



**American Cleft Palate-  
Craniofacial Association**

1504 East Franklin Street, Suite 102  
Chapel Hill, NC 27514-2820

919.933.9044 Phone  
919.933.9604 Fax

info@acpa-cpf.org  
www.acpa-cpf.org

November 9, 2009

Dear Exhibits Manager:

We cordially invite you to exhibit at the upcoming **67th Annual Meeting of the American Cleft Palate-Craniofacial Association**. It will be held at the Omni Fort Worth Hotel, Fort Worth, Texas, March 16 – 20, 2010.

Meeting attendees will include approximately 600 plastic surgeons, oral/maxillofacial surgeons, orthodontists, dentists, speech pathologists, nurses, and other professionals involved in the care, treatment and research of patients with cleft lip and palate, and other craniofacial anomalies.

According to a recent membership survey, over 32% of ACPA members are directly responsible for purchasing products, equipment, and services for their institutions and nearly 50% of our members participate in the decision-making process.

The general exhibit schedule will be Wednesday, March 17 through Friday, March 19, 2010. The exhibit format is a standard 6' tabletop exhibit. Exhibits will be set up in the Texas Foyer, where all morning and afternoon coffee breaks will be held.

In addition to standard exhibiting, **Support Opportunities** include the Pre-Conference Symposium (March 15 – 16), Presidents' Welcoming Reception, ACPA Annual Luncheon, Friday Night Gala, and/or morning and afternoon coffee breaks. Supporting events affords you extra recognition and additional time for direct personal interaction with ACPA meeting attendees.

Please be advised that exhibit space is limited. Reservations will be honored based on date of receipt of the signed exhibit contract and payment. To reserve your table, please complete the enclosed agreement form and return it with payment for \$1,500 per exhibit table, plus any additional support funding no later than **FEBRUARY 1, 2010**.

We look forward to having you join us in Fort Worth for our 67<sup>th</sup> Annual Meeting!

Best regards,

Nancy C. Smythe  
Executive Director, ACPA

Debbie Ogle  
Exhibits Manager

## Invitation to Exhibit

The American Cleft Palate-Craniofacial Association (ACPA) invites you to showcase your products and services to premier healthcare professionals involved in cleft lip and palate and other craniofacial care. For as little as \$3.00 per contact, you will improve your company's visibility and recognition, increase your product and service exposure, and generate qualified leads.

**What: ACPA 67th Annual Meeting**  
**When: March 16 – 20, 2010**  
**Where: Omni Fort Worth Hotel, Fort Worth, Texas**

### About ACPA and the Annual Meeting...

ACPA has an international membership of over 2,500 professionals in 30 healthcare disciplines. Its mission is "to optimize the interdisciplinary care of persons affected by cleft lip and palate and other craniofacial anomalies". For further information on the association, visit our ACPA WEB SITE at: [www.acpa-cpf.org](http://www.acpa-cpf.org)

The ACPA 67<sup>th</sup> Annual Meeting will be attended by approximately 600 plastic surgeons, oral/maxillofacial surgeons, orthodontists, dentists, speech pathologists, nurses, and other professionals involved in the care and treatment of patients with cleft lip and palate and other craniofacial anomalies. Eighty percent of the membership is board-certified in their fields.

Exhibiting at the meeting will put you in contact with a diverse group of healthcare professionals. The meeting attracts young new professionals as well as veterans devoted to the care and treatment of cleft lip and palate, and other craniofacial anomalies. Approximately 50% of the membership is involved in decision-making and/or purchasing of products, equipment, and services.

ACPA's 67<sup>th</sup> Annual Meeting will provide three full days of exhibiting – Wednesday, Thursday and Friday. The ratio of exhibitors to attendees allows ample opportunity for every individual to visit every exhibit.

