A hands-on experiential space to showcase, discuss and debate innovations in emergency medical care.
innovatED, an interactive, educational space in the ACEP Exhibit Hall, offers emergency physicians, nurses, and administrative directors a new way to explore the emergency department of the future right on the exhibit floor.

“The if you’re looking to replace things, just having this knowledge [from innovatED] is very helpful to suggest. If you don’t know it [exists], you can’t even make the suggestion.”
— Harmon Aurora, MD Providence, RI

innovatED is a simulated emergency department—complete with patient treatment and trauma rooms, pre-hospital and remote treatment, patient check-in and waiting areas, staffing stations, and a communication and technology center. Here, the best-of-the-best products and services are showcased working together in a true-to-life environment. If your product or service provides the changes needed to renovate, re-design or build a new ED, then this is the opportunity for you!

innovatED sets the stage for emergency department professionals to experience the current thinking, departmental design solutions, cutting-edge products and services, and best practices driving change in the ED—particularly valuable for those looking to rebuild their ED services or bring their facility up to speed on new technologies. The innovatED environment offers attendees the chance to try out new equipment, learn about patient and staff safety improvements, review case-based scenarios in context-rich experience areas, download relevant content, and connect with clinical experts and industry leaders.
Attendees visit innovatED to:
• Learn more about innovations in products, technology, and ED design
• Evaluate new products and services that improve patient care in the ED
• Discuss, debate and design improvements to emergency medical treatment and patient care
• Envision future ideas

In 2014,
• Nearly half (3,488) of ACEP14 Scientific Assembly attendees spent time at innovatED
• An average of 175 – 250 attendees visited innovatED per hour
• Innovations from more than 45 companies were showcased
• Media and social media coverage of innovatED extended far beyond the event through mainstream and industry press, including:
  – Fox Business News
  – NBC Chicago
  – Associated Press
  – Newsweek
  – WebMD
  – Modern Healthcare
  – Telemundo

Your Product or Service At Work in Context
innovatED is more than booth space, more than a product display. It’s the opportunity to have your product showcased in a real-world emergency department environment, working together with other products to demonstrate how your innovation fits within the emergency department.

innovatED offers a different way to engage with decision makers to showcase your most innovative product or service in the context of a real-world emergency department environment.
• Engage attendees in deeper, more meaningful conversations about improving emergency medical care.
• Educate emergency physicians about the top-of-mind issues surrounding the evolving ED landscape within a contextual and interactive experience that helps position your company as an innovative thought leader.
• Connect with attendees through personal interactions and exchange of ideas through discussion and debates on the next steps for improving emergency care.
• Gain access to emergency care professionals in a rich learning environment.

“innovatED offers us the new technology we may not be up to speed on. It allows us to see how they integrate together because there are a lot of areas where manufactures are working together in simulated settings—which is neat to be able to see how they could potentially work together and how they could improve our practice.”

— Keasha Kuhnen, DO
Emergency Physician, Fort Collins, Colorado
Who should participate?

Any company with a product or service that demonstrates a commitment to innovative solutions for improving patient care and treatment in the emergency department is invited to apply. We are selecting companies who can demonstrate real solutions and innovations.

Participation Categories for Showcasing Equipment, Products or Services

With innovatED, ACEP is building a rich, immersive environment to showcase the most innovative products, services and future directions of emergency care. This outline highlights the types of products and services that will be included in each area.

Supporters must be pre-approved by ACEP. A limited number of supporters will be included in each category.

Pre-hospital
- Innovative solutions in ambulance technologies
- Mobile medical diagnostics and treatment
- GPS-enabled hospital arrival management
- User-enabled pre-arrival registration via online and mobile apps

Patient Access
- New designs and process mapping for the patient intake process
- Waiting area furniture and nurses stations
- Kiosk check-in technologies
- Mobile device registration and diagnostics
- Communication devices
- Family/patient communication technology
- Screening and detection technology
- Accoustical control

Storage Solutions
- Medical carts
- Shelving solutions
- Product dispensary
- Secure dispensing solutions

Patient Treatment
- Innovative treatment room and resuscitation room designs
- Monitors and diagnostics equipment
- Hospital beds and stretchers
- Vertical treatment chairs
- Innovative lighting
- Environmental innovation
- Process flow improvements
- Patient treatment best practices
- Room finishes and surface technology
- Infection prevention

Communication/Technology
- Electronic medical records
- Key issues driving EMR adoption
- Data and IT integration
- Design/technology issues
- Hardware/software solutions
- Cloud and big data solutions

Innovation
- Mobile communications
- Diagnostic devices
- Software solutions
- Robotics
- Prototypical devices still under development that can dramatically impact emergency care

