



PAHCOM 22nd Annual Conference

September 14-16, 2010

Caribe Royale • Orlando, Florida

Pre-conference events September 13th

Experience the Magic of PAHCOM!



Exhibitor Prospectus



Reach nearly 300 medical office managers representing more than 3,400 physicians!

The Professional Association of Health Care Office Management (PAHCOM) 22nd Annual Conference will be held at the Caribe Royal All-Suite Hotel & Convention Center in Orlando. The conference is expected to draw nearly 300 office managers and practice administrators seeking networking and professional development to increase the efficiency, productivity, and effectiveness of their physician practices.

It is especially important this year, while you may be facing a constrained budget, to watch your spending closely. When compared to the costs of making sales calls to 300 practices across the country, the PAHCOM Conference is a cost-effective way to reach potential customers. The PAHCOM Conference provides a premium opportunity to reach and network with medical office managers of small group practices who come to the exhibition looking for the latest products and services on the market that will improve their offices' efficiency.

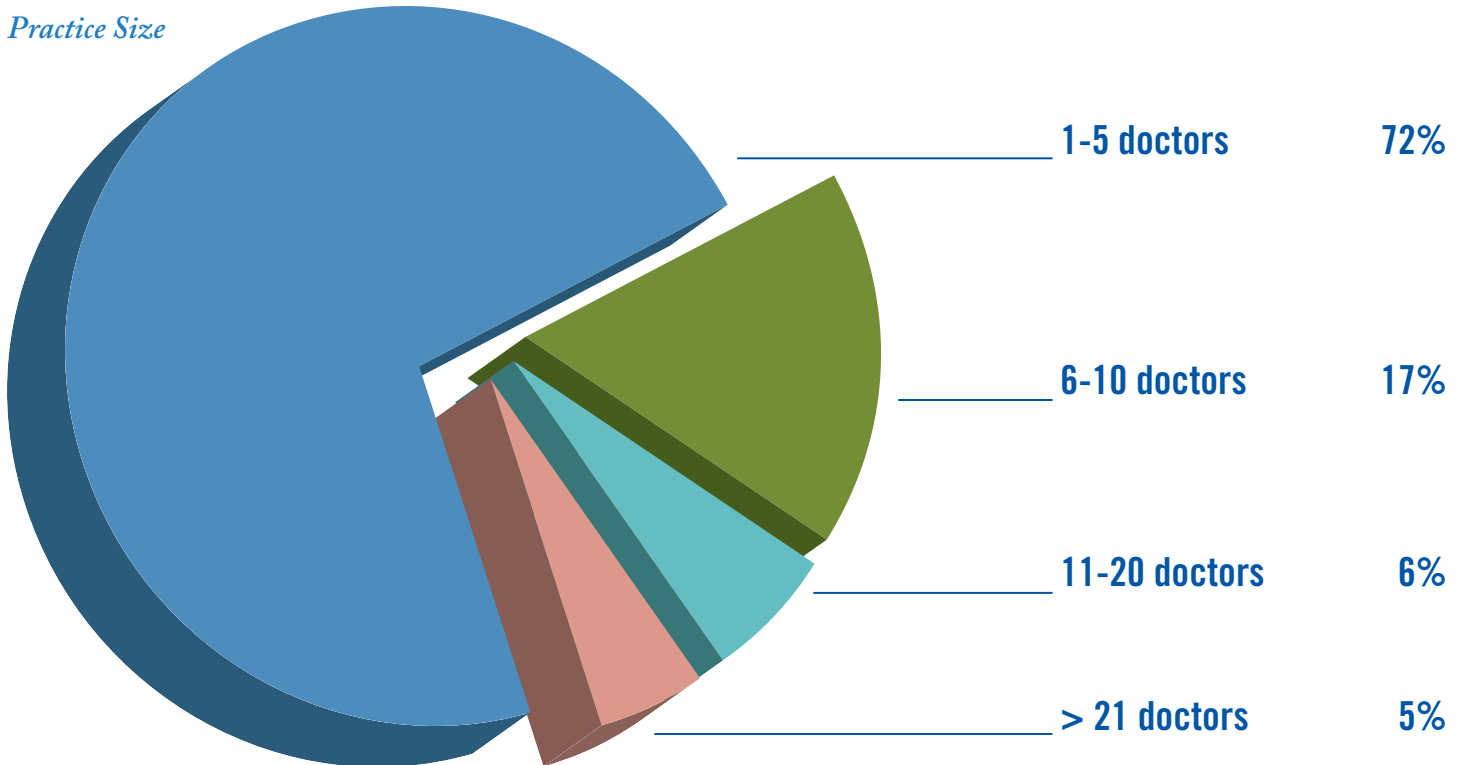
PAHCOM is a national organization dedicated to professionalism in physician office practice. More than 3,000 managers and administrators of medical practices have become PAHCOM members to share knowledge and keep up-to-date with current developments in practice management.

