



# EXHIBITOR PROSPECTUS

*38th Annual Meeting*

Association for the Behavioral  
Sciences and Medical Education



## Developing and Assessing Core Behavioral Competencies

October 16-18, 2008  
Catamaran Resort Hotel and Spa  
San Diego, California

Exhibiting at the ABSAME Annual Meeting provides:

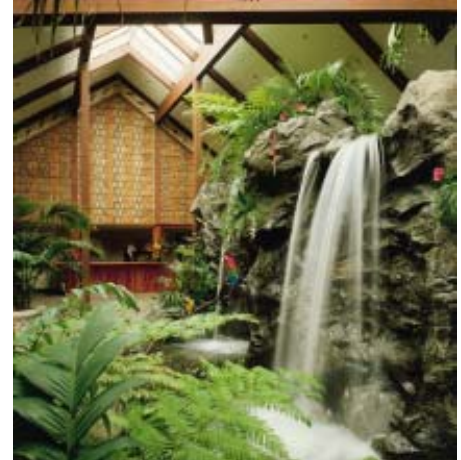
- An exhibitor-friendly conference environment attentive to vendor needs
- An opportunity to meet key decisions makers and users in Medical Education
- Highly attentive participants with excellent opportunities for interaction
- Various levels of exhibitor participation to meet your needs

To find out how our commercial support program can meet your needs, contact ABSAME Headquarters:

**Association for the Behavioral  
Sciences & Medical Education**

1460 N Center Rd.  
Burton, MI 48509  
(810) 715-4365

[admin@absame.org](mailto:admin@absame.org)



# We Invite You. . .

ABSAME 2008 Annual Meeting  
October 16-18, 2008  
Catamaran Resort Hotel and Spa  
Mission Bay ~ San Diego, CA

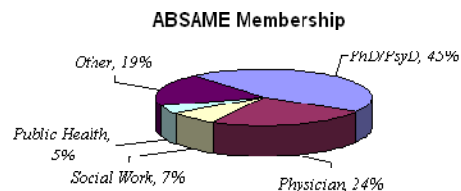


Dear Prospective Commercial Supporters & Exhibitors:

On behalf of the Board of Directors of ABSAME, we invite you to become a commercial supporter of the ABSAME 2008 Annual Conference. It's been four years since we've been back to San Diego and with our topic of **Core Competencies** there are lots of reasons for more members to attend this year, which means targeted promotional, networking and selling opportunities for you.

## Who is the Association for the Behavioral Sciences and Medical Education?

ABSAME is a national, non-profit professional organization involved in the continuum of medical education, including undergraduate, graduate and continuing medical education. ABSAME has a long history of serving as a forum in which discussions reaching across the boundaries of traditional disciplines lead to new understanding and creative solutions to the pressing issues of medical education of the day. ABSAME is composed of members from both a variety of medical specialties (including family practice, internal medicine, pediatrics and psychiatry) and the broad range of social sciences (including psychology, sociology, anthropology, education and the humanities). Our membership consists of key decision makers who are responsible for the management and direction of medical education programs at healthcare facilities throughout the United States.



## What Makes ABSAME Unique for Commercial Vendors?

ABSAME is unique for you because our conference attracts attendees who are looking for practical, "how-to" information, networking and resources. That attraction fits perfectly with their desire to meet and interact with vendors like you.

The 2008 event promises to deliver you maximum marketing influence, exclusive support opportunities and face-to-face contact with the major influencers of medical education and behavioral science.

We understand and appreciate your role in reaching our educational objectives and we support you in every way possible to ensure you connect with the people who can help grow your business. Your support is vital to the success of this conference and our goal is for you to leave the 2008 Annual Meeting confident that you earned an outstanding return on your investment. Inside you'll find a commercial support program updated for 2008 with new benefits, plus exclusive opportunities to help you attract more prospects and link with customers.

To determine the commercial support level that gives you the best value and impact for your budget, call Cyndee Lehner, National Office Coordinator at 810-715-4365 or visit our web site, [www.absame.org](http://www.absame.org). You may register by phone, fax or mail.

Mark your calendar for the 2008 ABSAME Annual Meeting in San Diego, CA.

It will be another dynamic program for ABSAME and an outstanding year for you to reconnect with established and prospective customers alike!