ACEP14 innovatED Supporters
AirStrip
B-Line Medical
Cardiomedix
ccrd Consulting Engineers
Christie Medical Holdings, Inc.
Covidien
Dupont
Durata Therapeutics
Elite Medical Scribes, LLC
FreemanWhite, Inc.
FUJIFILM Sonosite, Inc.
GCX Mounting Solutions
Genentech
HKS, Inc.
Innovative Trauma Care
IOA Healthcare Furniture
Janssen Pharmaceutical Companies of Johnson & Johnson
kaléo, Inc.
KARL STORZ Endoscopy - America, Inc.
Konica Minolta Medical Imaging
Kingfisher Medical
LIVENGOOD
Masimo Corporation
Max Life™ Advanced Telemedicine
McGraw-Hill Education
McKesson Technology Solutions
MEDHOST®, Inc.
MedStar Institute for Innovation (MI2)
Mitchell Planning Associates
Modular Services Company
National Association of Boards of Pharmacy
NeuroLogica
Paladin Bio-defense
Philips Healthcare
Porter Instrument
Rubbermaid Healthcare
Samsung
Simbionix
Sotera® Wireless Inc.
Stryker
Teleflex
The Beck Group
The Medicines Company
The Shams Group
TransMotion Medical, Inc.
T-System Inc.
VectraCor Inc.
Vocera
Welch Allyn, Inc.
Who attends innovatED?

The American College of Emergency Physicians’ annual Scientific Assembly is the world’s largest and most comprehensive forum for emergency medicine. innovatED is a premier show destination within the Exhibit Hall, and will be prominently promoted to the more than 7,000 emergency physicians, residents, physician assistants, nurses and other emergency medicine professionals who will attend ACEP15 Scientific Assembly. With an estimated capacity of 250 people per hour, innovatED is expected to attract at least 4,000 emergency care professionals during the three days.

ACEP members influence purchasing in their emergency departments:

80% recommend products and/or supplies to their institutions.

65% participate in purchasing decisions.

For more details on the ACEP15 Scientific Assembly audience, please visit us online at www.acep.org/acep15.

Event Dates & Location

ACEP15 Scientific Assembly

Exhibits:  
October 26 – 28, 2015

Educational Courses:  
October 26 – 29, 2015

Location

Exhibit Center  
415 Summer Street  
Boston, MA 02210

Show Hours

Monday, October 26  
9:30 am – 3:30 pm

Tuesday, October 27  
9:30 am – 3:30 pm

Wednesday, October 28  
9:30 am – 3:30 pm

Exhibit Set-Up

Saturday, October 24  
8:00 am – 5:00 pm

Sunday, October 25  
8:00 am – 12:00 pm

Exhibit Tear-Down

Wednesday, October 28  
3:30 pm – 8:00 pm

Thursday, October 29  
8:00 am – 12:00 pm
Support Opportunities

Participation in innovatED is designed around giving your most innovative product or service the spotlight in a real-world environment, while your exhibit booth exposure is designed to help you sell your entire suite of available products and/or services. innovatED helps position your company as an innovative leader and enables attendee engagement in new and different ways.

Core Benefits Package
All innovatED corporate support packages will include the benefits listed below. Additional benefits will be listed with each level of support in the pages to follow.

• **Product Demo** – Placement within innovatED based on your product’s clinical application within the emergency department.

• **Lead Retrieval Unit** – One lead retrieval machine will be provided for the purpose of capturing leads of attendees who directly interact with your company personnel at innovatED.

• **innovatED Attendee List** – Lead contact information will be provided for all attendees who visit innovatED.

• **Private VIP Reception** – Opportunity to engage with key decision makers in a relaxed setting for VIP ED Medical Directors and ED management team members.

• **Media Tour** – Opportunity to present your company to the media during an exclusive media event and provide a product overview. Prior to the event, ACEP will provide the media with an overview of innovations being presented at innovatED.

• **innovatED Online Info Center** – Company listing, description (length based on level of support), logo, photo of product or service, and company contact information will be listed on the innovatED Online Info Center. The innovatED Online Info Center will be active throughout the year to provide year-round exposure for innovatED supporters.

  • **Presenting Supporter** – 150 word description
  • **Diamond Supporter** – 100 word description
  • **Gold Supporter** – 75 word description
  • **Silver Supporter** – 50 word description
  • **Bronze Supporter** – 25 word description

In addition to the fee for being a supporter of innovatED, the corporate supporter will be responsible for necessary items to display products/services. This includes, but is not limited to: additional internet, furnishings, electrical, shipping, drayage, labor, etc. Once application is approved, supporters will be provided with an Exhibitor Service Kit containing available selections and pricing.

• **ACEP15 Mobile App** – Company listing and description (length based on level of support) featured in the innovatED section of the ACEP15 mobile app:
  • **Presenting Supporter** – 150 word description
  • **Diamond Supporter** – 100 word description
  • **Gold Supporter** – 75 word description
  • **Silver Supporter** – 50 word description
  • **Bronze Supporter** – 25 word description

• **ACEP15 Website** – Company logo and link to company website on innovatED supporter page.

• **ACEP15 Onsite Program** – Company listing in the innovatED section of the ACEP15 Onsite Program that is distributed to all attendees.

• **ACEP15 Daily News** – Company listing included in special innovatED section of the ACEP15 onsite daily newspaper.

• **innovatED Program** – Company listing, logo and description (length based on level of support) featured in the innovatED program distributed to all attendees entering the exhibit hall.