PAHCOM supports your exhibit investment in a variety of ways.

- Innovative programming that draws 200–300 attendees.
- Preconference marketing to our entire membership and 20,000 additional small practices nationwide.
- Exhibit hours scheduled to provide maximum visibility and exposure.
- Coffee breaks and receptions scheduled in the exhibit hall.

PAHCOM members manage physician practices of various sizes.

Practice Size



PAHCOM members represent more than 35 specialties.

Top 6 Specialties

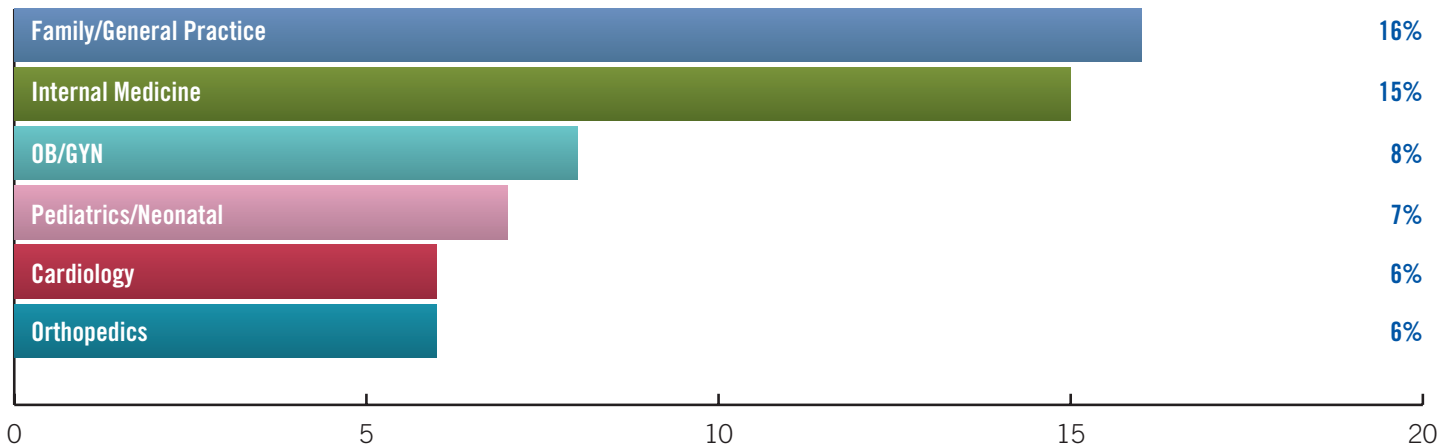


Exhibit Information

Exhibit Hall Schedule

Tuesday, September 14

Exhibit Hall Open	5:15–7 pm
Reception in Exhibit Hall	5:30–7 pm

Wednesday, September 15

Exhibit Hall Open	7:30 am–3:30 pm
Continental Breakfast in Exhibit Hall	7:30–8:30 am
Cash Drawing	10–11 am
Lunch with Attendees*	Noon–1:15 pm
Cash Drawing	3–3:30 pm
Awards Dinner (optional)	6:30–10 pm

* Exhibit Hall is closed during this time.

Space Fees

	Corporate Members	Non-Members
Exhibit booth (8'x10')		
Single Booth	\$1,755	\$2,150
Additional Booth	\$1,290	\$1,650

Conference Commercial Support Package—\$2,500

Includes

- Single booth and standard booth package
- Recognition on site at Registration and on the Exhibit Floor
- Recognition at www.pahcom.com as a Commercial Supporter
- 30-second elevator speech opportunity at the Conference Lunch (must sign up with payment prior to July 2, 2010)

Booth Package includes

- Standard 8' back drape
- Standard 3' side rail
- Standard 7" x 44" identification sign
- One 6' x 30" blue, draped table
- Two side chairs and one wastebasket

Commercial Support Opportunities

We invite you to become a supporter of the PAHCOM 22nd Annual Conference. Commercial support is an excellent opportunity for your organization to show its commitment to our members. Enhance your visibility, gain a more powerful presence, and increase your impact on PAHCOM members.