With best personal regards,

Mark E. Vogel, Ph.D.  
ABSAME Executive Director

# Commercial Support Packages & Exhibit Fees

ABSAME 2008 Annual Meeting  
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2008 Commercial Support Packages	Platinum	Gold	Silver	Bronze
Exhibit Booth at 2008 ABSAME Meeting (3 Days)	✓	✓	✓	✓
One paid registration to the Annual Meeting	✓	✓	✓	✓
Acknowledgement in the final meeting program syllabus	✓	✓	✓	✓
One piece of printed literature regarding your company distributed to each conference attendee	✓	✓	✓	✓
Advertisement in the ABSAME <i>Progress Notes</i> —the organizations' newsletter	1/2 Page	1/4 Page	Business Card	
Logo on meeting website with link—one year.	✓	✓		
One set of Annual Meeting registrant mailing labels—one time use	✓	✓		
Continental Breakfast Supporter with key signage and acknowledgement	✓			
<b>Your Cost</b>	<b>\$ 1,500</b>	<b>\$1,000</b>	<b>\$750</b>	<b>\$600</b>

## A la Carte Exhibitor Opportunities

### Dinner Reception Sponsor (Exclusive)

Be the only vendor to support this key event and distribute one promotional piece. Acknowledgement will appear in the conference syllabus. **Fee: \$1,000**

### Combined Book Exhibit

Publishers who participate in the Combined Book Exhibit will have their books displayed in a special section of the exhibit area and are clearly marked with a sign indicating your company name. Each shelf can display up to 10 titles with a combination of face-out and spine-out. This display will be set-up by the ABSAME Staff. Order forms would be on display with directions to send back to the publisher. At the end of the event, the books will be raffled off to conference participants. **Fee: Each shelf (10 books) is \$150**

### Promotional Literature Distribution

Distribute one promotional piece in the conference materials given to all participants. Acknowledgement will appear in the conference syllabus. **Fee: \$100**

# Meeting Location & Key Contacts

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## Location

The Catamaran Resort Hotel offers casual elegance in a tropical paradise with acres of lush foliage and sun-drenched beaches. Situated right on Mission Bay, the world's largest aquatic park, the Catamaran extends sun, sand, and tranquil water to your doorstep with the enticing waves of the Pacific Ocean just 100 yards away. Mission Bay offers boat docks and launches, sail and motorboat rentals, bike and walk baths, basketball courts, and playgrounds for children as well as several wildlife preserves. The area surrounding the private sanctuary of the Catamaran is teeming with restaurants and shopping. The full-service spa and luxury health club offer a complete line of restorative treatments and make the most of the Catamaran's lovely waterfront setting.

The group rate for ABSAME 2008 attendees is \$179/night plus tax for single or double occupancy. For more information on the resort, visit [www.catamaranresort.com](http://www.catamaranresort.com).

**How to Make Your Reservation:** Accommodations are the responsibility of the exhibitor, however we encourage you to take advantage of our group rate. Reservations may be made by calling Catamaran Resort Hotel directly on their toll-free conference line at 800-422-8386. In order to receive the group rate of \$179, please reference the group code ABSAME when making your reservation. The special group rate and availability cannot be guaranteed after the cut-off date of October 3, 2008. For ease in making your reservations, Catamaran Resort Hotel accepts Visa, MasterCard, American Express, Discover, and Diners credit cards.



Relax, soak in San Diego. Let your surroundings dictate a new appreciation for all the good things San Diego has to offer. San Diego is renowned for its idyllic climate, 70 miles of pristine beaches and a dazzling array of world-class family attractions. Popular attractions include the world-famous San Diego Zoo and Wild Animal Park, Sea World San Diego and LEGOLAND California. San Diego offers an expansive variety of things to see and do, appealing to guests of all ages from around the world.

## Key Contacts

### Hotel Contact

Special equipment needs:

**Victoria Hartwell**  
Catamaran Resort Hotel  
Convention Services Manager  
3999 Mission Boulevard  
San Diego, California 92109  
Phone: 859-539-8716  
Fax: 859-488-0901  
Email: [vhartwell@catamaranresort.com](mailto:vhartwell@catamaranresort.com)  
Web: [www.catamaranresort.com](http://www.catamaranresort.com)

### ABSAME Meeting Planner

Onsite meeting arrangements:

**Laurel Humbert, CMP**  
Meeting Resources Unlimited  
PO Box 368  
Harrison City, PA 15636-0368  
Phone: 724-744-1772  
Fax: 724-744-0146  
Email: [laurel@meetingresourcesunlimited.com](mailto:laurel@meetingresourcesunlimited.com)  
Web: [www.meetingresourcesunlimited.com](http://www.meetingresourcesunlimited.com)

### ABSAME National Office

Payments and financial arrangements:

**Cyndee Lehner**  
1460 North Center Rd  
Burton, MI 48509  
Phone: 810-715-4616  
Fax: 810-715-4371  
Email: [clehner@absame.org](mailto:clehner@absame.org)  
Web: [www.absame.org](http://www.absame.org)

# Exhibition Details

ABSAME 2008 Annual Meeting  
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Mission Bay ~ San Diego, CA



## Exhibitor Application Process

Exhibits are reserved on a first-come, first-served basis. ABSAME reserves the right to deny any organization a space to exhibit. To apply for an exhibit at the 38th ABSAME Annual Meeting, please read all these guidelines and complete the application materials.

## Exhibit Fee:

Full payment of the exhibit fee is due with your application to secure exhibit space. Space will not be reserved until payment is received. We reserve the right to deny any organization space to exhibit. If this occurs, payment will be promptly refunded.

