

EXHIBITOR OPPORTUNITIES



Phoenix Society
for burn survivors

23RD ANNUAL WORLD BURN CONGRESS

**HYATT REGENCY AND
DUKE ENERGY CONVENTION CENTER
CINCINNATI, OHIO
SEPTEMBER 21-24, 2011**



23RD ANNUAL WORLD BURN CONGRESS HYATT REGENCY AND DUKE ENERGY CONVENTION CENTER CINCINNATI, OHIO

Exhibit Dates: September 21-24, 2011

Local Host: Shriners Hospitals for Children - Cincinnati, Ohio

Mark Your Calendars Now for the Phoenix Society's World Burn Congress 2011. This is your opportunity to meet members of the burn community from around the world.

The Phoenix Society's World Burn Congress is designed to bring the burn community together to learn and share strategies for successful burn recovery. Participants include burn survivors and their families, burn physicians, nurses, physical and occupational therapists, social workers, fire and rescue workers, and regional burn foundations and organizations.

The conference is a program of the Phoenix Society for Burn Survivors, the leading national burn support organization committed to serving those affected by burn injuries through peer support, education, and advocacy.

Expected Attendance is approximately 200-300 medical professional attendees with a total attendance of over 800 comprised of burn survivors, first responders, and medical professionals.

Exhibitors will have the opportunity to:

- Meet burn center staff, burn survivors, and fire fighters from across the Nation and internationally who are actively involved in burn care support and prevention at their local level.
- Display current advancements in burn care, rehabilitation, and prevention.
- Network with attendees in the exhibit area and at social events.
- Attend the educational and inspirational sessions throughout the conference.

To assist your marketing efforts, exhibitors will receive the following:

- One registration to Phoenix Society's World Burn Congress which includes all social events.
- Acknowledgement in the conference syllabus.

What exhibitors are saying about Phoenix Society's World Burn Congress:

"World Burn Congress was enlightening, educational, and humbling. The meeting, the sessions, and social events are excellent opportunities to network and learn more about the needs of burn survivors, their families, and the medical community."



Areas of Acknowledgement:

Exhibitors are acknowledged in the following areas:

- On signs at the meeting.
- In the conference syllabus.
- During the General Sessions.

Traffic Generators:

To encourage traffic in the exhibit area, the following will occur:

- Meal functions on site.
- Designated exhibit times.

Social Activities:

One complimentary registration for the conference and the opening and closing social events are included with exhibitor fee. Additional registrations can be purchased in advance or onsite.

EXHIBITION & CONTRACT INFORMATION

Booth Rental Fee: \$700 US

- One complimentary registration for the conference and social events. Other exhibitor guests must register separately.
- Please note contracts received without payment arrangements cannot be processed, nor space assigned.
- Contracts received after August 12, 2011 will be assigned space on a first-come, first-serve basis.
- For your convenience, payment may be made by check or credit card (Visa, MasterCard, Discover, and American Express).
- No refunds will be granted after August 12, 2011.

Balance Due

If full payment for booth space rental is not submitted with the contract, then the balance is due by August 12, 2011. In the event that full payment is not received by that date, the Phoenix Society for Burn Survivors reserves the right to release space back into general inventory.

Booth Space

Each booth space is 8' x 8' and will be equipped with one six foot table with skirting and two chairs.

Carpet and Cleaning

The Duke Energy Convention Center exhibit area is carpeted. Booth cleaning is not included in the booth rental fee. The Phoenix Society for Burn Survivors has the right to order daily cleaning if booth appearance is unsightly. The cost will be charged to the exhibiting company.

Hotel Accommodations:

A special room rate is available for \$119/night at the Hyatt Regency Cincinnati.

Hyatt Regency Cincinnati:

Call 800-233-1234 or 513-579-1234 and refer to the Phoenix Society's World Burn Congress or reserve your room online at phoenix-society.org/wbc2011.

The hotel must receive your room reservation no later than August 24, 2011.

Questions? Please contact

Pam Peterson

at pam@phoenix-society.org or 800.888.2876



EXHIBITION GUIDELINES

Badge Policy:

Admission to the conference will be by badge only. Exhibitor badges will be available for pick-up during exhibitor registration hours and will be held under the onsite exhibitor's name.

All exhibitor booth personnel, as well as meeting attendees, are required to wear their official WBC Meeting badge. Each booth is entitled to (1) complimentary conference badge. Additional badges may be purchased for \$225 per badge.

Security:

The Hyatt Regency Cincinnati and Duke Energy Convention Center has granted us 24-hour holds on the exhibit space. However, exhibitors are strongly encouraged to remove all items of value after exhibit hours.

Exhibitor Conduct

The Phoenix Society for Burn Survivors will monitor all exhibits during the show schedule.

Distribution of Advertising Materials

Canvassing any part of the exhibit hall or meeting rooms by anyone representing or connected with a non-exhibiting company is strictly forbidden. Anyone so doing will be escorted from the Phoenix Society's World Burn Congress.