The following are some available support options. Call the national office for additional opportunities.

Support an Event

Keynote Speaker	\$10,000
Reception in Exhibit Hall	\$10,000
Lunch in Exhibit Hall	\$7,500
Continental Breakfast	\$5,000
Educational Workshop	\$1,000

Networking Event Sponsorship

This will give you exclusive sponsorship time with all of the attendees on the arrival day. Please contact Steve for more information on this great opportunity.

Support a Product

Cyber Café in the Exhibit Hall	\$2,200
Giant foot prints	\$1,800
Totebags	\$2,800
Badge Lanyards	\$2,250
Bag stuffer	\$500

Make a difference with Commercial Support and receive the following benefits:

Bronze Level: \$1,000

- sign in the registration area
- logo recognition either at the event or on the product you are sponsoring
- recognition on www.pahcom.com as a commercial supporter

Silver Level: \$5,000

All of the above plus

- one complimentary full conference registration

Gold Level: \$10,000

All of the above plus

- announcement before the event publicizing your support

Platinum Level: \$20,000

All of the above plus

- 1-year PAHCOM corporate membership
- one exhibit booth at the 2010 conference

Reach your target audience—contact PAHCOM today!

Steve Pampinella • steve@pahcom.com

PAHCOM

1576 Bella Cruz Drive, Suite 360, Lady Lake, FL 32159

Fax: 407-386-7006

Exhibit Space Application

PAHCOM 22nd Annual Conference

September 14–16, 2010 • Caribe Royale All-Suite Hotel & Convention Center • Orlando, Florida



All information used below, except where indicated, will be used in conjunction with the service contractor for signs, correspondence, and will be printed in the official conference program book. Booth preferences will be taken at a later time.

Organization: _____

Contact name (not published): _____ Title: _____

Expo onsite contact: _____ Title: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

Member Booth Rates

Single booth—8' x 10' (80 sq. ft.) \$1,755 per booth

Additional booth—8' x 10' (80 sq. ft.) . . \$1,290 per booth

Nonmember Booth Rates

Single booth—8' x 10' (80 sq. ft.) \$2,150 per booth

Additional booth—8' x 10' (80 sq. ft.) . . \$1,650 per booth

Conference Sponsorship Package

Sponsorship Package (includes Single Booth) . . . \$2,500

Lunch & Dinner Event

Lunch \$25

Dinner \$65

Calculate Amount Due

- 1. Amount for single booth \$ _____
- 2. Amount for additional booth \$ _____
- 3. Amount for Conference Sponsorship \$ _____
- 4. Amount for Lunch & Dinner \$ _____
- 5. Total due \$ _____
- 6. Amount enclosed with this contract \$ _____

Booth fees must be paid in full to secure space. Full payment must be received by July 2, 2010 to participate in the 30 second elevator speech at the Lunch.

TERMS: Applications accepted until show floor is sold out. Total contract amount is due at the time of application to reserve booth space. Companies applying for membership must pay membership fees in full at the time of application. Balance of total booth space to be paid by August 16, 2010. Any booth payments received within 15 days of the show opening must be in the form of a cashier's check, certified check, or money order. A signed contract is considered an agreement to pay the total amount due.

Method of Payment

Please make checks payable to PAHCOM

Credit Card # _____

Exp Date _____ Card Code _____

Cardholder's Name _____

Billing Address _____

Total Amount Enclosed: \$ _____

PLEASE READ: In agreement with the rules and conditions herein, we apply for exhibit booth space at the PAHCOM 22nd Annual Conference. Exhibitor's signature on this contract is an agreement to reserve booth space as indicated above and pay the total amount due.

Authorized exhibitor signature: _____

Date: _____

Terms & Conditions

1. Application and Eligibility. Application for exhibit space must be made on the printed form by PAHCOM, contain the information as requested, and be executed by an individual who has authority to act for the applicant. PAHCOM shall determine the eligibility of any company, product, or service. PAHCOM may reject the application of any company whose display of goods or services is not compatible, in the sole opinion of PAHCOM, with the educational character and objectives of the exhibition. In the event an application is not accepted, any paid space rental fees or deposits will be returned.