### Benefits...

When you exhibit at the ACPA 67th Annual Meeting, you will reach hundreds of premier healthcare professionals involved in cleft and craniofacial care worldwide. This is an opportunity to:

- ◆ SUCCESSFULLY MARKET your products
- ◆ ESTABLISH YOUR POSITION as an industry leader
- ◆ DEVELOP VALUABLE RELATIONSHIPS with influential healthcare professionals

### Investment...

The investment for an exhibit is \$1,500. Each package includes:

- ◆ TABLE TOP EXHIBIT \* – One 6 ft. x 30 in. draped table and two chairs.
- ◆ REGISTRATION AND BADGES for up to four representatives/per table
- ◆ SOCIAL PACKAGE - One complimentary social package (valued @ \$150)

\*PLEASE NOTE: \*DUE TO LIMITED EXHIBIT SPACE, WE CAN ONLY ACCEPT TABLE TOP EXHIBITS.  
NO SPACE WILL BE AVAILABLE IN FRONT, OR TO THE SIDE OF EXHIBIT TABLES.

### Support Opportunities.....

PLEASE CONSIDER additional opportunities to increase your exposure and help support ACPA's 67<sup>th</sup> Annual Meeting! Customize your support from a variety of options to fit your specific marketing needs, goals, and budget. Options include the Pre-Conference Symposium, Presidents' Welcoming Reception, ACPA Annual Luncheon, Friday Night Gala and/or Morning or Afternoon Coffee Breaks.

### For Additional Information Contact:

**Exhibits Manager:**  
Debbie Ogle  
Tel: 724.934.2260  
Email: [cleftpalj@aol.com](mailto:cleftpalj@aol.com)

**Executive Director, ACPA:**  
Nancy Smythe  
Tel: 919.933.9044  
Email: [nsmythe@acpa-cpf.org](mailto:nsmythe@acpa-cpf.org)

**AMERICAN CLEFT PALATE-CRANIOFACIAL ASSOCIATION**  
**67th ANNUAL MEETING – FORT WORTH, TEXAS**  
**MARCH 16 – 20, 2010**  
**COMMERCIAL EXHIBIT RENTAL AGREEMENT**

The undersigned agrees to rent commercial exhibit space at the  
ACPA 67th Annual Meeting in Fort Worth, Texas, March 16 – 20, 2010  
\*\*\*\*\*

Enclosed is \$\_\_\_\_\_ for  1 (\$1,500) or  2 (\$3,000) 6' tables as rental fee for the meeting period.

A copy of the "Exhibitor Prospectus" has been provided, and it is understood that the space rented will be as described in the prospectus. No other statement or understanding has been made with respect to this rental. It is further understood that:

1. The American Cleft Palate-Craniofacial Association, its agents and representatives, have no liability for damage or injury to any visitor, invitee, guest, or third party or to the undersigned, or the agent or relative of the undersigned, from whatever cause; nor to any property of any such person; and the undersigned will hold the American Cleft Palate-Craniofacial Association, its agents and representatives harmless for the actions and omissions of such person.
2. Security will be provided in the exhibit area the evenings of Tuesday, March 16 through Thursday, March 18, 2010; However, daily breakdown is recommended. The Association does not guarantee against theft, loss, or any form of damage to the display or properties of the exhibitors; nor against personal injury to the exhibitors, their employees or agents.
3. Upon acceptance by the undersigned of the exhibit space designated by the American Cleft Palate-Craniofacial Association, by moving any material whatsoever into said space or by occupying it in any manner whatsoever for any length of time, such space and all structures therein, and all occurrences in said space are the responsibility of the undersigned.