  • **Presenting Supporter** – 150 word description
  • **Diamond Supporter** – 100 word description
  • **Gold Supporter** – 75 word description
  • **Silver Supporter** – 50 word description
  • **Bronze Supporter** – 25 word description

• **Onsite Signage** – Logo recognition as a corporate supporter on signage at entrance to innovatED.

• **Badge Ribbon** – All company representatives will receive an innovatED ribbon to affix to the event badge.

• **Priority Points** – All companies will receive priority points (based on level of support) toward their ACEP16 exhibit space draw.
  • **Presenting Supporter** – 40 points
  • **Diamond Supporter** – 20 points
  • **Gold Supporter** – 16 points
  • **Silver Supporter** – 8 points
  • **Bronze Supporter** – 4 points
Presenting Supporter Package

Fee: $50,000

3 available

The Presenting Supporter Package is designed for industry-leading companies committed to innovating patient care and treatment. This stand-out opportunity aligns your company with the entire innovatED concept, providing overarching branding, VIP reception host status, plus one-on-one meetings with physicians and ED influencers, and organized focus groups at ACEP15.

In addition to the Core Benefits on page 5, this package includes:

**Lead Branding**
- Special branding as the Presenting Supporter of innovatED, i.e., “ACEP innovatED, presented by (your company name)”. Product category exclusivity will be extended to each supporter.

**Influencer Insights**
- **Focus Group at ACEP15** – Opportunity to conduct a focus group at the ACEP15 conference for up to 15 key physician influencers. (ACEP will recruit physicians and provide room. Honoraria, food/beverage, and audio-visual not included. An honorarium per participant is required.)
- **Private Meeting at ACEP15 with Emergency Physician Leaders** – Opportunity for a one-hour private appointment during ACEP15 with a select group of ACEP emergency physician leaders to discuss issues and obtain valuable feedback.

**Education/Thought Leadership**
- **ED Talks Sessions** – Two (2) 10-minute sessions in the ED Talks Theater (abstracts and speakers subject to ACEP approval). These talks will be scheduled during official break times when no CME courses are offered. These sessions are designed to provide ED personnel with information on new practices for patient care or about your product, such as clinical trial results or case studies.
- **Video Interviews** – ACEP will post up to two (2) corporate videos that feature your innovative products in the innovatED section of the ACEP15 mobile app and on the innovatED Online Info Center.
- **Downloadable Content** – Six (6) downloadable educational materials (may include a video, whitepapers, and/or case studies) accessible via the ACEP15 mobile app and the innovatED Online Info Center.

**Additional Branding:**
- **Pre-Show Marketing** – “Presented by” attribution with logo (as space allows) in all pre-show email marketing and on innovatED area of website.
- **Editorial Listing in ACEP15 Daily News** – Prominent company logo, company listing and 150-word company description included in special innovatED section. Company may highlight their innovation with a quote from a company executive.
- **Onsite** – Overall innovatED area branding – included on sign as “Presented by” with company logo. Footprint Decal Branding – Company logo printed on a decal and positioned on aisles leading to innovatED. Prominent logo inclusion with “Presented by” attribution on innovatED signage and in all innovatED promotional materials.

**Market Awareness:**
- **Advertising** – Six (6) months of premium online banner ads on ACEP national website (value: $12,000; annual page views: 3.5 million)
- **Media Tour** – In addition to the information listed on page 5, ACEP will provide the media with a quote from your company executive.
- **Press Release** – Press release announcing Presenting Supporter and inclusion as Presenting Supporter in all subsequent ACEP press releases regarding innovatED.
Diamond Supporter Package

Fee: $25,000
Multiple available

The Diamond Supporter Package is designed for premier companies revolutionizing emergency department procedures, communications and/or patient results. This robust package provides hands-on demonstration opportunities, plus premier visibility pre-event, onsite and year-round through the innovatED Online Info Center, and ACEP website advertising.

In addition to the Core Benefits on page 5, this package includes:

**Influencer Insights**
- **Private Meeting at ACEP15 with Emergency Physician Leaders** – Opportunity for a one-hour private appointment during ACEP15 with a select, small group of ACEP emergency physician leaders to discuss issues and obtain valuable feedback.

**Education/Thought Leadership**
- **ED Talks Sessions** – One (1) 10-minute session in the ED Talks Theater (abstracts and speakers subject to ACEP approval). This talk will be scheduled during official break times when no CME courses are offered. This session is designed to provide ED personnel with information on new practices for patient care or about your product, such as clinical trial results or case studies. ED Talks are limited and are available on a first come, first served basis (determination will be made based on the date application is received by ACEP).
- **Video Interviews** – ACEP will post one (1) corporate video that features your innovative products in the innovatED section of the ACEP15 mobile app and on the innovatED Online Info Center.
- **Downloadable Content** – Four (4) downloadable educational materials (may include a video, whitepapers, and/or case studies) accessible via the ACEP15 mobile app and the innovatED Online Info Center.

**Additional Branding:**
- **Pre-Show Marketing** – Prominent supporter inclusion (as space allows) in all pre-show email marketing.
- **Editorial Listing in ACEP15 Daily News** – Prominent company logo, company listing and 75-word company description included in special innovatED section. Company may highlight their innovation with a quote from a company executive.

