Dear Prospective Exhibitor,

We look forward to having you join us at the 12th annual Southwest Symposium, held at the Hyatt Regency Downtown in Austin, Texas. The Southwest Symposium is a wonderful opportunity to share your company’s products and services with a large community of healthcare professionals.

With world-renowned speakers, the Southwest Symposium brings together over 350 licensed acupuncturists, doctors, nurses and massage therapists for 3 days of exceptional continuing education courses. Our attendees come from across the nation, and internationally, to enhance their knowledge and skills, gain insight into current best practices, and discover the benefits of your products and services.

Exhibitors are always a special attraction for our attendees, so we hope you’ll join us. And don’t forget - we’re offering special opportunities for your company to increase their exposure at the symposium. Sponsor a break and strategically market your company at the forefront of our refreshment service.

Enclosed you will find all the information needed to complete your exhibitor registration. Contact me today to reserve your space as our exhibit booths sell out every year.

We look forward to seeing you in March!

Warmly,

Meera Hoffman
Director of Continuing Education

https://www.aoma.edu/southwest-symposium
symposium@aoma.edu
512-492-3009 (direct)
512-454-7001 (fax)

AOMA Graduate School of Integrative Medicine
Attn: Southwest Symposium
4701 West Gate Blvd
Austin, TX 78745
Southwest Symposium – March 2-4, 2012
Exhibitor Information

CONFERENCE & EXHIBIT HALL LOCATION
Hyatt Regency Downtown
208 Barton Springs Rd
Austin, Texas 78704
(888) 421-1442
(512) 477-1234

EXHIBIT HALL SETUP
Thursday, March 1, 2012, 5:00 – 10:00 pm and Friday, March 2, 2012, 8:00 – 10:00 am.

EXHIBIT HALL HOURS
The hours listed below are the designated exhibit hall times. The exhibit hall will close at 6:30 pm on Friday and Saturday.

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<td>5:00 – 6:30 pm – Special Event!</td>
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<td>Evening with the Exhibitors</td>
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BOOTH PRICES

1-Table Booth Options:
- Standard Booth ($900)
  - One 6’ table
  - One 3-day class pass
  - Booth #s: 2-6, 8-24, 26, 27, 29

- Premium Booth ($1100)
  - One 6’ table, premium location
  - One 3-day class pass
  - Booth #s: 25, 33-36, 38, 39

2-Table Booth Options:
- Silver Sponsor ($1600)
  - Two 6’ tables
  - Two 3-day class passes
  - 1-page ad in course notebook
  - Booth #s: 7, 30

- Gold Sponsor ($1800)
  - Two 6’ tables, premium location
  - Two 3-day class passes
  - 1-page ad in course notebook
  - Booth #s: 31, 37, 40

3-Table Booth Options:
- Platinum Sponsor ($2000)
  - Three 6’ tables, premium location
  - Three 3-day class passes
  - 1-page ad in course notebook
  - Booth #s: 1 (SOLD), 28

All Booth Packages Include
- 1 yr. hyperlink to your company’s URL or logo on our website
- Tote Bag Insert (flyer or product sample)
- 3-day class pass* – quantity depends on booth selection
- Table & Chairs
- Electricity

*Class passes do not include lunch
**Internet access is available for $50 for the entire weekend
PAYMENT IS REQUIRED TO COMPLETE YOUR REGISTRATION AND RESERVE YOUR BOOTH

Southwest Symposium – March 2-4, 2012
Exhibitor Information

**EXHIBIT HALL LAYOUT**

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**EVENT SPONSORSHIP OPPORTUNITIES**

&_INCREASE YOUR EXPOSURE_ at the Southwest Symposium through one of the following event sponsorship opportunities. You will receive verbal recognition at the General Opening Session and signage with your company name/logo at the event site.

- **Break Service** ($250)
- **Saturday Evening Sponsor** ($500) – Sponsorship for Evening with the Exhibitors & Austin Music Jam. Sponsors will receive drink coupons to pass out to participants.

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**SOUTHWEST SYMPOSIUM TOTE BAG & NOTEBOOK INSERTS – DEADLINE – JANUARY 27, 2012**

Please make sure to submit flyers and/or products for the Symposium tote bags. Submit materials for 350 tote bags.

If you are a _sponsor_ and want to include a black & white advertisement or flyer in the Symposium notebook, please email a PDF file to _symposium@aoma.edu_.

