their own music license.

No prior or present agreements or representations shall be binding upon the parties unless included in this Contract. No modification or change in this Contract shall be valid or binding upon the parties unless in writing and executed by the party intended to be bound by it. This agreement is irrevocable and becomes effective when signed by a representative of ASPE.

Make checks payable to Association of Standardized Patient Educators and mail to ASPE. Tax ID: **71-0852897**.

Arrangements for electricity or Internet access must be made directly with the conference hotel and at the expense of the exhibiting company.

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APPLICATION FOR SPONSORSHIP & EXHIBITING OPPORTUNITIES
Association of Standardized Patient Educators Annual Conference
 June 17-20, 2018 • Kansas City Marriott Downtown • Kansas City, Missouri, USA

Company Name (as you wish it to appear in program) _____

Contact Name* _____ Attending Contact Only

Address _____

City/St/Zip _____

Telephone _____ Website: _____

Email* _____

**Please note, all correspondence will be sent to this person/email.*

I do not wish my booth adjacent to: _____

We will donate a door prize. We will sponsor or co-sponsor an event or item. (Please complete enclosed sponsor form.)

Description of Product/Service: (100 words or less. Include here or email to lnicholson@kmgnet.com.) _____

Name of Representatives (if applicable)	City/State	Email
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
<i>additional \$350 fee may apply</i>		
4. _____	_____	_____
<i>additional \$350 fee may apply</i>		

Tables will be assigned on a first-come, first-served basis. Cancellation up to April 20, 2018, will result in a refund minus \$250 administrative fee. NO REFUNDS FOR CANCELLATIONS RECEIVED AFTER 4/20/18.

Authorized Signature: _____ Date: _____

FOR CHARGES ONLY

AmEx # _____ VISA/MC # _____

Exp. Date _____ Amount to Charge: \$ _____

Name of Cardholder _____ Signature of Cardholder _____

CVV Code _____ Credit Card Billing Address Same as above

Address _____

City/St/Zip _____

Return this form and make checks payable to:
ASPE, 222 S. Westmonte Drive, Suite 101 • Altamonte Springs, FL 32714
407-774-7880 • Fax: 407-774-6440 • ASPE Federal Tax I.D. #71-0852897



2018 ASPE ANNUAL CONFERENCE CRITICAL DEADLINES

Don't miss your chance to be highlighted as a Sponsor for the 2018 ASPE Annual Conference! We can't guarantee your company information will be shared with attendees if we have not received your information by the following deadlines:

CHECK	ITEM	DUE BY
<input type="checkbox"/>	For Real World Tech Track sessions – Teaser	March 30, 2018
<input type="checkbox"/>	For Real World Tech Track sessions – Abstract	March 30, 2018
<input type="checkbox"/>	High resolution company logos	April 6, 2018
<input type="checkbox"/>	Company website and social media links	April 6, 2018
<input type="checkbox"/>	Payment for your Sponsor package	May 1, 2017
<input type="checkbox"/>	Insert for attendee registration bag	May 14, 2018
<input type="checkbox"/>	Ad to be included in onsite printed program	May 14, 2018
<input type="checkbox"/>	Complete and return Exhibitor and Sponsor forms. Mail, fax or email them to us!	May 18, 2018
<input type="checkbox"/>	Company description	May 18, 2018
<input type="checkbox"/>	Attending representatives names	May 18, 2018

Please send this information to Lyndsay Nicholson, Meeting Planner, at lnicholson@kmgnet.com.
 Have any questions? Contact Lyndsay at 407-774-7880.
 222 S. Westmonte Dr., #101, Altamonte Springs, FL 32714

HOTEL INFORMATION

PLEASE CONTACT:

Kansas City Marriott Downtown, 200 W 12th Street, Kansas City, Missouri 64105
 Phone: 816-421-6800

Reservations must be received by the hotel prior to **Friday, May 11, 2018**, to guarantee the room rate. Reservations made after this date will be on a space availability basis only. Reservations can be made by calling and requesting the ASPE room block rate. Credit card number or a check for the first night's lodging per room must be submitted upon making room reservation. Room rates: \$179.00 plus tax, single/double.