2. Exhibit Booth Price. The prices for each booth are as follows: \$1,755 for initial 8' x 10' booth for Corporate Members, \$2150 for initial 8' x 10' for Non-members, \$1,290 for each additional 8' x 10' for Corporate Members, and \$1,650 for each additional 8' x 10' for Non-members.

3. Payment Dates. No booths will be guaranteed until PAHCOM receives full payment of the total booth fee, along with a signed contract. If full payment is not received by August 16, 2010, PAHCOM will have the right to resell the assigned booth space. The exhibitor expressly understands and agrees that all amounts paid hereunder will be applied first to any outstanding obligations due PAHCOM by the exhibitor, and then to the amounts due in accordance with this paragraph hereof, that any resulting arrearages must be paid within the time limits specified herein, and that PAHCOM will have the right to cancel this agreement if the exhibitor is or becomes in arrears with respect to any outstanding obligation due PAHCOM.

4. Cancellation of Booth Space. In the event that the exhibitor notifies PAHCOM of the exhibitor's intent to repudiate the contract after acceptance but prior to July 16, 2010, a full refund of monies received, minus a \$250 administrative fee, per booth. No refunds will be made or cancellations accepted after July 16, 2010.

If for any cause beyond the control of PAHCOM—such as, but not limited to, the destruction of the exhibit facilities by an act of God, the public enemy, authority of the law, fire, or other force majeure—PAHCOM is unable to comply with the terms of this contract and deliver the space allotted hereunder, this contract shall be considered terminated and any payments made hereunder by the exhibitor shall be refunded to the exhibitor, less expenses incurred by PAHCOM to the date of the termination allocable to the exhibitor after proration thereof among all exhibitors.

5. Assignment of Booth Space. Space will be assigned according to the date on which the contract and deposit are received, the availability of the requested area, the amount of space requested, special needs, and compatibility of the exhibitor's products with PAHCOM's aims and purposes.

PAHCOM reserves the right to assign space other than the choice requested, if necessary, and the right to rearrange the floor plan and/or relocate any exhibit.

6. Booth, Furnishings, Equipment, and Service. A uniformly styled exhibit booth will be furnished that consists of draped material on aluminum framework with a back wall that is 8 ft. high, side rails that are 33 in. high, exhibit hall, and identification sign that is 7 in. x 44 in. Exhibit displays must not project so as to obstruct the view of the adjacent booths. In the rear 4 ft. of all booths, display material or equipment can be placed to a height not exceeding 8 ft, without the consent of PAHCOM. In the remainder of the booth, all display material or equipment shall not exceed 42 in. in height.

7. Conduct of Exhibits. The advertisement or display of goods or services other than those manufactured, distributed, or sold by the exhibitor in the regular course of business and identified in this contract is prohibited. An exhibitor may not assign, sublet, or apportion all or any part of the contracted booth space, nor may an exhibitor permit the display, promotion, sales, or marketing of nonexhibitor products or services. Interviews, demonstrations, and distribution of literature or samples must be made within the booth area assigned to the exhibitor. Canvassing or distributing of advertising outside the exhibitor's own booth will not be permitted. There is no restriction on selling on the exhibit floor. However, exhibitors are responsible to the Internal

Revenue Service for the collection and submission of the applicable state and local sales taxes for sales, which occur on the exhibit floor. Exhibitors may not serve or dispense food or beverages of any type from their booths or in the exhibit area without consent of PAHCOM. Helium balloons are not allowed in the convention center. No part of the display, including products, is permitted outside the exhibit space. Products and furnishings should be arranged with the safety of the exhibitors and attendees in mind.

The character of the exhibits is subject to the approval of PAHCOM. The right is reserved to refuse the applications of companies not meeting the standards required or expected, as is the right to curtail exhibits or parts of exhibits that are not in accord with the character of the meeting. Booths should be designed to draw attendees into the booths, not to encourage attendees to stand in the aisles.