**COMPANY LOGO, DESCRIPTION AND URL**

Please submit a print quality company logo as well as brief company description (50 words or less). In addition, please send us your companies URL so we may create a hyperlink from _https://www.aoma.edu/southwest-symposium_.

We encourage you to let your customers know you’ll be joining us, so put the Southwest Symposium link on your website!
Southwest Symposium – March 2-4, 2012
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RAFFLE AND SILENT AUCTION
Donations to the raffle and silent auction are a great way to increase the visibility of your company’s products and services! Winners will be announced daily and during the Saturday Evening with the Exhibitors event. All proceeds raised from your donations help the AOMA Student Association keep students engaged in AOM at the national level. Please contact Atalie Lehrer (aclehrer@gmail.com) to make a donation or to learn more.

REGISTRATION FOR CLASSES
If you would like to attend any classes or luncheons, please register online at https://www.aoma.edu/southwest-symposium. Click ‘Register Now’ and follow the steps outlined. Make sure to select ‘Exhibitor’ as your contact type as you proceed through the registration.

Remember, lunches are not included in your class pass. You may purchase lunch for an additional fee.

HOTEL RESERVATIONS – DEADLINE – FEBRUARY 9, 2012
Make your hotel reservations before February 9, 2012. After that date, our block of rooms will be released. Be sure to request the Southwest Symposium special rates when you book your reservation. Self-parking is available at 50% off regular pricing (approximately $6.00 per day). Valet parking is also available; please check with the Hyatt for current pricing.

Reservations can be made online at (https://resweb.passkey.com/Resweb.do?mode=welcome_gi_new&groupID=418847) or by contacting the Hyatt at (888) 421-1442 or (512) 477-1234.

SHIPPING INFORMATION
Superior Exposition Services (SES) will handle all INBOUND and OUTBOUND shipping. ALL exhibitors must ship boxes and materials to the SES warehouse for delivery to the Southwest Symposium. SES will handle ALL outbound shipping at the end of the Symposium.

SES can be contacted at (972) 271-7444 or toll free (866) 386-3976.

BOOTH POLICIES

- VERY IMPORTANT - If you have a display that is wider than 8’, you cannot fit into a standard one table booth. You will be required to purchase a two (2) table booth – Silver or Gold.

- Booth Locations will be assigned on a first-come, first served basis, with sponsors having first choice. The Southwest Symposium reserves the right to make all final decisions on booth locations.

- Booth Sharing – If two vendors want to share a booth, they must both complete and sign the booth registration form. The combined booth exhibits must fit within the size of the booth area reserved.

- Complete payment is due at time of registration.

- The Southwest Symposium will make the final determination for any dispute regarding booth size or appearance.

CANCELLATION POLICY
Cancellation for booth space or sponsorship must be submitted in writing or by email. Telephone cancellations will not be accepted. Your full payment, less a $200.00 processing fee, will be refunded to you. No refunds will be made after January 20, 2012. All refunds will be processed by March 30, 2012. Refund payment will either be a credit back to your credit card account or a mailed check.
Southwest Symposium – March 2-4, 2012
Exhibitor Application & Contract

Company Name: ____________________________________________________________

Contact Person: __________________________________________________________

Names for ID Badges: ______________________________________________________

Street Address: __________________________________________________________

City: ____________ State: ____________ Zip: ________________________________

Phone: __________________ Fax: __________________

Email: ________________________________________________________________

Website: ______________________________________________________________

Booth Preference: 1st Choice ____________ 2nd Choice ____________ 3rd Choice ____________

**EXHIBIT TABLES:**
- $900 Standard Booth (Your exhibit must not exceed 8’ in width as outlined in Booth Policies.)
- $1100 Premium Booth
- $1600 Silver Sponsor
- $1800 Gold Sponsor
- $2000 Platinum Sponsor

**ADDITIONAL SPONSORSHIP OPPORTUNITIES**
- $250 Break Sponsor
- $500 Saturday Evening Sponsor (Evening with the Exhibitors & Austin Music Jam)

**OPTIONAL ITEM**
- $50 Internet

**TOTAL**

**BILLING INFORMATION:**
Full payment must accompany this application in order to reserve your space. Payments can be made by Visa, MasterCard, or check payable to: AOMA