**Market Awareness:**
- **Advertising** – Three (3) months of premium online banner ads on ACEP national website (value: $6,000; annual page views: 3.5 million)
- **Media Tour** – In addition to the information listed on page 5, ACEP will provide the media with quotes from your company executives.
- **Press Release** – Inclusion in ACEP press release(s) regarding innovatED.
The Gold Supporter Package is designed for leading companies transforming emergency department procedures, communications and/or patient results. This stand-out package provides hands-on demonstration opportunities, plus high-visibility promotion onsite, with industry presence year-round.

In addition to the Core Benefits on page 5, this package includes:

**Education/Thought Leadership**

- **ED Talks Sessions** – One (1) 10-minute session in the ED Talks Theater (abstracts and speakers subject to ACEP approval). This talk will be scheduled during official break times when no CME courses are offered. This session is designed to provide ED personnel with information on new practices for patient care or about your product, such as clinical trial results or case studies. ED Talks are limited and are available on a first come, first served basis (determination will be made based on the date application is received by ACEP).

- **Downloadable Content** – Three (3) downloadable educational materials (may include a video, whitepapers, and/or case studies) accessible via the ACEP15 mobile app and the innovatED Online Info Center.

**Additional Branding:**

- **Pre-Show Marketing** – Supporter inclusion (as space allows) in all pre-show email marketing of innovatED.

**Market Awareness:**

- **Advertising** – Two (2) months of premium online banner ads on ACEP national website (value: $4,000; annual page views: 3.5 million)

- **Press Release** – Inclusion in ACEP press release(s) regarding innovatED.
Silver Supporter Package

Fee: $7,500
Multiple available

The Silver Supporter Package is designed for growing companies that are transforming emergency department procedures, communications and/or patient results. This package provides hands-on demonstration opportunities, plus networking with industry influencers and VIPs.

In addition to the Core Benefits on page 5, this package includes:

**Education/Thought Leadership**
- **Downloadable Content** – Two (2) downloadable educational materials (videos, whitepapers, and case studies) accessible via the ACEP15 mobile app and the innovatED Online Info Center.

**Market Awareness:**
- **Advertising** – One (1) month of premium online banner ads on ACEP national website (value: $2,000; annual page views: 3.5 million)
- **Press Release** – Inclusion in ACEP press release(s) regarding innovatED.

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Bronze Supporter Package

Fee: $5,000
Multiple available

The Bronze Supporter Package is designed for early-stage market innovators. This package provides hands-on demonstration opportunities, plus networking with industry influencers and VIPs.

This package includes all of the Core Benefits on page 5.
If you have products or services you think should be showcased at innovatED, please complete the following application to be part of the most talked-about area of ACEP15 Scientific Assembly.

Remember to include in your application:
• What makes your product innovative – describe in detail
• Level of support that you prefer
• Downloadable educational materials to be included in the ACEP15 mobile app (if applicable)
• ED Talks that you would like to present (Presenting, Diamond and Gold support levels only)

Apply online at: www.acep.org/innovatEDapp
The purpose of the application is to ensure that participating companies have an innovative product or service that is pertinent to the practice of emergency medicine and is serving to improve patient care and treatment in the emergency department and/or hospital.

This is an “invitation only” opportunity for vendors whose products or services demonstrate real solutions and innovations in emergency care.

The preferred application submission method is via the online portal at www.acep.org/innovatEDapp. Below is a preview of information required in the online application. If hardcopy application is required by your company, please complete the below and submit to the contacts listed on page 15.

The ACEP innovatED Education Committee must review and approve all applications for companies to participate in innovatED. Review time-frame is 10 business days from application receipt.

Date ___________________________________________________________________________________________________________________

Company name ________________________________________________________________________________________________________

Address _______________________________________________________________________________________________________________

Contact name __________________________________________________________________________________________________________

Contact title ____________________________________________________________________________________________________________

Phone _________________________________________________________________________________________________________________

Email: __________________________________________________________________________________________________________________

ACEP15 Booth Number __________________________________________________________________________________________________

1. Choose an innovatED Support Level

- [ ] **Presenting** $50,000 *(limited to 3 supporters)*
  2 ED Talk Thought-Leader Theater sessions

- [ ] **Diamond** $25,000
  1 ED Talk Thought-Leader Theater session *(subject to availability)*

- [ ] **Gold** $15,000
  1 ED Talk Thought-Leader Theater session *(subject to availability)*

- [ ] **Silver** $7,500

- [ ] **Bronze** $5,000
2. Products/Services
We are looking specifically for those products and services that demonstrate innovation and help to enhance or improve the quality of patient care and treatment in the ED. We will only be accepting a limited number of products in each category, so please give us some background on why your products/services are a good fit and will help to augment the attendee experience.