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

Address: \_\_\_\_\_

Tel: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ On-Site Contact & Tel: \_\_\_\_\_

Company Website: \_\_\_\_\_

Company Contact: \_\_\_\_\_ Company Contact Email: \_\_\_\_\_

Company Description/Products (25 words or less for Meeting Program): \_\_\_\_\_

\_\_\_\_\_(or use reverse)

Exhibitor Badge Names: \_\_\_\_\_

Exhibitors Providing Support: Please email your company logo to [meetings@acpa-cpf.org](mailto:meetings@acpa-cpf.org)

Do you require electricity?  Yes  No (If yes, instructions will follow)

Print Name/Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Return rental agreement and payment by FEBRUARY 1, 2010. Make checks payable to ACPA or provide Visa or Master Card information:**

**Credit Card No.** \_\_\_\_\_ **Expiration Date:** \_\_\_\_\_

**RETURN TO: American Cleft Palate-Craniofacial Association**  
**1504 East Franklin Street, Suite 102**  
**Chapel Hill, NC 27514**  
**(FAX 919.933.9604)**

## EXHIBITOR PROSPECTUS

**CONTRACT FOR SPACE:** The information contained in this Prospectus and Space Rental Agreement constitutes a contract for the right to use the allotted space.

**EXHIBIT SPACE DESCRIPTION:** The exhibit area will be in the Texas Foyer of the Omni Fort Worth Hotel. Each exhibitor will be provided one 6 ft. x 30 in. draped table and two chairs per exhibit registration (\$1,500). A maximum of two tables (\$3,000) may be rented. Table(s) will be free standing. Please be advised that, due to space limitations, only table-top exhibits will be accepted. Electrical needs should be noted on the rental agreement. Exhibitors will pay the hotel directly for electricity.

**SET-UP AND BREAKDOWN:** Standard exhibit set-up will be 3:00pm - 5:00pm, Tuesday, March 16, or 6:00am-8:00am, Wednesday, March 17. Exhibit breakdown will be Friday, March 19, 4:00pm - 6:00pm (following the 3:30pm coffee break). All materials must be removed from the foyer by 6:00pm.

**EXHIBIT REPRESENTATIVES:** Up to four representatives per exhibit table are included in the registration fee. Exhibit badges permit representatives to attend all non-food functions associated with the Annual Meeting. One (1) complimentary social package (value @ \$150) will be provided per table rented. Additional social packages may be purchased in advance or on-site.

**REGISTRATION:** The rental agreement and payment are due by FEBRUARY 1, 2010. All exhibitors registered by January 1, 2010 will receive a complimentary ¼ page black and white advertisement in an upcoming issue of *The Cleft Palate-Craniofacial Journal*. The exact issue date will be determined based on receipt of contract and payment.

**LATE REGISTRATION:** Rental agreement and payment received after February 1, 2010 will be subject to an additional late registration fee of \$500.00.

**CANCELLATION:** Written requests for cancellations received by March 1, 2009, will be reimbursed 50% of the rental fee. Requests received thereafter will result in forfeiture of the entire rental fee.

**SHIPPING & STORAGE:** The Omni Fort Worth Hotel has very limited storage space and requests that exhibit materials arrive no earlier than three days prior to the meeting. Instructions for shipping exhibit materials will accompany final exhibit confirmation.

**SECURITY:** It is understood that the ACPA exhibit area is held in a public location of the Omni Fort Worth Hotel. Security will be provided from 6:00pm - 7:00am the evenings of Tuesday, March 16 through Thursday, March 18, 2010; However, daily breakdown is recommended.

**LIABILITY:** It is mutually agreed that ACPA and the facilities in which ACPA meetings are conducted shall not be held liable to the exhibitor for any damage to or for the loss, theft, or destruction of an exhibit or property of an exhibitor, or for personal injuries to the exhibitors resulting from any cause. All claims for any such loss, damage, or injury are expressly waived by the exhibiting firm upon receipt of signed contract.

**ACCME STANDARDS FOR COMMERCIAL SUPPORT:** The ACPA Council has adopted the ACCME Standards for Commercial Support of Continuing Medical Education. Contact the National Office for a copy.

These regulations have been formulated in the best interest of all concerned parties.  
Any points not covered are subject to settlement by the management.