8. Installation/Dismantling.

Installation. Exhibitor Set up on Tuesday, September 14, 2010 is from 9 am-4:30 pm. All exhibits must be set up by 4:30 pm Tuesday, September 14, 2010, without exception. Assembly of exhibits during regularly scheduled exhibit hours will not be permitted. At 4:30 pm, an inspection will be made, and exhibits that obviously are not being worked on and have no representative present will be assigned to the labor contractor for uncrating and erecting to facilitate the removal of crates and the initial cleaning prior to the opening. Charges will be billed to the exhibitor. Exhibit aisles must be clear by 4.30 pm. The room will be clear at 4:30pm of all extra boxes.

Dismantling. The official closing time of the exhibits is 3:30 pm on Wednesday, September 15, 2010. All exhibitors are expected to keep their booth set up until 3:30pm. All exhibit material must be packed and ready for removal from the exhibit area no later than 6 pm on Wednesday, September 15, 2010. No packing of equipment or literature or dismantling of the exhibits is permitted until closing time.

Any company violating this regulation will be fined \$100 and may be denied exhibit space at any future PAHCOM conferences.

9. Additional Exhibitor Services. All other services are available to exhibitors at normal charges through the official convention contractor (hereinafter "Official Contractor"). An exhibitor's service kit will be mailed to all exhibitors approximately 90 days in advance with complete details and deadline order dates for rental displays, additional decorating, furniture, carpeting, signs, cleaning, photography, floral, electrical, telephone, audiovisual service, drayage, labor, and shipping.

10. Contractor and Labor Coordination. The Official Contractor will have control of all inbound and outbound freight to prevent congestion in the loading and unloading area, in the aisles, and in any freight traffic area. The Official Contractor will have complete control of all labor hired and scheduling and coordination of labor for the purpose of the orderly setup, management, and dismantling of the exposition. It is highly recommended that the labor services of the Official Contractor are used for setup and dismantling. If an outside contractor is used, the following steps must be taken:

- A. *PAHCOM and the Official Contractor must be notified, and proof of adequate liability insurance must be given, in an amount no less than \$1,000,000 combined single limit for personal and property damage, at least 30 days prior to show setup. The booth number, name of the exhibitor, and identification of the outside contractor must be included.*
- B. *Check-in by all labor will be required at the labor service desk prior to the start of setup. No setup will be permitted without the authorization of the Official Contractor.*
- C. *All outside contractor personnel shall confine their activities to the booth in which they are working and will not be permitted to solicit on the floor or elsewhere in the exhibit hall.*

11. Events. Events sponsored by the exhibitors must be approved by PAHCOM. No entertainment may be scheduled to conflict with PAHCOM's program hours, activity hours, or exhibit hours. PAHCOM has blocked suites at the conference hotel that will be available on a first-come, first-served basis. Reservations should be made directly with the hotel. Firms that are not exhibiting or sponsoring are not permitted to host event functions.

12. Exhibit Staff Registration. Each exhibitor who registered in advance will have a printed exhibitor badge available at the exhibitor registration area. This badge will entitle registered exhibitors admission to the exhibit area only. Exhibitors must wear badges at all times—including during setup times, exhibit hours, and dismantling—in order to enter the exhibit area.

Exhibitor staff, temporary help, and setup personnel must wear exhibitor badges or other badges designated by PAHCOM or the Official Contractor. Exhibitor badges do not give admission to other conference functions, nor are they transferable.

13. General Conference Registration. Any exhibitor who desires to attend the program sessions or any optional activities must register by contacting PAHCOM at 800-451-9311.

14. Special Visual and Sound Effects. Audiovisual and other sound and attention-getting devices and effects will be permitted only in those locations and in such intensity as in the sole opinion of PAHCOM does not interfere with the activities of neighboring exhibitors. Operation of equipment being demonstrated may not create noise levels objectionable to neighboring exhibitors.

15. Unacceptable Exhibits. The exhibitor agrees not to use any displays that PAHCOM determines, in its absolute discretion, will unreasonably endanger the person or property of the attendees or of the exhibitors, are in bad taste, are liable to discredit or subject PAHCOM to criticism or legal liability, are inconsistent with the stated purposes of PAHCOM and the interest and welfare of its members, are inimical to the property rights of PAHCOM, or violate the booth regulations or any other provision of this contract. In the event PAHCOM determines at any time that any exhibit may or does violate this contract and the exhibitor is unable or unwilling to cure or correct such violation, PAHCOM may terminate this agreement immediately and forbid erection of the exhibit or may remove or cause the exhibit to be removed at the exhibitor's expense, and the exhibitor hereby waives any claim for refund of the exhibit booth or other damages arising out of such termination and/or exhibit removal. Any exhibitor who is uncertain as to whether an exhibit is in compliance with all applicable regulations and requirements should contact PAHCOM.