Product 1

Product Name ________________________________________________________________

Product Category:
__ Pre-hospital  __ Patient Access  __ Patient Treatment
__ Communications/Technology  __ Storage Solutions  __ Innovation

Please indicate how your product/service demonstrates innovation and enhances or improves the quality of patient care and treatment in the ED.
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

Product 2

Product Name ________________________________________________________________

Product Category:
__ Pre-hospital  __ Patient Access  __ Patient Treatment
__ Communications/Technology  __ Storage Solutions  __ Innovation

Please indicate how your product/service demonstrates innovation and enhances or improves the quality of patient care and treatment in the ED.
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

Product 3

Product Name ________________________________________________________________

Product Category:
__ Pre-hospital  __ Patient Access  __ Patient Treatment
__ Communications/Technology  __ Storage Solutions  __ Innovation

Please indicate how your product/service demonstrates innovation and enhances or improves the quality of patient care and treatment in the ED.
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

3. Downloadable Educational Materials
Supporters at all levels (excluding Bronze) may provide downloadable educational materials for the innovatED Online Info Center and ACEP15 Mobile App. Please indicate the types of materials you plan to submit.
__ Video (limit 1)
__ Case Studies
__ Whitepapers
4. ED Talk Thought-Leader Theater Sessions

ED Talk Thought-Leader Theater Session 1 (Open to Presenting, Diamond, and Gold Supporters.)
Spots for Diamond and Gold Supporters are based on available inventory and will be allocated on a first come, first served basis.

ED Talk Thought-Leader Theater Session 1

Proposed title of session

Speaker name

Speaker title

Indicate top 3 choices of session times (see schedule below): ____________ ____________ ____________

Please describe how this session demonstrates innovation and enhanced or improved quality in patient care and treatment in the ED.

____________________________________________________________________________________________________________

____________________________________________________________________________________________________________

____________________________________________________________________________________________________________

ED Talk Thought-Leader Theater Session 2

(Applies to Presenting Supporters only)

Proposed title of session

Speaker name

Speaker title

Indicate top 3 choices of session times (see schedule below): ____________ ____________ ____________

Please describe how this session demonstrates innovation and enhanced or improved quality in patient care and treatment in the ED.

____________________________________________________________________________________________________________

____________________________________________________________________________________________________________

____________________________________________________________________________________________________________

ED Talk Thought-Leader Theater Schedule (ED Talks are 10 minutes in length)

<table>
<thead>
<tr>
<th>Monday, Oct 26</th>
<th>Tuesday, Oct 27</th>
<th>Wednesday, Oct 28</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:40 am M-01</td>
<td>T-01</td>
<td>W-01</td>
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<tr>
<td>10:20 am M-02</td>
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<td>10:40 am M-03</td>
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<td>11:00 am M-04</td>
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<td>11:10 am</td>
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<td>11:30 am T-05</td>
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<td>11:50 am T-06</td>
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<td>12:10 pm</td>
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<td>2:40 pm M-07</td>
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<td>3:00 pm M-06</td>
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<td></td>
</tr>
<tr>
<td>3:15 pm M-07</td>
<td>T-06</td>
<td></td>
</tr>
</tbody>
</table>
5. Media Quotes

(Applies to Presenting and Diamond Supporters only):
In addition to product descriptions, your company may provide a quote about your product for inclusion in the ACEP15 Daily News and the innovatED press release.

Product ______________________________________________________________________________________________________________
Name of person being quoted _________________________________________________________________________________________
Title of person being quoted __________________________________________________________________________________________
Quote (limited to 50 words):
____________________________________________________________________________________________________________
____________________________________________________________________________________________________________
____________________________________________________________________________________________________________

Product 2 (if showcasing) ______________________________________________________________________________________________
Name of person being quoted _________________________________________________________________________________________
Title of person being quoted __________________________________________________________________________________________
Quote (limited to 50 words):
____________________________________________________________________________________________________________
____________________________________________________________________________________________________________
____________________________________________________________________________________________________________

6. Collaboration

We want to create the most interactive area possible. If there are companies that your organization integrates or collaborates with, please list them here.
____________________________________________________________________________________________________________
____________________________________________________________________________________________________________
____________________________________________________________________________________________________________
7. Agreement of Terms

A limited number of supporters will be included in each category, and supporter participation in innovatED is solely at the discretion of ACEP. All content and materials for innovatED require pre-approval by ACEP.

Applications will be accepted until 6/1/2015. Once an application is approved, the supporter will be required to pay the support fee in full. Please note that a 50% penalty will apply to cancellations prior to 6/30/2015. There will be no refunds or cancellations on innovatED participation after 6/30/2015, so that the ACEP team can build a program that leads to the best experience for ACEP15 Scientific Assembly attendees.

By submitting this application, we agree to the rules and regulations as set forth in the innovatED corporate support catalog. We agree to willingness to abide by the payment policy, and acknowledgement of having read the rules and regulations. We agree that the rules and regulations are an integral and binding part of the application and serves as a contractual agreement.

(signature) __________________________________________________________
(date) __________________________________________________________________

(printed name) ______________________________________________________
(title) __________________________________________________________________

8. Submit your application

Please submit your completed application to one of the following ACEP contacts:

Peggy Brock
Director, Corporate Development
pbrock@acep.org
800-798-1822, ext. 3170

Lori Foley
Director, Strategic Partnerships
lfoley@acep.org
800-798-1822, ext. 3110

Stephanie Batson
Sr. Manager, Exhibits & Corporate Development
sbatson@acep.org
800-798-1822, ext. 3274

Key Deadlines

Please keep these dates in mind to maximize your reach to potential attendees of the 2015 innovatED.