**EXHIBIT INFORMATION:** Please direct all inquiries to:

Debbie Ogle, Exhibits Manager  
Email: [cleftpalj@aol.com](mailto:cleftpalj@aol.com) ; Tel: 724-934-2260

or

Nancy Smythe, Executive Director;  
Email: [nsmythe@acpa-cpf.org](mailto:nsmythe@acpa-cpf.org) ; Tel: 919-933-9044

**AMERICAN CLEFT PALATE-CRANIOFACIAL ASSOCIATION  
67TH ANNUAL MEETING - FORT WORTH, TEXAS  
COMMERCIAL SUPPORT AGREEMENT**

The undersigned agrees to provide Commercial Support for the following event(s) of the American Cleft Palate-Craniofacial Association's 67th Annual Meeting in Fort Worth, Texas, March 15 – 20, 2010.

**Benefits of Becoming a Commercial Supporter Include:**

- Onsite signage recognizing our Commercial Supporters
- Special announcement at the Opening Session and in the Meeting Program
- Onsite Power Point presentation recognizing our Commercial Supporters
- Company Logo and Link on the CPCJ Website for a period of one year
- Invitation for all Exhibit Representatives to attend the ACPA Annual Awards Luncheon

Please indicate the event(s) for which you would like to be the sole commercial supporter:

- |   |             |
|---|-------------|
| <input type="checkbox"/> WEDNESDAY MORNING COFFEE BREAK         | \$ 1,500 ea |
| <input type="checkbox"/> WEDNESDAY AFTERNOON COFFEE, SODA BREAK | \$ 1,500 ea |
| <input type="checkbox"/> THURSDAY MORNING COFFEE BREAK          | \$ 1,500 ea |
| <input type="checkbox"/> THURSDAY AFTERNOON COFFEE, SODA BREAK  | \$ 1,500 ea |
| <input type="checkbox"/> FRIDAY MORNING COFFEE BREAK            | \$ 1,500 ea |
| <input type="checkbox"/> FRIDAY AFTERNOON COFFEE, SODA BREAK    | \$ 1,500 ea |

Please indicate the event(s) you wish to co-support:

- |   |             |
|---|-------------|
| <input type="checkbox"/> NUTS & BOLTS for TEAM CARE               | \$ 1,000 ea |
| <input type="checkbox"/> PRE-CONFERENCE SYMPOSIUM (MARCH 15 – 16) | \$ 2,000 ea |
| <input type="checkbox"/> PRESIDENTS' WELCOMING RECEPTION          | \$ 3,000 ea |
| <input type="checkbox"/> SHOW & TELL                              | \$ 2,000 ea |
| <input type="checkbox"/> ACPA ANNUAL LUNCHEON                     | \$ 2,000 ea |
| <input type="checkbox"/> 67th ANNUAL MEETING GALA                 | \$ 5,000 ea |

ACCME STANDARDS FOR COMMERCIAL SUPPORT: The ACPA Executive Council has adopted the ACCME Standards for Commercial Support of Continuing Medical Education. Please contact the National Office for a copy.

**ENCLOSED IS A TOTAL OF \$** \_\_\_\_\_ check payable to ACPA, or provide Visa or Master Card information below. (This total represents \$ \_\_\_\_\_ payment for \_\_\_\_\_ exhibit space(s) at \$1,500/per table, plus commercial support of the above indicated event(s) for \$ \_\_\_\_\_).

Company Name \_\_\_\_\_

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

Date: \_\_\_\_\_

Credit Card No. \_\_\_\_\_

Expiration Date: \_\_\_\_\_

**EXHIBIT INFORMATION:**

Please direct all inquiries to:

Debbie Ogle, Exhibits Manager; Email: cleftpalj@aol.com; Tel: 724-934-2260  
Or Nancy Smythe, Executive Director; Email: nsmythe@acpa-cpf.org; Tel: 919-933-9044

**PLEASE RETURN:**

Exhibit Rental Agreement, Commercial Support Agreement, and payment by FEBRUARY 1, 2010 to:

**American Cleft Palate-Craniofacial Association  
1504 East Franklin Street, Suite 102  
Chapel Hill, NC 27514**