16. Insuring Exhibits. Exhibitors are encouraged to insure their exhibits, merchandise, and display materials against theft, fire, etc., at their own expense. It is suggested by PAHCOM that the exhibitor contact the exhibitor's insurance broker and obtain all-risk insurance covering exhibit property while absent from home premises for exhibit purposes, or a rider to the exhibitor's existing policy covering same.

Neither the exhibit facility, PAHCOM, nor the Official Contractor will be responsible for loss or damage to any property in storage, in transit to or from the exhibit building, or while in the exhibit building for any loss of income as a result of any reduced sales due to such loss or damage. All property of the exhibitor will be deemed to remain under the exhibitor's custody and control in storage, in transit to or from, or within the confines of the exhibit hall, even though it may at times be under the temporary control or direction of PAHCOM or the Official Contractor.

17. Music Licensing. The exhibitor represents and warrants that it shall comply with all copyright restrictions applicable to exhibitors including, but not limited to, any music performance agreement between PAHCOM and ASCAP or BMI. Exhibitor further represents and warrants that it shall obtain any additional license or grant of authority required of exhibitors under the copyright laws and present PAHCOM with a copy of such license or grant no less than 30 days prior to the start of the show.

18. Liability for Damages or Loss of Property. Guard service is provided by the PAHCOM on a 24-hour basis from move-in through move-out. Notwithstanding the guard service provided by PAHCOM for purposes of general security in the exposition premises, the exhibitor shall protect, indemnify, and hold harmless PAHCOM, the exhibiting facility, and the Official Contractor and their respective employees and agents from any and all liability, loss, damage, or expense by reason of any injury or injuries sustained by any persons or property or loss of property or income that might be derived there from occurring in or about the exposition premises or entrances thereto or exits there from, including that caused by or resulting from the negligence of PAHCOM. The exhibiting facility shall not be responsible or liable for any injury, loss, or damage to any property or person brought in by the exhibitor or otherwise located in the exposition premises.

19. Shipping Instructions. Information on shipping methods and rates will be sent to each exhibitor by the Official Contractor. The exhibitor will ship, at his own risk and expense, all articles to be exhibited. The Official Contractor will provide storage for incoming freight, delivery to the booth, and removal, storage and return of empty crates, and removal and shipment of outbound freight. All charges are based on inbound weights. All shipments must be prepaid. The address on all crated shipments shall include the exhibitor's name and booth number(s).

Exhibit material cannot be received onsite prior to the show setup dates. Such freight will be directed to and stored at PAHCOM's designated freight handling and storage firm at the exhibitor's expense. PAHCOM is not responsible for Exhibitors missing freight or materials. These are the sole discretion of the exhibiting company to determine their value. The exhibitor expressly agrees that any exhibit material remaining in the exhibit hall after the contracted move-out time has terminated or any damaged exhibits left behind may be removed and disposed of at the expense of the exhibitor and without liability to PAHCOM or the Official Contractor.

20. Failure to Occupy Space. Any space not occupied by 3 pm on Tuesday September 14, 2010, shall be forfeited by the exhibitor, and space may be resold, reassigned, or used by PAHCOM without refund, unless a request for delayed occupancy has received prior approval by PAHCOM.

21. Fire Regulations. No exhibitor shall use any flammable decorations or coverings, and all fabrics or other materials used shall be flameproof.