## Special Set-ups:

Electrical hook-up, internet service, and other special requests can be arranged directly with **Catamaran Resort Hotel & Spa**. Payment for all special set-ups is the responsibility of the exhibitor.

## Shipping Instructions:

Exhibit supplies should be shipped to arrive no sooner than Friday, October 12. All boxes should be addressed to:

Attention: (YOUR NAME OR PERSON STAFFING EXHIBIT)  
c/o Convention Services  
Catamaran Resort Hotel  
3999 Mission Boulevard  
San Diego, California 92109

## Shipping Instructions for Books:

All books should be shipped to arrive no sooner than Friday, October 12. All boxes should be addressed to:

Attention: Laurel Humbert/Book Exhibit  
c/o Convention Services  
Catamaran Resort Hotel  
3999 Mission Boulevard  
San Diego, California 92109

## Literature Distribution:

One piece of your company's printed literature may be distributed to attendees of the conference. Materials to be distributed must be shipped directly to **Catamaran Resort Hotel & Spa** for arrival after October 12 and on or before Tuesday, October 15. Please be sure to check the box on the exhibitor application form if you intend to send literature for distribution. All packages should be addressed as follows:

Attention: Laurel Humbert/Literature Distribution  
c/o Convention Services  
Catamaran Resort Hotel  
3999 Mission Boulevard  
San Diego, California 92109

## Exhibit Hours

### Thursday, October 16, 2008

6:00 a.m. – 7:30 a.m. (set-up)

### Thursday, October 16, 2008

7:30 a.m. – 6:30 p.m. (exhibit)

### Friday, October 17, 2008

7:30 a.m. – 3:00 p.m. (exhibit)

### Saturday, October 18, 2008

7:30 a.m. – 12:00 p.m. (exhibit)

### Saturday, October 18, 2008

1:00 p.m. – 2:00 p.m. (tear-down)

The Exhibit area will remain open to conference attendees during conference hours. The scheduled events to be held in the Exhibit Hall are below. We ask that you comply with the exhibit set up and tear down times.

## EXHIBIT SPACE

Exhibit space in the Pavilion at the **Catamaran Resort Hotel & Spa** is limited. Booths are described as "space to provide for a six foot, draped table". A 6' table, cloth, two chairs, and waste paper basket will be provided. Booths will be assigned on the basis of specific needs and on a first come, first served basis. Every effort will be made to accommodate skyline displays with advanced notice.

## Exhibit rental does not include:

1. Security guard services
2. Placement of display equipment
3. Decoration and related expenses
4. Labor (i.e. carpentry, electricians)
5. Storage of any exhibit related material
6. Lighting/electrical power to the booths
7. Gas, water or phone line, internet access

Exhibitors who wish to utilize services or goods such as those outlined above are required to contract directly with the **Catamaran Resort Hotel & Spa** to make appropriate arrangements and set up a billing method.

# Exhibition Application Form

ABSAME 2008 Annual Meeting  
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**Deadline for Receipt of Applications: October 1, 2008**

Please print out, complete, and fax or mail.

Exhibitor Name: \_\_\_\_\_

Title for Exhibit Booth Sign: (Limited to 36 characters, including spaces):  
\_\_\_\_\_

Contact

Name: \_\_\_\_\_

Mailing Address (please do not use P.O.

Box): \_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Exhibit Package:   o Platinum Sponsor — \$1,500           o Gold Sponsor—\$1,000  
                          o Silver Sponsor — \$750                           o Bronze Sponsor — \$600

A la Carte:       o Dinner Reception Sponsor — \$1,000

                          o Combined Book Exhibit — \$150

                          o Promotional Literature Distribution — \$100

Total Enclosed: \_\_\_\_\_

o Check Enclosed (US Funds)   o Payment by credit card (MasterCard or Visa)

Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_

I authorize ABSAME to bill my credit card for above indicated charges:

Signature: \_\_\_\_\_

We reserve the right to deny any organization space to exhibit. If this occurs, payment will be promptly returned.

o I am sending literature to the Catamaran Hotel to be distributed to conference attendees

Please check one category that most appropriately describes the product or services for your exhibit. ABSAME will group similar exhibits together in the exhibit hall. If your exhibit cannot be classified in one of the listed categories, please check "other."

\_\_\_\_\_ Medical Education Software

\_\_\_\_\_ Pharmaceutical Company

\_\_\_\_\_ Medical Education Hardware

\_\_\_\_\_ Medical Equipment & Supplies

\_\_\_\_\_ Publishing

\_\_\_\_\_ Management Consultant

\_\_\_\_\_ Student Support Services

\_\_\_\_\_ Other (please describe) \_\_\_\_\_

Please send completed application materials and payment to:

**ABSAME**

1460 N Center Road, Burton, MI 48509

admin@absame.org

Phone: 810-715-4365 FAX: 810-715-4371