June 1
• Applications due

June 30
• Cancellation deadline

July 1
• Company description, company logo, and URL for inclusion in innovatED Online Info Center, mobile app, innovatED program, ACEP website
• ED Talk – finalized title, description, and speaker for inclusion in onsite schedules and mobile app
• Downloadable Educational Materials
• Product Specifications

August 14
• Media quote for inclusion in press release
• Quote for ACEP15 Daily News
• Private meeting or Focus Group request

September 14
• Deadline for ordering all show services (electric, computer, monitor, furniture, etc.)
ACEP15 innovatED RULES AND REGULATIONS

The rules and regulations contained herein are intended by the American College of Emergency Physicians ("ACEP") to serve in the best interest of the ACEP15 innovatED (the “Event”), the exhibitors, and the registrants and to give notice to applicants and exhibitors of these governing Rules and Regulations. All applicants and exhibitors are bound by the Rules and Regulations.

The supporting company understands and agrees that the information contained in this Prospectus and these Rules and Regulations are an integral and binding part of the agreement. Signing the application/agreement indicates understanding and agreement to comply with all policies, terms, Rules and Regulations and conditions in the prospectus, and any other issued by ACEP regarding the Event; willingness to abide by the payment policy; acknowledgement of having read these Rules and Regulations; and agreement to distribute them for proper execution to all individuals involved.

BOOTH PRACTICES

Beverages/Food for Hospitality
Distribution of beverages and food from a participant’s assigned area for hospitality is not permitted.

Compliance with Laws
Participant agrees to abide by and assumes all responsibility for compliance with all pertinent laws, regulations and codes of duly authorized local, state and federal governing bodies including, but not limited to, fire, safety, environmental and health laws, ordinances, or regulations, together with the rules and regulations provided by ACEP and the operators and/or owners of the property where the exhibit space is located.

Demonstrations
Demonstrations should contribute to the attendees in a professional way. All activities must be supervised by personnel who have full operating knowledge of the demonstration. Should spectators interfere with the normal traffic flow of the Event or overflow into neighboring areas, ACEP reserves the right to have the participant discontinue the activity. ACEP reserves the right to prohibit or curtail any demonstration which, in its opinion, detracts from the general character of the meeting as a whole or consists of products or services inconsistent with the purpose of the Event.

General Conduct
Company personnel, including demonstrators, hosts/hostesses and models are required to confine their activities within their assigned space. Apart from the specifically assigned space from which an participant has been assigned, no part of the convention center or its grounds may be used by any organization other than ACEP for display purposes of any kind.

Hazardous Waste Disposal
Hazardous waste is any material being stored, recycled, or thrown away that could cause injury or death or pollute air, land, or water. Participants who generate material meeting any of these criteria, during their activity, need to:

• Be aware of the full scope of the hazards associated with waste created with the exhibit.
• Conform to requirements of all regulatory agencies having jurisdiction over the creation of hazardous waste in that location.
• Submit the name of the selected waste disposal company in writing to ACEP no later than 30 days prior to the start of move-in.
Models
ACEP expects participants to use prudent judgment when live models, hosts and hostesses are used. Professional
dignity and discretion should be observed at all times. The use of minors as live models is strictly prohibited.
Models must be dressed in a modest and professional manner. Personnel contracted to assist with demonstrations
are required to wear sports attire including sweat suits, shorts, and T-shirts. Tight fitting or other inappropriate
garments, which include leotards, thongs, T-backs, and short shorts, will not be permitted on the exhibit floor.

Printed Materials
Distribution of printed materials, including DVDs, CDs, and books, by industry or its firms is limited to the space
assigned the participating company. Materials are not allowed in the ACEP registration area.

Sales
The purpose of the Event is to further the education of attendees through product and service displays and
demonstrations. Cash & carry sales are not permitted.

Sound
Audiovisual equipment as part of a display is acceptable; however, sound equipment must be regulated so as not to
disturb neighboring participants. In addition, spectators must not obstruct traffic flow or interfere with accessibility
to other areas of the Event. ACEP reserves the right to determine when sound levels constitute interference with
others or become unacceptable. In such cases, sound levels will be reduced or the equipment will be removed at
the participant’s expense. The participant is responsible for obtaining prior licensing for the use of any music used
in presentations in addition to the payment for any licensing fees. Further, the participant is responsible for any and
all fees that may be due for the licensing rights use of copyrighted music used in presentations.

Staffing
As a courtesy to attendees and fellow exhibitors, all areas must be open on time each morning and remain
staffed at all times during show hours. Failure to have personnel in the area at all times will result in the loss of priority points.

DISPLAY GUIDELINES

Americans with Disabilities Act
Participants shall be fully responsible for compliance with all applicable provisions of the Americans with
Disabilities Act (ADA) with regard to their assigned area, including, but not limited to, the wheelchair access
provisions. Participants shall indemnify, hold harmless, and defend ACEP, its officers, directors, agents, members,
and employees from and against claims, liabilities, losses, damages, and expenses (including attorney’s fees and
expenses) resulting from or arising out of the exhibitor’s failure or allegations of exhibitor’s failure to comply with
the provisions of the ADA.