- Check enclosed in the amount of $________________________ Check #: ______________________
- Bill my credit card in the amount of $________________________

Credit Card Number: ____________
Expiration Date: ____________ 3 Digit V-code: ____________
Name on Card: ________________________________
Signature: ________________________________
Billing Address (if different from above): ________________________________

**RETURN COMPLETED AGREEMENTS**
If paying by credit card, send completed application via fax (512-454-7001) or email (symposium@aoma.edu)

If paying by check, mail completed application to: (Make checks payable to - AOMA)
AOMA Graduate School of Integrative Medicine
Attn: Southwest Symposium
4701 West Gate Blvd
Austin, TX 78745
EXHIBITOR TERMS AND CONDITIONS

- Backdrops may not exceed 10 feet in height or exceed width of assigned booth.
- No signs or articles can be affixed, nailed or otherwise attached to walls, doors, etc. Exhibitors violating this regulation are expressly bound, at their expense, to repair any such damage they may cause to property owned by The Hyatt Regency Austin. The Southwest Symposium is not responsible for any hotel arrangements made by exhibitor.
- All exhibitors conducting retail sales (over-the-counter delivery) at Southwest Symposium must obtain the proper sales tax permit and abide by state laws pertaining to tax collection and reporting.
- The Southwest Symposium is not responsible for any and all items missing or lost when shipped for The Southwest Symposium.
- The Exhibitor Hall will be locked at night. Anything left at your booth overnight is at your own risk. The Southwest Symposium is not responsible for lost, damaged or stolen items.
- The foyer booths will not be secured. Exhibitor may move items into main Exhibit Hall for overnight storage. Must coordinate with the Symposium Facilities Coordinator.
- Photography, videotaping, or entry into another exhibitor’s booth without permission is prohibited.
- Exhibitor booth personnel will wear their badge at all times during set-up, show hours and tear down, for entry into the exhibit hall.
- No distribution of any promotional items, including (but not limited to) advertisements, literature and souvenir items, are permitted in the classrooms.
- Failure to comply with these or any other regulations or amendments thereto may be sufficient cause for The Southwest Symposium to require immediate removal of the offending company. That company will forfeit all rights to exhibit at future Southwest Symposium programs. All fees and space will be released to The Southwest Symposium.
- The Southwest Symposium agrees to indemnify and hold harmless the Exhibitor from and against all claims, actions, cause of action, or liabilities, arising out of or resulting from any act undertaken or committed by The Southwest Symposium. The Southwest Symposium agrees to indemnify and hold harmless the Exhibitor from any liability resulting from any claim, action, or cause of action, which may be asserted by third parties arising out of The Southwest Symposium’s performance pursuant to this agreement, except for those actions or liabilities which are due to the misconduct or negligence of the Exhibitor. Exhibitor agrees to indemnify and hold harmless Southwest Symposium from and against all claims, actions, cause of action, or liabilities arising out of, or resulting from any act undertaken or committed by Exhibitor. Exhibitor also agrees to indemnify and holds harmless Southwest Symposium from any liability resulting from any claim action, or cause of action, which may be asserted by third parties arising out of Exhibitor’s performance pursuant to this agreement, except for those action or liabilities which are due to misconduct or negligence of The Southwest Symposium.
- Exhibitor shall be fully responsible to pay for any and all damages to property owned by The Hyatt, its owners or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, The Hyatt, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor’s use of the property. Exhibitor’s liability shall include all losses, costs, damages, or expenses arising from, 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, and business invitees which arise from or out of the Exhibitor’s occupancy and use of exhibition premises, The Hyatt or any part thereof.
- In case of cancellation of the exhibition or unavailability of the exhibit space for the specified uses due to war, governmental action or order, acts of nature, fire, strike, labor dispute, terrorist act or any other causes beyond The Symposium management’s control, this agreement shall terminate, and the Exhibitor shall be entitled to the return of the rental fee for the exhibit space, less the pro rata share allocable to the exhibit space of the expenses incurred by Symposium management in connection with the exhibition.

SIGN AND RETURN WITH EXHIBITOR APPLICATION

I agree to all of the guidelines, terms and conditions listed above and to the policies set forth by the Southwest Symposium.

Company Name:__________________________________________________________

Company Representative:__________________________________________________

Phone:_________________________Email:____________________________________

Signature:___________________________________________________________Date:___________