Canvassing or distribution of advertising material by an exhibitor will not be permitted outside of the exhibitor's allotted booth space.

Distribution of any literature throughout the convention center or hotel is only permitted with approval from the Phoenix Society for Burn Survivors. Exhibitors may not use Phoenix Society for Burn Survivors logos in connection with any product or advertising materials.

Audio Visual Equipment

Open sound systems are not permitted. Sound "leakage" must not interfere with any other exhibitor. The Phoenix Society for Burn Survivors requires compliance and reserves the right to take any necessary corrective action. No microphones/PA systems are to be used in booth space.

Demonstrations, Interviews, Subletting

Demonstrations by exhibitors should contribute to the attendee's knowledge in a professional way. Demonstrations and adequate space for interviews should be available within the confines of the individual exhibitor's booth. No interference with normal traffic flow and infringement on neighboring exhibits is permitted. Subletting or sharing of exhibit space is not permitted unless it is within corporate divisions.

Products

The Phoenix Society for Burn Survivors reserves the right to prohibit exhibition or advertisement of any product it deems unsuitable for the exposition. No Phoenix Society for Burn Survivors endorsement, express or implied, is connected with any product exhibited or advertised. Only products which have been approved by the FDA or other appropriate governmental agency shall be exhibited or advertised, unless approval is pending and a notice to that effect is prominently displayed with the product, or unless the product does not require such approvals.

Giveaways

Educational promotions, novelty gifts, or souvenirs must be submitted to the Phoenix Society for Burn Survivors for approval (written description acceptable). Requests must be submitted no later than August 12, 2011. Promotions not approved by the Phoenix Society for Burn Survivors are not permitted.

Premiums should be items that can be used during the meeting or in the professional activities of the attendee.

Exhibitors may not sell, serve, or dispense any food or beverage on the exhibit floor, unless authorized by the Phoenix Society for Burn Survivors.

Following are suggested items for distribution and are subject to approval:

Atlas, calculators, calendars, candy (small pieces, individually wrapped), desk accessories, educational materials, key chains, letter openers, luggage tags, note pads, pens or pen lights.

Following are items not acceptable for distribution:

T-shirts, hats, or other apparel items, mugs, and sporting goods including golf and tennis balls or golf tees.

Selling in the Exhibit Space

In order to protect its tax-exempt status, the Phoenix Society for Burn Survivors will not allow selling in the exhibit hall.

Phoenix Society for Burn Survivors Restrictions

The Phoenix Society for Burn Survivors reserves the right to restrict exhibits which for any reason are objectionable, and also prohibit or evict any exhibit which may detract from the general character of the exposition.

In the event of such restrictions or eviction, the Phoenix Society for Burn Survivors will not be liable for any refunds, rentals, or other exhibit expenses.

BOOTH INFORMATION AND SCHEDULE

Installation of Exhibits

Wednesday, September 21, 2011 12:00pm - 5:00pm
Exhibits must be intact by 7:00am on Thursday,
September 22, 2011.

Exhibition Hours

Thursday, September 22, 2011
8:00am - 4:30pm

Friday, September 23, 2011
8:00am - 3:00pm

Saturday, September 24, 2011
8:00am - 1:00pm

Times are subject to change as program changes are needed.

Exhibitors must staff their exhibits during exposition hours. The Phoenix Society for Burn Survivors reserves the right to remove any booth left unattended for an extended period of time.

Dismantling of Exhibits

Saturday, September 24, 2011
1:00 - 3:00pm

No packing of equipment, literature, or dismantling of exhibits is permitted until after 1:00PM, Saturday, September 24, 2011.

Important Dates:

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| August 12, 2011 | Exhibit Fees Due |
| August 12, 2011 | Deadline for company and product descriptions for Conference Syllabus |
| August 24, 2011 | Hotel registration deadline |
| September 21, 2011 | Exhibits Set-up |
| September 24, 2011 | Exhibits Dismantle |

Phoenix Society for Burn Survivors Contact:

Pam Peterson
1835 RW Berends Dr. SW
Grand Rapids MI 49519
Toll-free: (800) 888-2876
Fax: (616) 458-2831
pam@phoenix-society.org
www.phoenix-society.org/wbc2011

Exhibit Hall Location:

Duke Energy Convention Center
525 Elm Street
Cincinnati, OH 45202

Hotel Information:

Hyatt Regency - Cincinnati
151 West 5th St
Cincinnati, OH 45202

Many Thanks to these 2010 Exhibitors!

Adaptive Sports Center
American Burn Association
Baxter BioSurgery
Biological Water Filters - OLS
Community Tissue Services
Convatec
Swiss-American Products, Inc.
Financial Planners
Firefighters Burn Institute
Just Like You Films
Hanger Prosthetics and Orthotics Inc.
Home Fire Sprinkler Coalition
Medical Z
Microskin New York
Molnlycke Health Care
Pacific World Corporation
Patterson Medical/Sammons Preston
Shriners Hospitals for Children® - Cincinnati
Shriners Hospitals for Children® - Galveston
Spiegel Burn Foundation
Texas Burn Survivor Society
Texas Health Presbyterian Hospital Dallas
Torbot Group Inc.
Total Contact, Inc.
University of Texas Medical Branch

GENERAL EXHIBITION RULES AND REGULATIONS

Shipping, Storage, Handling

No freight or truck shipments will be accepted by the Duke Energy Center prior to Monday, September 19, 2011 at 1:00 pm. Due to physical limitations in dock space and on-site storage facilities, storage of items before this date is not available.