Balloons
The use of balloons as part of the display or as a give-away is strictly prohibited.

Care of the Building
Decorations and/or notices may not be taped, nailed, tacked, stapled, or otherwise fastened to ceilings, painted
surfaces, columns, fabrics, doors, windows, or walls. Glitter is not permitted in the Building. Participants will be held
responsible for any damage done to the building, equipment or decorations.

Display Needs
In addition to the fee for being a supporter of innovatED, participants will be responsible for necessary items to
display products/services. This includes, but is not limited to: additional internet, furnishings, electrical, shipping,
drayage, labor, etc. Upon approval of application, participant will receive an Exhibitor Service Kit containing
available selections and pricing.
INTEGRITY OF SHOW FLOOR
ACEP reserves the right to modify or remove any participant that does not comply with these Rules and Regulations. All areas must be set up on time, open and staffed during specified hours. Participants who violate these Rules and Regulations may be required to leave the premises and will not be invited to participate in the 2016 Event. All measurements shown on the floor plans are as accurate as possible, but ACEP reserves the right to make modifications. ACEP also reserves the right to restrict participants and their staff that because of noise, method of operation, conduct of participant’s staff, materials, or for any other reason become objectionable. ACEP may prohibit or evict a participant which, in the opinion of ACEP, detracts from the general character that ACEP determines is desirable. In the event of such restriction or eviction, ACEP is not liable for any refund or rental or other expenses or for other damages related to such restriction or eviction.

EXHIBITOR-DESIGNATED CONTRACTORS
Participants using contractors, other than official ACEP contractors, for labor, supervision, or other service, must notify ACEP in writing. The participant is to complete and return the EAC notification form in the Exhibitor Service Kit. Exhibitors must notify their EAC’s of ACEP’s rules and regulations. ACEP reserves the right to remove EAC’s whose actions jeopardize the on-time opening of the exposition or whose employees fail to observe the Rules and Regulations. In order to use the services of an Exhibitor-Appointed Contractor, the following deadline must be met:
• Friday, September 25
  • Exhibitor-appointed contractor authorization forms due.
  • Exhibitor-appointed contractor documentation (certificates of insurance) due.
Companies not meeting these deadlines will be required to use labor provided by the official general contractor.

Fire & Regulations
The following guidelines will be strictly enforced:
• No gasoline, kerosene, diesel fuel, or other flammable liquids may be stored inside the Building.
• No refueling is permitted in the convention center.
Prior written authorization is required for the following:
• Operations of any heater, heat-producing, or open flame devices.
• Use of lasers or X-ray equipment.
• Use of any compressed gases (e.g., L.P., propane, oxygen)
• Use, handling, storage, and disposal of hazardous materials and waste. You must also comply with all federal, state, and local regulations pertaining to hazardous materials.

Cancellation Policy
• Written notification of cancellation must be received on or before Tuesday, June 30. A service charge of 50% will be assessed.
• After June 30, the participating company will remain liable for the full cost of the Event support fee.

At the time ACEP receives written notice that a participating company is canceling space, all function space (including hospitality suites) held by that company will be cancelled.

Insurance
It is the responsibility of each participating company to maintain adequate insurance coverage against injury to persons, theft, damage to or loss of property, and against inability to meet its obligations outlined in the Prospectus. You are required to send ACEP a copy of your insurance policy by Friday, October 2. Please make sure your company’s name is on the policy.
Liability and Indemnity
ACEP shall bear no liability for personal injuries, suffered by an participant or that participant’s employees, contractors, or business invitees. ACEP will also assume no liability for damage or loss of property of any participant or that participant’s employees, contractors, or business invitees, regardless of the cause, unless such injury or damage results from, or is caused by, the negligence or wrongful acts of ACEP. Upon application for the Event, each company agrees to defend, indemnify, and hold harmless ACEP, its officers, directors, employees and members from any and all liability to any person or persons for or by reason of any condition, defect or otherwise, of any apparatus, equipment or fixtures furnished by the participant in connection with its assigned area. Participant further agrees to defend, indemnify and hold harmless ACEP, its officers, directors, employees and members from any and all liability to any person or persons for or by reason of any act or omission of said participant, or any of its agents, servants or employees. Indemnity includes, but is not limited to, claims of copyright, trademark or patent infringement, unfair competition and product liability. In no event shall ACEP be liable to a participant for any loss of business, business opportunities, or any other type of direct or consequential damages alleged to be due from a breach of this Agreement. It is understood and agreed that the sole liability of ACEP to participant for any breach of this Agreement shall be for the refund of all amounts paid by the participant to ACEP pursuant to this Agreement, as an exclusive remedy.

Payment Policy
Applications must be submitted by Monday, June 1. Full payment is due upon approval of the application. Any participant not paid in full upon arriving onsite will not be permitted to set up until the full payment is remitted to ACEP.

Photography and Videotaping
Videotaping and taking of pictures, other than by the official photographer, is expressly prohibited. Exception to this rule will be granted only with written permission from ACEP.