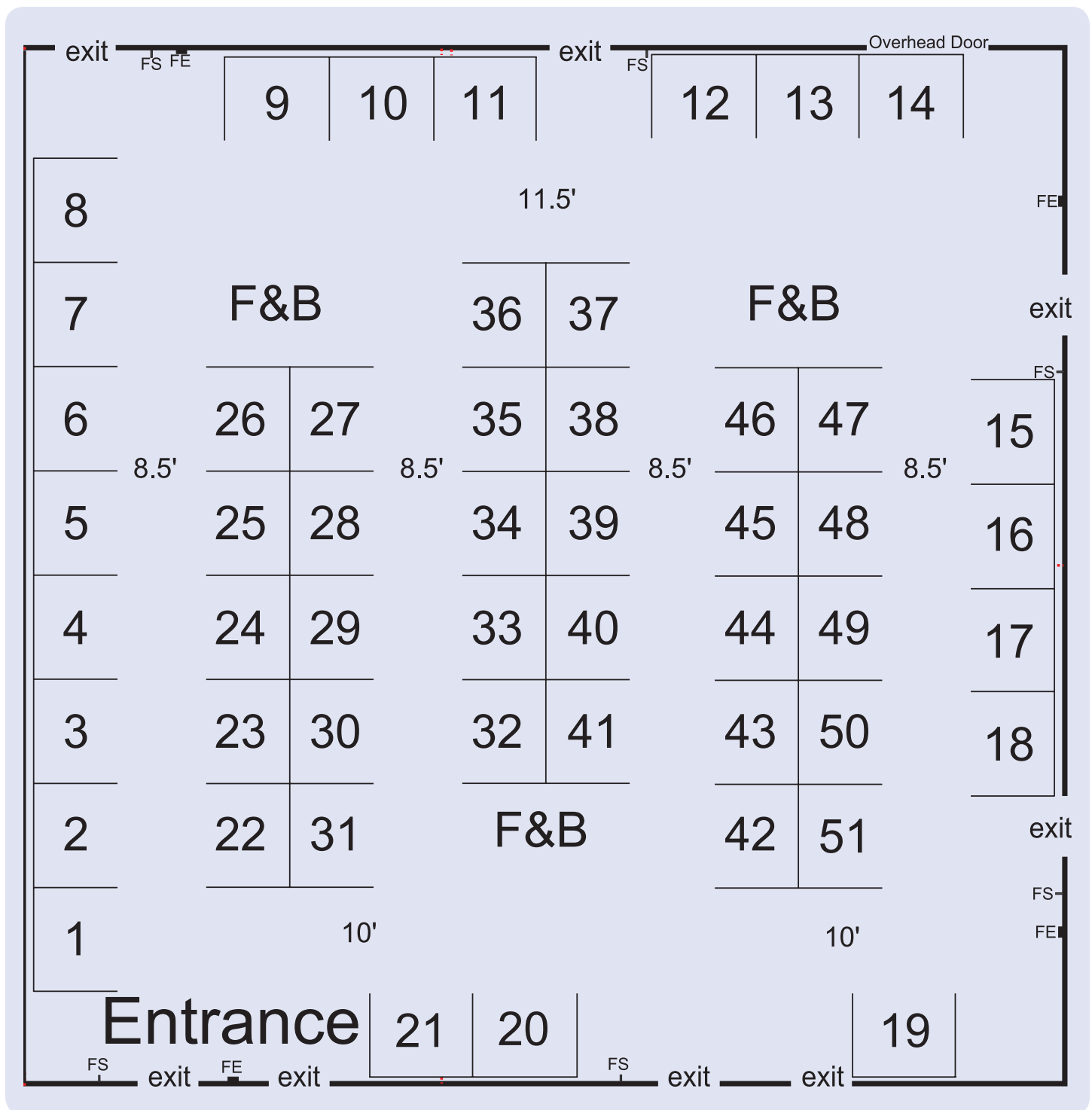
22. Advertising Material. The use or distribution of any souvenirs during the convention shall be subject to prior written approval by PAHCOM. Such material shall be submitted to PAHCOM for approval 60 days prior to the convention. Except as otherwise provided, PAHCOM will not endorse, support, or be liable for the claims made by the exhibitors as to the qualities or merits of their products or services, and no advertising or mention will indicate, claim, or suggest such endorsement or support. All handouts must be distributed within the exhibit booths.

24. Exhibit Space Floor Plan. Every effort will be made to maintain the general configuration of the floor plan for this convention. However, PAHCOM reserves the right to modify the plan, if necessary, as determined solely by PAHCOM.

25. Miscellaneous. PAHCOM shall have the sole authority to interpret and enforce all terms and conditions governing exhibitors and this exhibition. Any and all matters not specifically covered herein are subject to decision by PAHCOM. These terms and conditions may be amended at any time by PAHCOM upon written notice to all exhibitors. The exhibitor expressly agrees to be bound by the terms and conditions set forth herein and by any amendments thereto adopted by PAHCOM from time to time. This contract shall be interpreted under the laws of the United States.

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Caribe Royale • Orlando, Florida • Caribbean Ballroom V-VII

51 – 8' x 10' Booths