Public Safety

Each exhibitor is charged with the knowledge of all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety while participating in this event. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.

No combustible decoration, such as crepe paper, tissue paper, cardboard or corrugated paper shall be used at any time. Helium-filled balloons are not permitted. All bunting, draperies, or other fabrics must be fireproofed before use in the exhibit booth, with a certificate of fireproofing present in the exhibit booth during both installation and show hours. All inflammable materials and fluids are to be kept in safety containers. Open flames, butane gas, oxygen tanks, etc., are not permitted without permission of the Phoenix Society for Burn Survivors, Duke Energy Convention Center, and the Cincinnati Fire Department.

Only 3-prong, grounded extension cords will be permitted in the exhibit hall. No zip cords are allowed for electrical connections

Smoking in the exhibit hall is prohibited. Aisles must be kept completely clear and unobstructed. Fire exits and fire hose cabinets must be kept clear at all times. No hazardous display of any nature will be permitted.

Special illumination, such as bare spotlights, must be indirect or adjusted so the beam does not offend neighboring exhibitors or guests. The use of neon signs, laser, strobe, or neon lights or flashing lights of any kind as "eye-catchers" are prohibited.

Exhibitor Appointed Contractors

Exhibitors may employ the service of independent contractors to install and dismantle their display, providing the exhibitor and the exhibitor-appointed contractor comply with these requirements regarding exhibitor appointed contractors.

The exhibitor shall provide evidence that the exhibitor-appointed contractor has a proper Certificate of Insurance with a minimum of \$1,000,000 liability coverage, including property damage, to the Phoenix Society for Burn Survivors at least 10 days before show opening.

Property Care

The exhibitor is not to affix, nail, or otherwise attach anything to walls, doors, floors, or columns except where a nailing strip is provided. If there are any special requirements in this respect, the exhibitor should call Duke Energy Convention Center.

Liability

The exhibitor agrees to protect, save, and hold the Phoenix Society for Burn Survivors, the Duke Energy Convention Center, Hyatt Regency Cincinnati and all agents, 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 exhibitors or those holding under the exhibitor, and further, the 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 out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees or business invitees, which arise from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises, the hotel or any part thereof.



2011 EXHIBITOR REGISTRATION FORM

Company Name: _____

Company Website: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ Email: _____

Exhibitor Name Badge: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ Email: _____

- Exhibitor Fee: \$700 US
- Payment is due by August 12, 2011
- Exhibit fee includes one complimentary registration. Additional exhibitor guests must register separately on attendee registration form—please call to obtain.

Payment Method – Please make checks payable in US Funds to the Phoenix Society.

Please circle: Invoice Me Check VISA MC Discover Amex

Credit Card Number: _____

Exp Date _____ Signature: _____

EXHIBIT ABSTRACT (PLEASE PRINT OR TYPE):

General Product Line or Services: _____

Company name as it will appear in literature and website *only* if different than above:

Name: _____

Important!

Deadline for company and product descriptions to be included in the conference syllabus is August 12, 2011. Please provide a description of your company (not to exceed 50 words). Provide written description below or email to pam@phoenix-society.org and indicate that it was emailed in the space below.

Complete and Return by August 12, 2011 to address below:

Phoenix Society for Burn Survivors, Inc. • 1835 RW Berends Drive SW • Grand Rapids, MI 49519

1-800-888-2876 • Fax 616-458-2831

www.phoenix-society.org/wbc2011

We understand that the assigned space will be rented at the rate quoted in the 2011 Phoenix Society's Meeting Exhibitor Opportunities. We understand further that all space must be paid for in full on or before August 12, 2011. If assigned space is not paid for in full by the date specified, it may be reassigned to another exhibitor at the discretion of the Phoenix Society for Burn Survivors. No refunds will be granted after August 12, 2011. All cancellations must be made in writing and sent to the Phoenix Society. All refunds will be less a \$100 handling fee for each 8' x 8' space. All refunds will be processed at the conclusion of the Phoenix Society's World Burn Congress. We agree to abide by all rules and regulations governing exhibits set forth in the 2011 Phoenix Society Exhibitor Opportunities which is made a part of this contract by reference and fully incorporated herein.

Hold Harmless Clause: The exhibitor agrees to protect, save, and hold the Phoenix Society for Burn Survivors, Duke Energy Convention Center and Hyatt Regency Cincinnati, 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 exhibitors or those holding under the exhibitor, and further, the 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 out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees or business invitees, which arise from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises, the hotel or any part thereof.

Authorized Signature

Print Name/Title

Date