Show Cancellation Policy
Neither party shall be deemed to be in default of any provision of this Agreement, or for failures in performance, resulting from acts or events beyond its reasonable control resulting in cancellation of the Event. Such acts shall include, but not be limited to, fire, explosion, strike, freight embargo, act of God, or of public enemy, war, civil disturbance, act of any government, labor disputes, acts or threats of terrorism, strikes, government regulation or advisory (including governmental advisories, quarantines, curfews, epidemics or pandemics) or any other catastrophe which would prevent the Event’s scheduled opening or continuance. In such a Force Majeure event, the parties’ performance under this Agreement shall be excused. The participant hereby waives any claim against ACEP and Show Management for damages or compensation. Refund of the amount paid by the participant will be determined after deduction of any amounts necessary to cover expenses incurred by ACEP in connection with the Event. ACEP and Show Management shall not be financially liable in the event the Event is interrupted, cancelled, moved or dates changed except as provided herein.

Smoking
ACEP policy prohibits smoking in all areas of the convention center during installation, show days, and dismantle. Participants are responsible for ensuring that all individuals associated with the company are in compliance with this policy.

Storage
The fire marshal and ACEP’s Meeting Planner will inspect all areas during setup and throughout the Event to ensure that these areas are kept free of any types of non-essential materials. If storage is needed, please arrange for accessible storage through the official general contractor’s service desk. For safety reasons, compliance with this regulation is mandatory.
Security
Uniformed guards will be stationed at the entrance to the Event’s exhibit hall during exhibit hours. Security will be provided to guard exhibits at night, beginning Friday, October 23 and continue through Thursday, October 30. ACEP will not guarantee participants against, not shall it be responsible for, material loss or damage of any kind. Participants are solely responsible for any and all loss or damage to the exhibit material or damage to their exhibit material.

Subletting/Sharing
Subletting or sharing of the assigned space is not permitted. Participants may show only products or services listed in the Event application and approved by the innovatED Task Force. Featuring names, logos or service marks or advertisements of non-participating firms or businesses is not permitted.

Union Regulations
To assist you in your planning efforts for the upcoming Event, we are certain you will appreciate knowing in advance that union labor may be required for certain aspects of your exhibit handling. The following union regulations will apply to installation and dismantling of the assigned area:

The unpacking, erection, assembling, and packing of displays of equipment may be done by full-time employees of a participating company. The official labor contractor for the exposition will have skilled craftsmen to assist exhibitors who wish to hire labor to perform these services. Arrangements for all temporary labor should be made through the official service contractor. Official labor order forms are included in the Exhibitor Service Kit.

Material Handling: Work rules require that the official material handling contractor off-load all equipment and display material from commercial carriers/common carriers or van lines. The use of fork trucks, pallet jacks and lift gates are permitted only by personnel of the official material handling contractor. Participants are allowed to perform their own material handling, provided they meet all of the following criteria:
Personnel performing the work must be bona fide, full-time company employees of the participating company. They must be off-loading a company owned truck or rental vehicle, or form of car, van, or truck owned by personnel of the participating company. All trucks, including co-owned or rental vehicles, over 24’ in length will be off-loaded or loaded by the official material handling contractor. They may use only hand-operated equipment, which they have provided; two-wheeled hand trucks and four-wheeled flat trucks are permitted. The use of fork trucks, pallet jacks, lift gates or any other mechanical equipment is not permitted by anyone other than the official drayage contractor.

Safety: Standing on chairs, tables, or other rental furniture is prohibited. The furniture is not engineered to support a person’s standing weight. Neither ACEP nor Freeman will be responsible for injuries or falls caused by the improper use of rental furniture. Please assist us in our efforts to provide a safe working environment.

Use of the Association’s Name or Logo
Participants may not use any ACEP name, mark or logo in advertising with the exception of informational references, such as “See us at innovatED during the ACEP15 Scientific Assembly in Boston, MA.” Participants who violate this provision may not be allowed to participate in future ACEP meetings and may be subject to civil penalties. The ACEP15 Scientific Assembly and innovatED logos may be used with written permission from ACEP Show Management.

Endorsement: The exhibiting of products at the Event does not constitute an endorsement by ACEP. Participants are not permitted to imply or represent in any media that ACEP has endorsed or approved their goods and services unless ACEP has specifically provided such an endorsement in writing.

Vehicles and Motorized Equipment
Any vehicle or combustion operated machine which is part of an exhibit must contain less than one quarter tank of fuel and must be equipped with locking gas caps. All battery cables must be disconnected and ends taped. Gas caps locked, and the key retained by show management. No refueling is permitted in the convention center. Floors under vehicles must be protected from any leakage, spillage, or other potential damage.
“I was really excited to see innovatED. One of the neat things I saw was actually the gurney of the future. Just knowing how versatile we need our departments to be going forward with influx of patients that we get … things like this, where people are really thinking about, ‘How can we take a product that’s essential to our department and adapt it to our needs?’ It’s one of the great advantages.”

— Tiffany Hackett, MD, MBA, FACEP
Emergency Physician, San Mateo, California