

EXHIBITOR OPPORTUNITIES

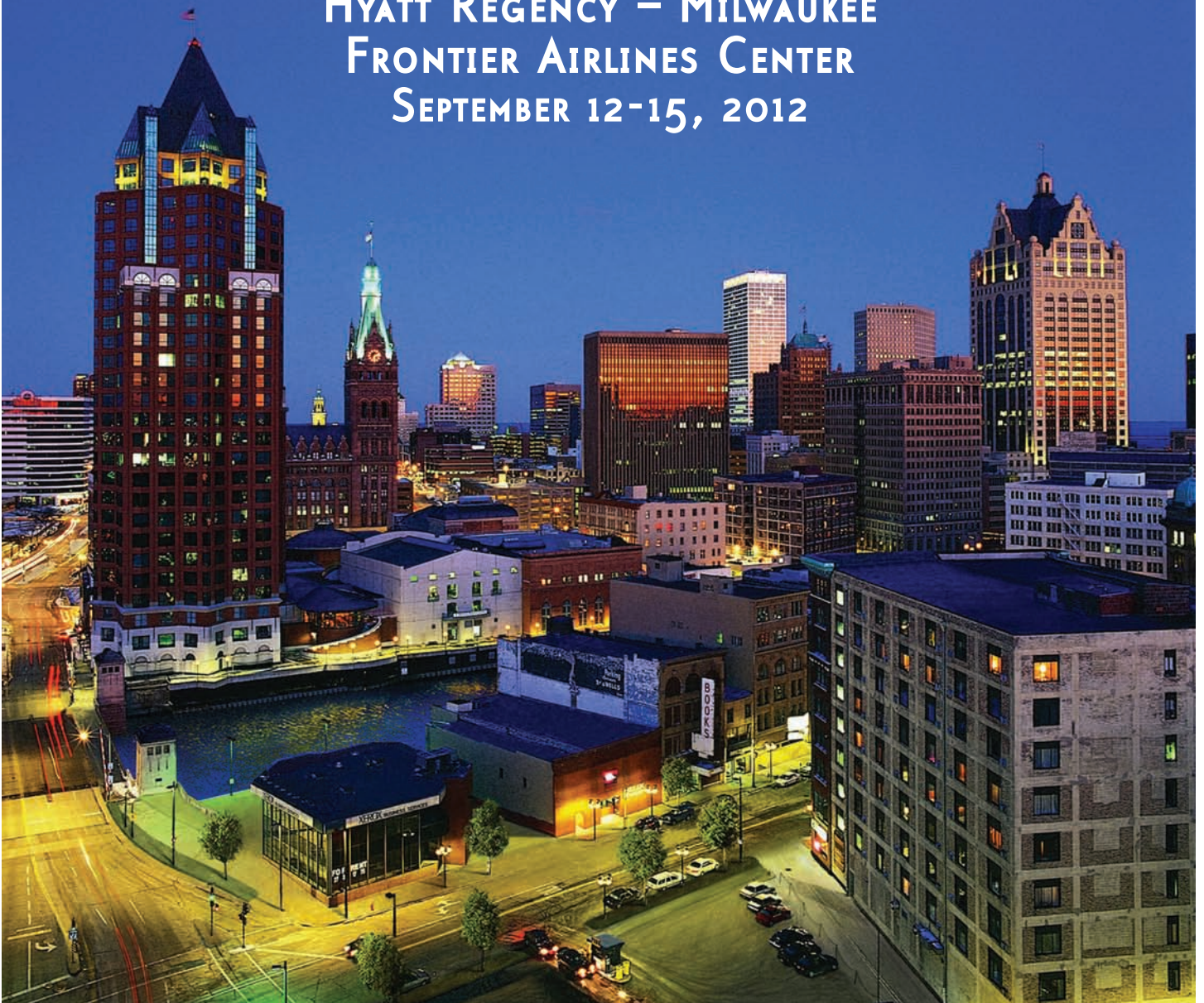


Phoenix Society
for burn survivors

World Burn Congress

24TH ANNUAL WORLD BURN CONGRESS

**HYATT REGENCY – MILWAUKEE
FRONTIER AIRLINES CENTER
SEPTEMBER 12-15, 2012**



24TH ANNUAL WORLD BURN CONGRESS HYATT REGENCY MILWAUKEE FRONTIER AIRLINES CENTER MILWAUKEE, WISCONSIN

Exhibit Dates: September 12-14, 2012

**Local Host: Columbia St. Mary's Regional Burn Center and
Wisconsin Alliance for Fire Safety**

Mark Your Calendars Now for the Phoenix Society's World Burn Congress 2012. 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:

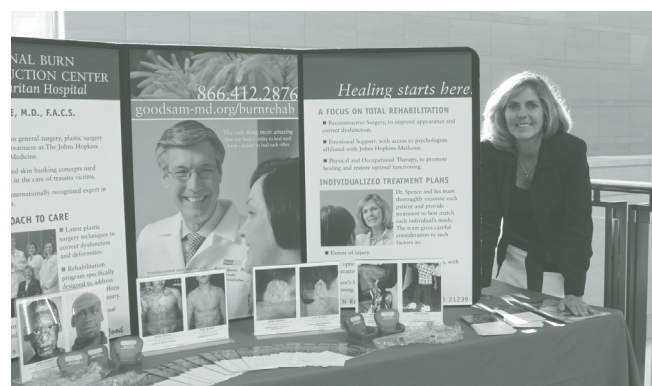
- Meet burn center staff, burn survivors, and fire fighters from across the Nation and internationally who are actively involved in burn care support and prevention at their local level.
- Display current advancements in burn care, rehabilitation, and prevention.
- Network with attendees in the exhibit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

NEW THIS YEAR - EXHIBITS OPEN EARLY!

Wednesday evening's opening reception will take place in the exhibit hall.

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 3, 2012 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 3, 2012.

Balance Due

If full payment for booth space rental is not submitted with the contract, then the balance is due by August 3, 2012. 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 10' x 10' and will be equipped with one six foot table with skirting and two chairs.

Carpet and Cleaning

Frontier Airlines 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 \$147/night, plus tax, at the Hyatt Regency Milwaukee.

Hyatt Regency Milwaukee:

Call 800-233-1234 or 1-414-276-1234 and refer to the Phoenix Society's World Burn Congress or reserve your room online at phoenix-society.org/wbc2012.

The hotel must receive your room reservation no later than August 17, 2012.

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 Milwaukee and Frontier Airlines 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 3, 2012. 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.

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 12, 2012 8:00am - 4:00pm
Exhibits must be intact by 4:00pm on Wednesday, September 12, 2012.

Exhibition Hours

Wednesday, September 12, 2012
6:30-10:00pm for the Opening Reception

Thursday, September 13, 2012
8:00am - 4:30pm

Friday, September 14, 2012
8:00am - 4:30pm

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

Friday, September 14, 2012
4:30pm - 6:00pm
All exhibits must be removed by 6:00pm Friday, September 14, 2012

Important Dates:

August 3, 2012	Exhibit Fees Due
August 3, 2012	Deadline for company and product descriptions for Conference Syllabus
August 17, 2012	Hotel registration deadline
September 12, 2012	Exhibits Set-up
September 14, 2012	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/wbc2012

Exhibit Hall Location:

Frontier Airlines Center
400 W. Wisconsin Avenue
Milwaukee, WI 53203

Hotel Information:

Hyatt Regency Milwaukee
333 West Kilbourn Avenue
Milwaukee, WI 53203
(414) 276-1234

Many Thanks to these 2011 Exhibitors!

Alan Breslau, Author
Baxter
Better Angels: The Firefighters of 9/11
Bio-Oil
Burned: A Memoir by Louise Nayer
Community Tissue Services
Diversionary Therapy Technologies
Fastiques Rod and Custom of Southern Ohio, Inc.
Financial Planning Association
Home Fire Sprinkler Coalition
Integra
Joella Miller, Always Wired Bead Lady
Mölnlycke Health Care
National Fire Protection Association
Phoenix Society for Burn Survivors
Shriners Hospitals for Children - Cincinnati
Sled Driver by Brian Shul
No More Fires - Spiegel Burn Foundation
Texas Health Presbyterian Hospital Dallas - IEEM
Torbot Group, Inc., Jobskin Division
Total Contact, Inc.
World Burn Congress Hosts 2012 -
Columbia St. Mary's Hospital and
Wisconsin Alliance for Fire Safety

GENERAL EXHIBITION RULES AND REGULATIONS

Shipping, Storage, Handling

No freight or truck shipments will be accepted by the Frontier Airlines Center prior to Monday, September 10, 2012 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, Frontier Airlines Center, and the Milwaukee 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 Frontier Airlines Center.

Liability

The exhibitor agrees to protect, save, and hold the Phoenix Society for Burn Survivors, the Frontier Airlines Center, Hyatt Regency Milwaukee 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.



2012 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 3, 2012

- 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 3, 2012. 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 3, 2012 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/wbc2012

We understand that the assigned space will be rented at the rate quoted in the 2012 Phoenix Society's Meeting Exhibitor Opportunities. We understand further that all space must be paid for in full on or before August 3, 2012. 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 3, 2012. All cancellations must be made in writing and sent to the Phoenix Society. All refunds will be less a \$100 handling fee for each 10' x 10' 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 2012 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, Frontier Airlines Center and Hyatt Regency Milwaukee, 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.