



# American Academy of Pain Medicine

## EXHIBITOR INFORMATION

Welcome to the 28<sup>th</sup> Annual Meeting of the American Academy of Pain Medicine (AAPM), February 23-25, 2012 in Palm Springs, CA. We have an exciting program planned, and are expecting approximately 900 pain physicians to attend. Below is logistical information related to exhibiting, as well as information to help promote your participation and drive attendees to your booth.

### EXHIBIT SCHEDULE

#### Tuesday, February 21

Early Freight Delivery 2-5pm  
(by appointment only)

#### Wednesday, February 22

Exhibitor Setup 8am-5pm

#### Thursday, February 23

Exhibitor Setup 8am-3pm  
Opening Reception w/Exhibits 5:15-6:45pm

#### Friday, February 24

Exhibits Open 8:45-10:45am, 2:30-7:15pm  
Break in Exhibit Hall 9-10am, 2:30-3:30pm, 4:30-4:45pm  
Reception in the Exhibit Hall 5:45-7:15pm

#### Saturday, February 25

Exhibits Open 8:30am-11:30am  
Break in Exhibit Hall 8:45-9:45am, 11:15-11:30am  
Exhibitor Teardown 11:30am-10pm

**Advertising, Promotional and Commercial Support Opportunities**—Pre-Show Marketing is essential to your success and is proven to increase ROI. Promote your products/services and drive attendees to your booth by taking advantage of the many opportunities AAPM has to offer including:

- Program Guide Advertising
- Hotel Room Drop
- Hotel Voice Mail Message
- Corporate Showcase
- Hotel Room Key
- Billboard Advertising
- Preregistered Attendee List
- Opening Reception
- Speaker Room
- Wi-Fi
- President's Reception
- Food Event on Exhibit Floor

Descriptions of these opportunities can be found in the [Exhibitor Prospectus](#).

**Program Guide Description/Virtual Floor Plan**--If you have not done so already, please email your company/product description to [Rose Nowak](#) of AAPM for listing in the program guide and on the [AAPM Virtual Floor Plan](#). The description can be up to 500 characters, including spaces and punctuation.

**Hotel/Travel Information**—Book your hotel rooms directly with the Renaissance Palm Springs Hotel (800/ 228-9290) or the Spa Resort Casino (800/ 854-1279). Room rate is \$175 at both hotels but rooms are going quickly, so book your reservation today! Additional travel information can be found at: [AAPM Travel Information](#)

**Exhibitor Service Manual**--Your Booth Includes: Pipe/drape along the back wall, side rail with curtain and a company ID sign. The exhibit hall is carpeted. Additional items such as furniture, electricity, internet, etc., are not included with your booth space, but can be ordered through the decorator, [Shepard Exposition Services](#). Not-for-profit booths include a complimentary 6' skirted table, 2 side chairs and a waste can.

**Exhibitor Badges**-- Please upload your names for exhibitor badges on the [Exhibitor Badge Website](#) by January 30, 2012. You are entitled to 4 badges/10'x10' booth. Additional badges are \$25 each. Badge requests after January 30 will incur a \$25 surcharge per badge. The exhibit booth does not include a meeting registration. If you would like to attend educational sessions and/or earn CME, you will need to [Register as an Attendee](#). The Meeting Schedule (for attendees), including a list of sessions and speakers can be found at: [AAPM Meeting Schedule](#).

**Deadlines**--The list of important dates and deadlines can be found on page 5 of the [Exhibitor Prospectus](#).

**Preregistered Attendee List**—The list of preregistered attendees will be emailed to all exhibitors in a PDF format 1 week before the Meeting. We **will not** be providing a printed copy of the list onsite at the Meeting. Please print it in advance of going to the AAPM Meeting. To obtain this list in an excel format for the purpose of sending a promotional mailing to attendees, please follow the steps outlined in the [Mailing Label Request Form](#).

**Questions**-- Please contact Patrick Filippelli of AAPM at 847/375-4754, [pfilippelli@connect2amc.com](mailto:pfilippelli@connect2amc.com).